

Frankfurt School Exchange Student Information
Overview of Summer Semester 2025 BSc Modules
This catalogue is subject to change

Summer Semester 2025

Elective Modules in Q3 (27.01. to 14.03.2025)

Business Ethics	Mastering Public Speaking
Econometrics	Negotiation
Economics of Banks, FinTech & BigTech ³	Morals and Markets: Individual Decision Making and Social Interaction
Grundlagen des Unternehmensrechts	Real Estate Entrepreneurship & PropTech Development ³
International Monetary Economics	Risk Management
Introduction into the Law of the Digital Economy ³	Supply Chain Management
Leadership	Trading and Sales Advanced ^{1,3}

Elective Modules in Q4 (24.03.-16.05.2025)

1. Choose
ONE of the
module

2. Select up to three modules within that module group
(only one module group can be selected)

Marketing	Consumer Behaviour	Market Intelligence	Marketing Strategy
Sustainability	The Ethics of Sustainability	The Economics of Sustainability	Rethinking Business and Society – Transformation through Sust. Mgmt.
Banking & Finance	Money & Banking	Financial Markets	Mergers & Acquisitions
Consulting & Finance	Foundations of Consulting	Accounting and the Business Environment	Accounting and Capital Markets
Information Systems Engineering²	Database Systems and Data Management	Information & Architecture Management	Systems Development
Corporate Governance und Compliance (German only)	Grundlagen der Corporate Governance	Anreizgestaltung & Performance	Compliance

¹ You must have attended Financial Markets

² You must have advanced knowledge in Python to participate in these modules

³ Module description will be provided close to the course selection platform

Elective Modules in Q3

Business Ethics [PHI71414]

Module Coordinator		Moshtagh Khorasani, Manouchehr			
Programme(s)		Bachelor of Science			
Term		6th semester			
Module Duration		1 Semester			
Compulsory/Elective Module		Elective Module			
Credits:		6			
Frequency		Annually			
Language		English			
Total Workload	150 h	Academic Teaching Hours:	44	Remaining Workload:	Self-study
		One academic teaching hour corresponds to 40 minutes.			
		Self-study includes lesson preparation and follow-up activities, reading assignments, assessment preparation, take-home assignments, etc.			
Prerequisites		Principles of Management			
Content		<p>1. The Basics of Ethics</p> <ul style="list-style-type: none"> • Basic issues, examples and arguments of business ethics (i.e. shareholder vs. stakeholder approaches) • The ethics of the market • Social responsibility, ethics and morals <p>2. Ethical Reasoning and Frameworks</p> <ul style="list-style-type: none"> • Principle-based ethics, consequentialist, virtue-based and care ethics as a framework for business ethics • The importance of ethical behavior in business <p>3. Application and case studies</p> <ul style="list-style-type: none"> • Debate • Integration of students' opinions via active participation Case studies in business ethics 			

<p>Intended Learning Outcomes</p>	<p><i>Knowledge:</i> On successful completion of this module, students will have a thorough comprehension of general ethical positions as well as characteristics of ethical problems. They will have an understanding of fundamental approaches and diverse methods of ethical codes, purpose of ethics and objectivity of ethics in decision-making processes in business. They can:</p> <ul style="list-style-type: none"> • Describe corporate social responsibility, ethics and morals • Identify basic methods of ethical codes such as deontological, utilitarian, value-based and feminist ethics, reflective equilibrium, etc. in business context • Outline the different aspects and dimensions of ethics and apply them to case-studies in business <p><i>Skills:</i> On successful completion of this module, students will have the proven ability to search for a wide range of ethical approaches incorporating a specific ethical problem at hand, i.e. they can:</p> <ul style="list-style-type: none"> • Discuss the difference between questions of fact and questions of normative ethics • Analyze practices with respect to their impact on individual dimensions of rational choice • Deal with conflicts of norms that as a matter of fact are socially prevailing – whether shared by themselves or not • Assess evidence about the mechanics of ethical dispute and reputation and make rational choices <p><i>Competencies:</i> On successful completion of this module, students can take responsibility for working out a defensible solution that incorporates their knowledge of general ethical considerations, their understanding of what would be sustainable, specifics of a case and the culture in which they operate, i.e. they can:</p> <ul style="list-style-type: none"> • Tackle problems in a clear-sighted and logical fashion • Defend their opinions by using reasoned arguments • Work strategically - planning and reflecting upon wider societal issues when making managerial decisions 												
<p>Forms of teaching, methods and support</p>	<p>Lecture, debate, presentations and case-studies</p>												
<p>Type of Assessment(s) and performance</p>	<table border="1"> <thead> <tr> <th>Type of examination</th> <th>Duration or length</th> <th>Performance Points</th> <th>Due date or date of exam</th> </tr> </thead> <tbody> <tr> <td>Written Exam</td> <td>80 minutes</td> <td>80</td> <td>Exam week</td> </tr> <tr> <td>In-class presentation & short text (commented slides)</td> <td></td> <td>40</td> <td>During the module</td> </tr> </tbody> </table>	Type of examination	Duration or length	Performance Points	Due date or date of exam	Written Exam	80 minutes	80	Exam week	In-class presentation & short text (commented slides)		40	During the module
Type of examination	Duration or length	Performance Points	Due date or date of exam										
Written Exam	80 minutes	80	Exam week										
In-class presentation & short text (commented slides)		40	During the module										

Recommended Literature

Part 1 and 2
Part 3

- Alexander, Larry; Moore, Michael (2016): Deontological Ethics. With assistance of Edward N. Zalta. Edited by Metaphysics Research Lab, Stanford University (The Stanford Encyclopedia of Philosophy). Available online at <https://plato.stanford.edu/archives/win2016/entries/ethics-deontological/>, updated on Winter 2016.
- Awad, E., Dsouza, S., Kim, R., Schulz, J., Henrich, J., Shariff, A., et al. (2018). The Moral Machine experiment. *Nature*, 563(7729), 59–64.
- Bazerman, Max H.; Gino, Francesca; Shu, Lisa L.; Tsay, Chia-Jung (2011b): Joint Evaluation as a Real-World Tool for Managing Emotional Assessments of Morality. In *Emotion Review* 3 (3), p. 290. Available online at <http://search.ebscohost.com/login.aspx?direct=true&db=edb&AN=62030422&site=eds-live&scope=site>.
- Bocchiaro, Piero; Zamperini, Adriano (2012): Conformity, obedience, disobedience: The power of the situation. In : *Psychology-Selected Papers: IntechOpen*.
- Bowden, Peter (2005). Virtue ethics, Aristotle and organisational behaviour. *Australian Association for Professional and Applied Ethics 12th Annual Conference 28–30 September 2005, Adelaide*.
- Brenda Green, Brenda (2012). Applying Feminist Ethics of Care to Nursing Practice, *J Nurs Care* 2012, 1:3
- Bucciarelli, Monica, Sangeet Khemlani and P. N. Johnson-Laird (2008). The psychology of moral reasoning, *Judgment and Decision Making*, Vol. 3, No. 2, February 2008, pp. 121–139
- Chaudhary, Priyanka and Vijeta Soni (2013). A Utilitarian Perspective on Business Ethics. *IOSR Journal Of Humanities And Social Science (IOSR-JHSS)* Volume 14, Issue 5 (Sep. - Oct. 2013), PP 75-80
- Crossan, M., Mazutis, D., & Seijts, G. (2013). In Search of Virtue: The Role of Virtues, Values and Character Strengths in Ethical Decision Making. *Journal of Business Ethics*, 113(4), 567–581.
- Driver, Julia (2014): The History of Utilitarianism. With assistance of Edward N. Zalta (The Stanford Encyclopedia of Philosophy). Available online at <https://plato.stanford.edu/archives/win2014/entries/utilitarianism-history/>.
- Green, Brenda (2012). Applying Feminist Ethics of Care to Nursing Practice , *J Nurs Care* 1:111. doi:10.4172/2167-1168.1000111.
- Hursthouse, Rosalind (1999). Virtue Ethics and Human Nature, *Hume Studies* Volume XXV, Number 1 and 2 (April/November, 1999) 67-82
- Marques, Joan (2015). Universalism and Utilitarianism: An Evaluation of Two Popular Moral Theories in Business Decision Making, *The Journal of Values-Based Leadership*, Volume 8, Issue 2 Summer/Fall 2015 Article 3

	<ul style="list-style-type: none"> • Quinn, Warren S. (1989). Actions, Intentions, and Consequences: The Doctrine of Double Effect, <i>Philosophy and Public Affairs</i>, Vol. 18, No. 4. (Autumn, 1989), pp. 334-351 • Raz, Joseph (2014). The Obligation to Obey: Revision and Tradition, <i>Notre Dame Journal of Law, Ethics & Public Policy</i>, Article 10, February 2014, Vol. 1, Issue 1 Symposium on Law and Morality, pp. 138-155 • Robert, Frank (2007). The Status of Moral Emotions in Consequentialist Moral Reasoning, Paul J. Zak (ed.), <i>Moral Markets: The Critical Role of Values in the Economy</i>, New Jersey: Princeton University Press • Schwartz, M. (2001): The Nature of the Relationship between Corporate Codes of Ethics and Behaviour. In <i>Journal of Business Ethics</i> 32 (3), pp. 247–262. Available online at http://www.jstor.org/stable/25074572. • Case studies will be provided in the seminar
Module Structure	The module Ethics delivers knowledge about basic ethical issues and their relation to prudential considerations of business. It discusses the role of individuals in making ethical decisions, differentiating between different ethical approaches and methods. Obedience and conformity, the ethical standing of markets, and the importance of ethical behavior are addressed. It will introduce different methods of ethical frameworks and how they are reflected in business.
Usability in other Modules/Programmes	Concentration modules, Master's Thesis
Last Approval Date	2023/11/07

Econometrics [FIN60115]

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

<p>Content</p>	<p>This module will cover intermediary and advanced econometrics including:</p> <p>Review of probability and statistics:</p> <ul style="list-style-type: none"> • Probability distributions (both discrete and continuous) • Expectation, variance and covariance • Law of large numbers • Central limit theorem • Statistical estimation, confidence intervals • Frequentist versus Bayesian approach to statistics <p>Classical linear regression models (both simple and multiple regression):</p> <ul style="list-style-type: none"> • Properties of the ordinary least squares estimator • T-test • F-test <p>Diagnostic tests for linear regression:</p> <ul style="list-style-type: none"> • Non-linearity tests • Ramsey's RESET • Heteroscedasticity tests • Stability of parameters • Normality of residual • Durbin-Watson: autocorrelation of residuals • Multicollinearity • Principal components <p>Time series modeling and forecasting:</p> <ul style="list-style-type: none"> • Moving average processes • Autoregressive processes • Forecasting • Vector autoregressive models <p>Volatility and correlation:</p> <ul style="list-style-type: none"> • GARCH models <p>Limited dependent variable models:</p> <ul style="list-style-type: none"> • Logit • Probit <p>All concepts are illustrated on real data sets using programming language Python.</p>
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Intended Learning Outcomes	<p>Knowledge: On successful completion of the module, students will have a thorough comprehension of econometric theory, methods and concepts, meaning they</p> <ul style="list-style-type: none"> comprehend the underlying principles of probability and statistics explain the functioning and scope of application for classical linear regression and time series and panel data analysis identify and understand appropriate diagnostic tests for linear regression can study data and implement their own models in major programming languages such as Python <p>Skills: On successful completion of the module, students will have the proven ability to apply general econometric principles with a special focus on economic and financial models, i.e. they can</p> <ul style="list-style-type: none"> apply econometric techniques to examples and cases from practice. execute diagnostic tests for linear regression interpret the econometric results based on real data sets implement econometric models in Python (major programming language) <p>Competencies: The combination of theoretical knowledge and application to economic and financial cases enables students to critically evaluate the predictive powers of different explanatory variables. They also gain computer competence to study large data sets.</p>								
Forms of teaching, methods and support	Lecture with integrated worked examples and economic and financial applications. Examples are illustrated in programming language Python.								
Type of Assessment(s) and performance	<table border="1" data-bbox="480 1216 1378 1368"> <thead> <tr> <th>Type of examination</th> <th>Duration or length</th> <th>Performance points</th> <th>Due date or date of exam</th> </tr> </thead> <tbody> <tr> <td>One group project</td> <td></td> <td>120</td> <td>During semester</td> </tr> </tbody> </table>	Type of examination	Duration or length	Performance points	Due date or date of exam	One group project		120	During semester
Type of examination	Duration or length	Performance points	Due date or date of exam						
One group project		120	During semester						
Recommended Literature	<p>Wooldridge, Jeffrey (2019): Introductory Econometrics: A Modern Approach (Upper Level Economics Titles), 7th Edition</p> <p>Heiss, Florian and Brunner, Daniel (2020): Using Python for Introductory Econometrics</p>								
Module Structure	This course covers widely used econometric techniques such as the classical linear regression model, time series analysis and panel data analysis. Students learn the theory of these topics, they are provided with real data to apply these techniques, and they are confronted with real data to interpret the econometric results.								
Usability in other Modules/Programmes	Bachelor Thesis								
Last Approval Date	2023/10/18								

**Grundlagen des Unternehmensrechts
[LAW60116]**

Module Coordinator		Redenius-Hövermann, Julia			
Programme(s)		Bachelor of Science			
Term		6th semester			
Module Duration		1 Semester			
Compulsory/Elective Module		Elective Module			
Credits:		6			
Frequency		Annually			
Language		German			
Total Workload	150 h	Academic Teaching Hours:	44	Remaining Workload:	Self-study
		One academic teaching hour corresponds to 40 minutes.			
		Self-study includes lesson preparation and follow-up activities, reading assignments, assessment preparation, take-home assignments, etc.			
Prerequisites		Keine.			
Content		<p>Im SoSe 2023 werden während der Vorlesung (die zum Teil im blended learning Format stattfindet) die folgenden Rechtsgebiete, auch anhand von Übungsfällen, behandelt:</p> <ol style="list-style-type: none"> 1. Grundlagen des Handelsrechts: Kaufmann, Firma, Vertretung des Kaufmanns, Handelsregisterpublizität, Handelskauf 2. Grundlagen des Gesellschaftsrechts: Personen- und Kapitalgesellschaften 3. Corporate Governance: Rechte und Pflichten, Haftung der Gesellschafter/Organe, Organe der verschiedenen Gesellschaftsformen 4. Grundlagen des Umwandlungsrechts 5. Grundlagen des Insolvenzrechts 			

<p>Intended Learning Outcomes</p>	<p>Kenntnisse: Nach erfolgreichem Abschluss des Moduls, kennen die Studierenden die Grundlagen des Unternehmensrechts. Sie sind in der Lage:</p> <ul style="list-style-type: none"> • Handelsrechtliche Grundlagen zu erläutern; • Unternehmensformen (in ihrer Organisation und Finanzierung) zu unterscheiden und zu entscheiden, welche Unternehmensform sich am besten für einen Sachverhalt eignet. Auch können sie die verschiedenen Haftungsformen der Gesellschafter und Geschäftsleiter erläutern; • Umwandlungsarten darzustellen und zu entscheiden, welche Art am besten für einen Sachverhalt geeignet ist. • Handelsrechtliche Sachverhalte (Kaufmann, Firma, Registerpublizität) zu unterscheiden; • insolvenzrechtliche Fragen zu verstehen, und insb. die verschiedenen Insolvenzarten und Insolvenzverfahren zu unterscheiden; • auch werden die verfahrensrechtlichen Grundlagen dargestellt. <p>Fertigkeiten: Nach erfolgreichem Abschluss des Moduls, können die Studierenden die Grundlagen des Unternehmensrechts anwenden, sie sind in der Lage:</p> <ul style="list-style-type: none"> • kleinere unternehmensrechtliche Sachverhalte zu bearbeiten • unternehmensrechtliche Gesetzestexte auszulegen <p>Kompetenzen: Nach erfolgreichem Abschluss des Moduls, sind die Studenten in der Lage:</p> <ul style="list-style-type: none"> • unternehmensrechtliche Sachverhalte zu analysieren und zu verstehen. • unternehmensrechtliche Sachverhalte mit Rechtsanwälten und Unternehmensjuristen zu diskutieren. 																
<p>Forms of teaching, methods and support</p>	<p>Die Vorlesung besteht aus einer Einführung in die verschiedenen Themengebiete, kleinere Übungsfälle werden besprochen, Einblicke aus der Praxis werden gewährt. Die Ausarbeitung soll das Wissen festigen und das Verfassen der Bachelorarbeit vorbereiten.</p>																
<p>Type of Assessment(s) and performance</p>	<table border="1" data-bbox="480 1451 1378 1740"> <thead> <tr> <th>Type of examination</th> <th>Duration or length</th> <th>Performance Points</th> <th>Due date or date of exam</th> </tr> </thead> <tbody> <tr> <td>Zwischenprüfung</td> <td></td> <td>50</td> <td>Während des Semesters</td> </tr> <tr> <td>Schriftliche Prüfung</td> <td></td> <td>70</td> <td>Prüfungswoche</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>	Type of examination	Duration or length	Performance Points	Due date or date of exam	Zwischenprüfung		50	Während des Semesters	Schriftliche Prüfung		70	Prüfungswoche				
Type of examination	Duration or length	Performance Points	Due date or date of exam														
Zwischenprüfung		50	Während des Semesters														
Schriftliche Prüfung		70	Prüfungswoche														
<p>Recommended Literature</p>	<ul style="list-style-type: none"> •Foerste, Insolvenzrecht, 2014 •Grunewald, Gesellschaftsrecht, 2019 •Kindl, Gesellschaftsrecht, 2011 •Kraft/Redenius, Umwandlungsrecht, 2015 •Langenbucher, Aktien- und Kapitalmarktrecht, 2018 •Mock, Gesellschaftsrecht, 2015 																
<p>Module Structure</p>																	

Usability in other Modules/Programmes	BA-Thesis; M&A/Banken/Beratung
Last Approval Date	2023/10/02

**International Monetary Economics
[ECO71209]**

Module Coordinator		Giamattei, Marcus			
Programme(s)		Bachelor of Science			
Term		6th semester			
Module Duration		1 Semester			
Compulsory/Elective Module		Elective Module			
Credits:		6			
Frequency		Annually			
Language		English			
Total Workload	150 h	Academic Teaching Hours:	44	Remaining Workload:	Self-study
		One academic teaching hour corresponds to 40 minutes.			
		Self-study includes lesson preparation and follow-up activities, reading assignments, assessment preparation, take-home assignments, etc.			
Prerequisites		Macroeconomics			
Content		<p>What policies and variables affect the exchange rate, and can we forecast its development? In which currency should international traders invoice goods and financial transactions? Does foreign investment stimulate the economy? How should policymakers deal with a current account deficit? Is openness (to trade and finance) good? What roles should central banks and fiscal policy obtain, and might international relationships impede these? Do capital controls make sense?</p> <p>Starting with the balance of payments and models of purchasing power parity, interest rate parity, foreign exchange market and a Keynesian consensus model of an open economy, the effects of economic policy measures and disturbances are examined under constant and variable inflation. Various exchange rate regimes are addressed, overshooting, original sin, credit risk, and international financial architecture issues. The models are enriched by case studies, interactive classroom games using classEx and empirical methods.</p>			

<p>Intended Learning Outcomes</p>	<p>Knowledge: Students will acquire foundational knowledge about key concepts in the field. They will develop a comprehensive understanding of:</p> <ul style="list-style-type: none"> • The Balance of Payments and its significance in international economics. • Fundamental models such as Purchasing Power Parity, Interest Rate Parity, the Foreign Exchange Market, and the Keynesian Consensus Model for an open economy. • The effects of economic policy measures and disturbances under both constant and variable inflation conditions. <p>Skills: Throughout the course, students will develop practical skills that enable them to apply their knowledge effectively. They will be able to:</p> <ul style="list-style-type: none"> • Analyze and interpret the implications of economic policy measures and disturbances in different inflation scenarios. • Evaluate the strengths and weaknesses of various exchange rate regimes. • Apply models and theories to real-world situations through case studies. <p>Competencies: They will be able to:</p> <ul style="list-style-type: none"> • proficiently analyze and interpret the effects of different economic policy measures and exchange rate regimes. • effectively apply theoretical models to real-world scenarios, enhancing their analytical abilities. • gather and analyze data about central measures like exchange rates, inflation rates, interest rates and central bank balance sheets. 								
<p>Forms of teaching, methods and support</p>	<p>Lecture with assignments and case studies. With the help of classEx interactive teaching forms are integrated.</p>								
<p>Type of Assessment(s) and performance</p>	<table border="1" data-bbox="480 1317 1378 1451"> <thead> <tr> <th>Type of Assessment</th> <th>Duration</th> <th>Performance Points</th> <th>Due Date or Date of Exam</th> </tr> </thead> <tbody> <tr> <td>Written Exam</td> <td>120 minutes</td> <td>120</td> <td>Exam week</td> </tr> </tbody> </table>	Type of Assessment	Duration	Performance Points	Due Date or Date of Exam	Written Exam	120 minutes	120	Exam week
Type of Assessment	Duration	Performance Points	Due Date or Date of Exam						
Written Exam	120 minutes	120	Exam week						
<p>Recommended Literature</p>	<p>Graf Lamsbodorff and Giamattei (2023) International Monetary Economics: Lectures in Economics. The book will be sold at cost at the beginning of the semester.</p> <p>Further literature: Krugman, P.R., M. Obstfeld and M. Melitz (2018), International Economics: Theory and Policy, 11th international edition. Isard, P. (1995), Exchange Rate Economics, Cambridge University Press</p>								
<p>Module Structure</p>	<p>The following topics will be covered:</p> <ol style="list-style-type: none"> 1. Accounting in an Open Economy 2. Purchasing Power Parity 3. Capital Mobility and Interest Rate Parities 4. Open Economy with Constant Inflation 5. Open Economy with Variable Inflation 6. International Financial Architecture 								

Usability in other Modules/Programmes	The course is complementary to an course in International Trade.
Last Approval Date	2023/09/19

Leadership [SOC60223]

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

<p>Content</p>	<p>Strong leadership is essential to individual and organisational growth and success.</p> <p>The goal of this course is to lay a strong foundation for building and leading high-performing teams. The students will receive a set of strategies and techniques to identify their personal leadership styles and will be able to apply the theoretical knowledge gathered in this course in practice.</p> <ul style="list-style-type: none"> • In the first module of the course major leadership theories, concepts, and research findings will be examined in depth and elaborated in a multitude of case studies. • In the second module, emotional intelligence, personality traits, perception, and decision-making will be studied from an individual perspective. Students will be able to conduct assessments to identify their personality traits and reflect on their personality characteristics paving the way for authentic leadership. • The third module will focus on group-level concepts and models that are critical to building high-performing teams, such as group formation, motivation, power, and conflict management. • Finally, the course will observe current theories and frameworks to explore leadership in today's dynamic and uncertain business environment, considering digital transformation, globalisation, diverse teams, and the ever-changing challenges brought on by rapid innovation. <p>Many case studies involving extensive in-class group work, and a group assignment on the analysis of a specific selected leader will be incorporated into the course.</p> <p>In this highly interactive course, the students are expected to contribute actively during the classes on the several topics studied.</p>
<p>Intended Learning Outcomes</p>	<p>After completing the Leadership module, students will be able to:</p> <ul style="list-style-type: none"> • comprehend key leadership concepts • distinguish between leadership styles • get an insight of their own personality characteristics that could impact their leadership style • recognize and implement effective leadership principles at the individual level • comprehend key concepts in group dynamics • understand the factors that influence motivation, power, and conflict management. • analyse and evaluate current leadership paradigms. • present their opinions and ideas in front of an audience
<p>Forms of teaching, methods and support</p>	<ul style="list-style-type: none"> • Strong in-class participation • Self-assessment • Team assignments and presentations <p>Active involvement in class as well as openness to bring in and reflect own experiences are key for the student's individual development.</p>

Type of Assessment(s) and performance	Type of examination	Duration or length	Performance Points	Due date
	Final exam	60 min	60	Exam Week
	Team assignments and presentations	25-30 minutes	60	End of course
Recommended Literature	<ul style="list-style-type: none"> Robbins, Stephen P. / Judge, Timothy A. (2019): Organizational behavior, 18th edition, Pearson. (or 17th edition 2018) Northouse, Peter G. (2018): Leadership – Theory & Practice, 8th edition, Sage. (or 7th edition) <p>All other reading or case material will be provided.</p>			
Module Structure	Topics covered Theory of Leadership (3 sessions) Leadership – Individual Level (2 sessions) Leadership – Group Level (2 sessions) Leadership in Modern Global Business Environment (1 session) Group Assignment (2 sessions) Course Review (1 session)			
Usability in other Modules/Programmes	Useful for any further modules with the focus on management and organisational behaviour			
Last Approval Date	2023/11/07			

Mastering Public Speaking [SOC60151]

Module Coordinator		Parker, Michael			
Programme(s)		Bachelor of Science			
Term		7th semester			
Module Duration		1 Semester			
Compulsory/Elective Module		Concentration Module			
Credits:		6			
Frequency		Annually			
Language		English			
Total Workload	150 h	Academic Teaching Hours:	44	Remaining Workload:	Self-study
		One academic teaching hour corresponds to 45 minutes.			
		Self-study includes lesson preparation and follow-up activities, reading assignments, assessment preparation, take-home assignments, etc.			
Prerequisites		General knowledge based on completed secondary education			
Content		<p>Topics covered will include:</p> <ul style="list-style-type: none"> Self-introductions Four Elements of an Effective Speech Overcoming Nervousness and Speaking with Confidence Self-Assessment Clarifying without Dumbing Down Proposals Bulding Rapport with your Audience How to Organize Your Speech Reports Current Status/Project Updates Storytelling Recommendations Using Q&A to Your Advantage Presenting Data PowerPoint Slides After Action Review 			

Intended Learning Outcomes	<p>The ability to get decision-makers to listen to you and act on your ideas is a key business skill. Your success and-- that of your company--depends upon your ability to make clear, engaging and actionable presentations and speeches.</p> <p>In this course, you will learn the 4 keys to an effective speech or presentation: you, the audience, your message and your delivery. This course is based on those 4 keys.</p> <p>You will be given templates to structure the basic types of informational and persuasive speeches you will encounter in your career: self-introductions, proposals, recommendations, reports, status reports.</p> <p>The course will consist of a combination of short inputs, group work and presentations. Your grade will largely be determined by your participation in class and your two speeches or presentations to the class.</p> <p>Because the class has a large workshop component, your attendance and participation is required. If you stick with the course, you will improve your speech skills.</p>																
Forms of teaching, methods and support	<p>Participants will learn how to prepare, rehearse and deliver the basic forms of informational and persuasive speeches and presentations through short lectures and interactive assignments and exercises.</p>																
Type of Assessment(s) and performance	<table border="1"> <thead> <tr> <th>Assessment</th> <th>Due date</th> <th>Max. points</th> <th></th> </tr> </thead> <tbody> <tr> <td>In-class speeches</td> <td>During the semester</td> <td>40</td> <td></td> </tr> <tr> <td>Prepared Speech/Presentations</td> <td>During the semester</td> <td>40</td> <td></td> </tr> <tr> <td>Final Exam</td> <td>Exam week</td> <td>40</td> <td></td> </tr> </tbody> </table>	Assessment	Due date	Max. points		In-class speeches	During the semester	40		Prepared Speech/Presentations	During the semester	40		Final Exam	Exam week	40	
Assessment	Due date	Max. points															
In-class speeches	During the semester	40															
Prepared Speech/Presentations	During the semester	40															
Final Exam	Exam week	40															

Recommended Literature	<p><i>Real Leaders Don't Do PowerPoint: How to Sell Yourself and Your Ideas</i> by Christopher Witt (Crown). This book shows you how to shape the way people think and feel in order to change the way they act.</p> <p><i>Made to Stick: Why Some Ideas Survive and Others Die</i> by Chip Heath and Dan Heath (Random House). This book presents six key qualities that make ideas clear, persuasive and memorable.</p> <p><i>Speaking PowerPoint: The New Language of Business by Bruce Gabrielle (Insight Publishing)</i>. This book shows you how to create business slides that are clear, professional-looking and convincing.</p> <p><i>Ressonate: Present Visual Stories that Transform Audiences</i> by Nancy Duarte (Wiley). This book shows how to use techniques from cinema and literature to create persuasive presentations and compelling slides.</p>
Module Structure	<p>The ability to give a speech is one of the most valued business skills today. Yet most people say that giving a speech is their greatest fear. This course is designed to create a safe environment where participants can learn and practice their speaking and presentation skills. In addition, they will be provided templates for structuring the basic forms of informational and persuasive speeches they will encounter in their careers.</p> <p>Public speaking is often considered a "soft-skill" but the fact is that the ability to get decision-makers to listen to you and act on your ideas is a key business skill and the ability to persuade and influence others is a defining characteristic of leadership.</p>
Usability in other Modules/Programmes	Bachelor Thesis
Last Approval Date	2024/04/22

Negotiation [SOC60148]

Module Coordinator		Parker, Michael			
Programme(s)		Bachelor of Science			
Term		6th semester			
Module Duration		1 Semester			
Compulsory/Elective Module		Elective Module			
Credits:		6			
Frequency		Annually			
Language		English			
Total Workload	150 h	Academic Teaching Hours:	44	Remaining Workload:	Self-study
		One academic teaching hour corresponds to 40 minutes.			
		Self-study includes lesson preparation and follow-up activities, reading assignments, assessment preparation, take-home assignments, etc.			
Prerequisites		none			
Content		<p>We negotiate constantly in our lives – with friends and family, our partners but obviously also in a business context. In this module, students will learn the basic concepts and frameworks of negotiation.</p> <p>Special situations, such as negotiating in an intercultural context and in circumstances of conflict, will also play a role.</p>			
Intended Learning Outcomes		<p>Knowledge: On successful completion of this module, students</p> <ul style="list-style-type: none"> • know different frameworks for negotiation • are aware of important cognitive and emotional factors that influence negotiations <p>Skills: On successful completion of this module, students can</p> <ul style="list-style-type: none"> • analyze a negotiation situation and identify different positions and interests • clarify their interests and define options • conduct negotiations in a productive way <p>Competencies: On successful completion of this module, students can</p> <ul style="list-style-type: none"> • lead negotiations to mutually successful outcomes 			

Forms of teaching, methods and support	Through lectures, exercises and simulations students will grasp how biases influence our perception and how we can apply different strategies to negotiate successfully.			
Type of Assessment(s) and performance	Type of examination	Duration or length	Performance Points	Due date or date of exam
	Final Exam	60 minutes	60	Exam Week
	Case study and presentation		30	In class
	Participation simulation/exercises		30	In class
Recommended Literature	<p>Required Readings</p> <p>Negotiation, 9th ed. Roy Lewicki, David Saunders and Bruce Barry</p> <p>Getting to Yes by Roger Fisher, William Ury and Bruce Patton</p> <p>Split the Pie: A Radical New Way to Negotiate by Barry Nalebuff</p> <p>Bargaining for Advantage: Negotiation Strategies for Reasonable People by G. Richard Shell</p> <p>Women Don't Ask: The High Cost of Avoiding Negotiation—and Positive Strategies for Change by Linda Babcock and Sarah Laschever</p> <p>Recommended</p> <p>Negotiating the Nonnegotiable: how to Resolve Your Most Emotionally Charged Conflicts by Daniel Shapiro</p> <p>Negotiating the Impossible by Deepak Malhotra</p> <p>Negotiating Rationally by Max Bazerman and Margaret A. Neale</p> <p>Negotiation Genius: How to Overcome Obstacles and Achieve Brilliant Results at the Bargaining Table and Beyond by Deepak Malhotra and Max Bazerman.</p>			
Module Structure	Class sessions will aim at combining theory and praxis.			
Usability in other Modules/Programmes	none			

Last Approval Date	2023/11/07
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Morals and Markets: Individual Decision Making and Social Interaction [SOC60154]

Module Coordinator		Giamattei, Marcus			
Programme(s)		Bachelor of Science			
Term		6th semester			
Module Duration		1 Semester			
Compulsory/Elective Module		Elective Module			
Credits:		6			
Frequency		Annually			
Language		English			
Total Workload	150 h	Academic Teaching Hours:	44	Remaining Workload:	Self-study
		One academic teaching hour corresponds to 40 minutes.			
		Self-study includes lesson preparation and follow-up activities, reading assignments, assessment preparation, take-home assignments, etc.			
Prerequisites		Microeconomics (mandatory), Behavioral Economics (optional).			
Content		<p>This course aims at highlighting how economic and moral decision making intersect in various ways. The course will discuss experimental studies from psychology and economics on the importance of morality for economic decision making and how individual moral preferences are aggregated in markets. Topics include intuition in moral judgments, diffusion of responsibility, self-serving bias, crowding-out, diffusion of responsibility, self-serving bias, replacement logic, pivotality, and others. Finally, the concepts will be applied to topics like intermediaries and conflicts of interests.</p> <p>Students learn how to deal with terminology and literature relevant to ethics and economics, as well as how to engage in independent, argumentation-based discussion. They reproduce experimental findings in class to allow for an experience-based, in-depth discussion of the results.</p>			

Intended Learning Outcomes	<p>Knowledge: Students will acquire foundational knowledge about key concepts in the field. They will develop a comprehensive understanding of:</p> <ul style="list-style-type: none"> • Moral vs. economic costs of decision making • Moral preferences and aggregation in markets • Theories of moral and economic decision making <p>Skills: Throughout the course, students will develop practical skills that enable them to apply their knowledge effectively. They will be able to:</p> <ul style="list-style-type: none"> • Analyze and interpret the implications of observed individual behavior and behavior in markets • Evaluate the strengths and weaknesses of various explanation models. • Apply models and experimental results to real-world situations. <p>Competencies: They will be able to:</p> <ul style="list-style-type: none"> • proficiently analyze and interpret the effects of morality on economic decision making. • effectively apply theoretical models to real-world scenarios, enhancing their analytical abilities. • gather and analyze experimental data about decision making.
Forms of teaching, methods and support	Interactive Seminar
Type of Assessment(s) and performance	
Recommended Literature	Papers for each topic will be provided at the start of the class.
Module Structure	<p>The following topics will be covered:</p> <ol style="list-style-type: none"> 1. Moral intuition 2. Bystander effect 3. Replacement logic 4. Pivotality 5. Priming 6. Self-Serving Bias 7. Other-regarding Expectations 8. Hiding behind Procedures 9. Hiding behind Ambiguity 10. Hiding behind Others 11. Intermediaries 12. Conflicts of Interest.
Usability in other Modules/Programmes	keine
Last Approval Date	2023/10/18

Risk Management [FIN60163]

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

<p>Content</p>	<p>Financial markets are becoming ever more complex. The persistent crisis of the global financial system results in an increased need for experts and leaders to manage financial risks in a professional way. Topics covered will include:</p> <p>Bank capital, risk management and regulation Risk factors and risk mapping Computing Value-at-Risk Credit Risk NPL, Coverage Liquidity Risk in banking supervision Capital allocation Fraud and money laundering Case studies</p> <p>Understanding Global Risks ESG Risk Management Understanding ESG Climate Risks TCFD Risk Disclosures Frameworks Biodiversity Risks Financial Ecosystem for Risk Management</p> <p>Asset Allocation and Portfolio Risk Management Asset Bubbles Managing Investment Risks Portfolio Risk Management Client Asset Allocation and Risk Profiling Global Risk Factors and Opportunities</p>
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Intended Learning Outcomes	<p>Knowledge: On successful completion of this module, students will have a thorough comprehension of the basic definitions, theories and concepts of risk management, i.e. they can:</p> <ul style="list-style-type: none"> • explain how to manage and hedge trading and banking book exposures, • describe regulatory requirements, • recognize risk management as a means of determining a bank's profitability. <p>Skills: On successful completion of this module, students will have the proven ability to apply risk measurement and risk management concepts for bank management purposes, i.e. they are able to:</p> <ul style="list-style-type: none"> • compute various risk measures, • evaluate the impact of risk on prices for financial products and services, • draw up appropriate bank-wide risk management. <p>Competencies: On successful completion of this module, students appreciate the importance of risk management in a financial institution and are capable of acting at the interface between risk managers and other bank departments.</p>												
Forms of teaching, methods and support	Mix of short lectures with discussions in class.												
Type of Assessment(s) and performance	<table border="1" data-bbox="480 1245 1378 1458"> <thead> <tr> <th>Type of Examination</th> <th>Duration or length</th> <th>Performance Points</th> <th>Due date or date of exam</th> </tr> </thead> <tbody> <tr> <td>Exam</td> <td>90 minutes</td> <td>90</td> <td>Exam Week</td> </tr> <tr> <td>Class Presentation</td> <td></td> <td>30</td> <td>during the course</td> </tr> </tbody> </table>	Type of Examination	Duration or length	Performance Points	Due date or date of exam	Exam	90 minutes	90	Exam Week	Class Presentation		30	during the course
Type of Examination	Duration or length	Performance Points	Due date or date of exam										
Exam	90 minutes	90	Exam Week										
Class Presentation		30	during the course										

Recommended Literature	<p>Key suggested readings:</p> <p>Fundamentals of Risk Management: Understanding, Evaluating and Implementing Effective Risk Management. 2018- English edition by Paul Hopkin</p> <p>Risk Management in Banking (Wiley Finance) Paperback – 2015 English edition by Joël Bessis (Autor)</p> <p>Risk and Asset Allocation (Springer Finance) English edition by Attilio Meucci 2010</p> <p>The Black Swan: The Impact of the Highly Improbable: With a new section: "On Robustness and Fragility" (Incerto, Band 2) English edition by Nassim Nicholas Nicholas Taleb 2010</p> <p>https://www.bis.org/basel_framework/index.htm?m=3%7C14%7C697</p>
Module Structure	In this module students will develop deep understanding of the most important dimensions of risk and learn about advanced concepts how to measure and manage different type of risk.
Usability in other Modules/Programmes	Bachelor Thesis (BSc_BT)All other modules of the thematic area FINANCE & BANKING.
Last Approval Date	2023/11/07

Supply Chain Management [MGT60236]

Module Coordinator		Reuter, Carsten			
Programme(s)		Bachelor of Science			
Term		6th semester			
Module Duration		1 Semester			
Compulsory/Elective Module		Elective Module			
Credits:		6			
Frequency		Annually			
Language		English			
Total Workload	150 h	Academic Teaching Hours:	44	Remaining Workload:	Self-study
		One academic teaching hour corresponds to 40 minutes.			
		Self-study includes lesson preparation and follow-up activities, reading assignments, assessment preparation, take-home assignments, etc.			
Prerequisites		Operations Management, Statistics and Probability, Mathematics			
Content		Supply chains are networks of organizations (suppliers, manufacturers, distributors, retailers) that jointly supply and transform materials, and distribute products and services to consumers. If designed and managed properly, these networks are a crucial source of competitive advantage for both manufacturing and service enterprises. Each day, world-class companies such as Amazon, Apple, Dell, and Zara try to leverage their supply chain management (SCM) capabilities to achieve profitable growth far ahead of their competition. This module develops a framework of Supply Chain drivers that helps students understand and predict the financial performance of a firm's supply chain strategy.			

<p>Intended Learning Outcomes</p>	<p>Knowledge: On successful completion of this module, students will have a thorough comprehension of the basic definitions, theories and concepts of supply chain management, i.e. they can:</p> <ul style="list-style-type: none"> understand how Supply Chain Management contributes to the financial performance of companies across a wide range of industries. define and distinguish different concepts of and approaches to SCM <p>Skills: On successful completion of this module, students will have the proven ability to apply supply chain management concepts, i.e. they can:</p> <ul style="list-style-type: none"> develop and advance quantitative spreadsheet modeling skills that allow them to support qualitative arguments with solid quantitative analysis. <p>Competencies: On successful completion of this module, students can take responsibility for designing and implementing supply chain management concepts in organisations, i.e. they can:</p> <ul style="list-style-type: none"> develop the requisite know-how to provide responsible contributions in establishing concepts and processes in supply chain management. independently take responsibility for SCM in practice present supply chain management challenges to a broad audience, and argue competently about problem solution strategies. 																			
<p>Forms of teaching, methods and support</p>	<p>Lecture, Case Studies, Online-Simulation, Mentoring</p>																			
<p>Type of Assessment(s) and performance</p>	<table border="1"> <thead> <tr> <th data-bbox="480 1283 700 1361">Type of examination</th> <th data-bbox="700 1283 935 1361">Duration or length</th> <th data-bbox="935 1283 1155 1361">Performance Points</th> <th data-bbox="1155 1283 1375 1361">Due date or date of exam</th> </tr> </thead> <tbody> <tr> <td data-bbox="480 1361 700 1559">Supply Chain Simulation - Performance Score (Group - in teams of three to four)</td> <td data-bbox="700 1361 935 1559"></td> <td data-bbox="935 1361 1155 1559">60</td> <td data-bbox="1155 1361 1375 1559">During the course</td> </tr> <tr> <td data-bbox="480 1559 700 1756">Supply Chain Simulation - Written Performance Analysis (Individual)</td> <td data-bbox="700 1559 935 1756"></td> <td data-bbox="935 1559 1155 1756">42</td> <td data-bbox="1155 1559 1375 1756">During the course</td> </tr> <tr> <td data-bbox="480 1756 700 1863">Case Study Report (Individual)</td> <td data-bbox="700 1756 935 1863"></td> <td data-bbox="935 1756 1155 1863">18</td> <td data-bbox="1155 1756 1375 1863">During the course</td> </tr> </tbody> </table>				Type of examination	Duration or length	Performance Points	Due date or date of exam	Supply Chain Simulation - Performance Score (Group - in teams of three to four)		60	During the course	Supply Chain Simulation - Written Performance Analysis (Individual)		42	During the course	Case Study Report (Individual)		18	During the course
Type of examination	Duration or length	Performance Points	Due date or date of exam																	
Supply Chain Simulation - Performance Score (Group - in teams of three to four)		60	During the course																	
Supply Chain Simulation - Written Performance Analysis (Individual)		42	During the course																	
Case Study Report (Individual)		18	During the course																	

<p>Recommended Literature</p>	<p>The lecture is mostly based on the following textbook: Chopra and Meindl: Supply Chain Management: Strategy, Planning, and Operation, 6th edition, McGrawHill, 2014</p> <p>Cachon and Terwiesch: Matching Supply with Demand: An Introduction to Operations Management, 3rd edition, McGraw Hill, 2012</p> <p>The textbook can be found in the FS library in reasonable numbers (Signatures: DDC/Chopra).</p>
<p>Module Structure</p>	<p>The contents of the 11 sessions in total are built up as follows:</p> <p>Session 1</p> <ul style="list-style-type: none"> • Introduction SC Performance: Achieving Strategic Fit <p>Session 2</p> <ul style="list-style-type: none"> • Introduction Supply Chain Simulation: The Fresh Connection (Round 1) <p>Session 3</p> <ul style="list-style-type: none"> • Debrief/Discussion The Fresh Connection (Round 1) • Dealing with Uncertain Demand & Demand Forecasting <p>Session 4</p> <ul style="list-style-type: none"> • Supply Chain Principles • Procurement and Global Sourcing <p>Session 5</p> <ul style="list-style-type: none"> • Debrief/Discussion The Fresh Connection (Round 2) • Inventory Management, Cycle Inventory, Safety Inventory Minimum Order Quantities <p>Session 6</p> <ul style="list-style-type: none"> • Inventory Management, Cycle Inventory, Safety Inventory Minimum Order Quantities Cont'd <p>Session 7</p> <ul style="list-style-type: none"> • Debrief/Discussion The Fresh Connection (Round 3) • Triggers and Mitigation of the Bullwhip Effect <p>Session 8</p> <ul style="list-style-type: none"> • Triggers and Mitigation of the Bullwhip Effect (Cont'd) <p>Session 9</p> <ul style="list-style-type: none"> • Debrief/Discussion The Fresh Connection (Round 4) • Coordination along the Supply Chain and Pooling Concepts <p>Session 10</p> <ul style="list-style-type: none"> • Late Differentiation and Postponement <p>Session 11</p> <ul style="list-style-type: none"> • Debrief/Discussion The Fresh Connection (Round 5) • Sustainability along the Supply Chain
<p>Usability in other Modules/Programmes</p>	<p>Bachelor Thesis</p>
<p>Last Approval Date</p>	<p>2023/11/07</p>

Elective Modules in Q4

Marketing

Consumer Behaviour [MGT60168]

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

Intended Learning Outcomes	<p>Marketing begins and ends with consumers – from determining consumers’ needs to providing consumer satisfaction. As such, a clear understanding of consumers’ buying behavior is critical in successfully managing the marketing function. The purpose of this course is to introduce you to the study of consumer behavior. The role of research and the tools of scientific inquiry will be emphasized in order to illuminate the underlying behavioral and psychological constructs. Depth of understanding of these underlying constructs is a key to success in today’s complex marketplace. Product lifecycles are shorter, market segments are smaller and more dispersed, and the competition is more intense than ever before.</p> <p>Upon completion of this course, students:</p> <ul style="list-style-type: none"> • Will have learned the key behavioral and psychological concepts and will have developed the intellectual ability to apply them in analyzing marketing situations. • Will be able to understand consumers’ consumption–related behaviors • Will be able to develop and evaluate marketing strategies intended to influence consumption–related behaviors. 												
Forms of teaching, methods and support	Lectures, in-class exercises, cases, active discussions and group work												
Type of Assessment(s) and performance	<table border="1"> <thead> <tr> <th>Type of examination</th> <th>Duration or length</th> <th>Performance Points</th> <th>Due date or date of exam</th> </tr> </thead> <tbody> <tr> <td>Group Project</td> <td></td> <td>60 points</td> <td>Last day of class</td> </tr> <tr> <td>Individual Assignments & In Class Work</td> <td></td> <td>60 points</td> <td>Throughout the semester</td> </tr> </tbody> </table>	Type of examination	Duration or length	Performance Points	Due date or date of exam	Group Project		60 points	Last day of class	Individual Assignments & In Class Work		60 points	Throughout the semester
Type of examination	Duration or length	Performance Points	Due date or date of exam										
Group Project		60 points	Last day of class										
Individual Assignments & In Class Work		60 points	Throughout the semester										
Recommended Literature	Will be provided in class.												
Module Structure	<p>The contents of the course are broken down into the following modules:</p> <ol style="list-style-type: none"> 1. Scientific Approach to Consumer Behavior 2. How Consumers Acquire, Remember and Use Knowledge <ol style="list-style-type: none"> a. Attention, Comprehension, and Memory b. Attitudes and Attitude Formation 3. How Consumers Make Decisions <ol style="list-style-type: none"> a. Judgment and Decision Making b. Individual Differences 4. Influence and Persuasion <ol style="list-style-type: none"> a. Social Influence Principles and Persuasion b. Cultural Influences on Consumers 												

Usability in other Modules/Programmes	B.Sc.-Thesis
Last Approval Date	2023/01/05

Market Intelligence [MGT71336]

Module Coordinator		Qiu, Zhuoer			
Programme(s)		Bachelor of Science			
Term		4th & 6th semester			
Module Duration		1 Semester			
Compulsory/Elective Module		Concentration Module			
Credits:		6			
Frequency		Annually			
Language		English			
Total Workload	150 h	Academic Teaching Hours:	44	Remaining Workload:	Self-study
		One academic teaching hour corresponds to 40 minutes.			
		Self-study includes lesson preparation and follow-up activities, reading assignments, assessment preparation, take-home assignments, etc.			
Prerequisites		Students should master basic mathematical concepts.			
Content		Firms rely increasingly on vast amounts of data to inform marketing decisions. The goal of this course is to provide students with key skills that will equip them for a career where analytics and data-driven decision making replace management by intuition. By learning about and applying various multivariate analytic methods and techniques, students will gain a better understanding of how to turn data into insights for better marketing decisions.			
Intended Learning Outcomes		<p>Upon completion of this course students should be able to:</p> <ul style="list-style-type: none"> - Apply appropriate quantitative analyses to solve managerial problems with available data - Measure and assess the effectiveness of marketing strategies and tactics - Understand, interpret, and discuss the outputs and procedures of statistical analysis software 			
Forms of teaching, methods and support		This course may include traditional lectures and discussions as well as homework assignments, group work, case studies, guest lectures, and individual applications.			

Type of Assessment(s) and performance	Type of examination	Duration or length	Performance Points	Due date or date of exam
	Group Project		30 points	During Course
	Assignments		20 points	During Course
	Participation		10 points	During Course
	Final Exam	60 Minutes	60 points	Exam Week
Recommended Literature	<ul style="list-style-type: none"> - Fred M. Feinberg, Thomas C. Kinnear, James R. Taylor, Modern Marketing Research, Cengage 2013. - Andy Field, Jeremy Miles, Zoë Field, Discovering Statistics Using R, Sage 2012. - John W. Foreman, Data Smart: Using Data Science to Transform Information into Insight, Wiley 2013. 			
Module Structure	<p>In this course, the learning process will typically encompass three phases: In phase one, the theoretical concepts of a specific quantitative method will be introduced, allowing students to understand the corresponding foundational mechanisms and relationships. In phase two, students will learn how these concepts translate into actual analyses and conduct them in Excel. Having successfully mastered the knowledge transfer from concepts to applications, in phase three, students will use R to leverage the specific methods in further empirical applications. The goal of this three-phase design is to help students gain a solid understanding of important quantitative methods and equip them with the necessary knowledge for their strategic employment and evaluation.</p>			
Usability in other Modules/Programmes	Digital Marketing			
Last Approval Date	2022/11/15			

Marketing Strategy [MGT73725]

Module Coordinator		Worm, Stefan			
Programme(s)		Bachelor of Science			
Term		4th & 6th semester			
Module Duration		1 Semester			
Compulsory/Elective Module		Concentration Module			
Credits:		6			
Frequency		Annually			
Language		English			
Total Workload	150 h	Academic Teaching Hours:	44	Remaining Workload:	Self-study
		One academic teaching hour corresponds to 40 minutes.			
		Self-study includes lesson preparation and follow-up activities, reading assignments, assessment preparation, take-home assignments, etc.			
Prerequisites		Marketing and Statistics.			
Content		<p>The purpose of business is to create and keep a customer (Peter Drucker, 1954)</p> <p>The financial success of a company depends on its ability to acquire and retain profitable customers - to develop a successful marketing strategy, however, is not a simple task.</p> <p>This module serves three goals:</p> <ol style="list-style-type: none"> 1. Students will learn about new tools to help them understand and analyze the marketing strategies of successful (and unsuccessful) companies. 2. Students will apply the underlying analytical concepts and learn, for example, how to identify the needs of potential customers. 3. Students will discover how marketing drives companies' financial success and ultimately shareholder value. <p>Please note:</p> <ul style="list-style-type: none"> * Regular class attendance is required. * Case studies require time for preparation throughout the quarter. * The key deliverables of the course are the Case Study Exercises and the Exam. 			

<p>Intended Learning Outcomes</p>	<p>Knowledge: On successful completion of this module, the students will have a thorough comprehension of Marketing Strategy and the corresponding analytical tools, e.g., can</p> <ul style="list-style-type: none"> • explain the STP concept • describe the CLV analysis approach • discuss analytical concepts of allocating the Marketing Mix • discover how marketing drives companies' financial success and ultimately shareholder value <p>Skills: On successful completion of this module, the students will have the proven ability to deploy the underlying analytical concepts of Marketing Strategy in real-world situations. They can, e.g.,</p> <ul style="list-style-type: none"> • apply qualitative and quantitative tools of marketing • identify the needs of potential customers • analyse and compare the marketing strategies of successful (and unsuccessful) companies <p>Competence: Through its cross-disciplinary approach, this course will equip students with a coherent framework to integrate their knowledge from various disciplines, including Marketing, Finance, and Accounting. Students' skills in applying the tools covered in this course will allow them to</p> <ul style="list-style-type: none"> • successfully analyse strengths and weaknesses of existing marketing strategies • integrate insights into customer needs and firm capabilities to draw up new and promising marketing strategies • propose marketing actions that will positively impact firms' financial outcomes 												
<p>Forms of teaching, methods and support</p>	<p>Class sessions will include traditional lectures and exercises, as well as case studies to give students a practical, hands-on experience.</p> <p>Students need to be prepared to be an active and well-prepared participant of the course and contribute regularly to in-class discussions.</p> <p>Good contributions require intensive preparation of the weekly case studies and analytical techniques, so the workload during the entire semester for this course is very high!</p>												
<p>Type of Assessment(s) and performance</p>	<table border="1"> <thead> <tr> <th>Type of examination</th> <th>Duration or length</th> <th>Performance Points</th> <th>Due date or date of exam</th> </tr> </thead> <tbody> <tr> <td>Case exercises</td> <td>weekly</td> <td>60 performance points (50% of the grade)</td> <td>Throughout the semester</td> </tr> <tr> <td>Final Exam</td> <td>60 minutes</td> <td>60 performance points (50% of the grade)</td> <td>End of semester</td> </tr> </tbody> </table>	Type of examination	Duration or length	Performance Points	Due date or date of exam	Case exercises	weekly	60 performance points (50% of the grade)	Throughout the semester	Final Exam	60 minutes	60 performance points (50% of the grade)	End of semester
Type of examination	Duration or length	Performance Points	Due date or date of exam										
Case exercises	weekly	60 performance points (50% of the grade)	Throughout the semester										
Final Exam	60 minutes	60 performance points (50% of the grade)	End of semester										

Recommended Literature	<p>The required textbook for this module is:</p> <p>Palmatier, R. W., & Sridhar, S. (2020). <i>Marketing strategy: Based on first principles and data analytics</i>. Bloomsbury Publishing.</p> <p>The following book is recommended as reference for analytical marketing techniques:</p> <p>Lilien, G. L., Rangaswamy, A., & De Bruyn, A. (2017). <i>Principles of marketing engineering and analytics</i>. DecisionPro.</p>
Module Structure	Classroom sessions are scheduled throughout the semester. They will consist of a mix of socratic lecture and workshop-style case analysis.
Usability in other Modules/Programmes	Other marketing modules; Entrepreneurship; Management Concentration; Marketing Concentration.
Last Approval Date	2022/12/20

Sustainability

The Ethics of Sustainability [MGT71579]

Module Coordinator		Tiefensee, Christine			
Programme(s)		Bachelor of Science			
Term		4th & 6th semester			
Module Duration		1 Semester			
Compulsory/Elective Module		Concentration Module			
Credits:		6			
Frequency		Annually			
Language		English			
Total Workload	150 h	Academic Teaching Hours:	44	Remaining Workload:	Self-study
		One academic teaching hour corresponds to 40 minutes.			
		Self-study includes lesson preparation and follow-up activities, reading assignments, assessment preparation, take-home assignments, etc.			
Prerequisites		None. Knowledge of decision and game theory will be an advantage.			

<p>Content</p>	<p>Climate change and the quest for sustainability pose significant economic, societal, political and ethical challenges. In this module, we will investigate specifically the ethics and politics of sustainability and climate change by considering questions falling into the following three dimensions:</p> <ul style="list-style-type: none"> • <i>Collective harms and responsibility</i>: If the actions of individual agents, firms and even states make no difference to the occurrence of climate change, who bears responsibility for this collective harm? Given that combatting climate change is a collective action problem, which sustainability-related duties do individuals, firms and governments bear? If others fail to fulfil their sustainability-related duties – say in relation to changing lifestyles, production processes and economic systems – who ought to ‘pick up the slack’? • <i>Risk and uncertainty</i>: How should we deal with the scientific uncertainty that is contained in forecasts about the future climate and projected technological developments? Should we take significant precautions and be risk-averse? Should we maximise expected utility? Or should we do nothing and simply hope for the best? • <i>Justice</i>: How ought the costs of combatting climate change be distributed? Should polluters pay? Should beneficiaries pay? Should the affluent pay? What do we owe to future generations? How can the interests of future generations be weighed against the interests of current generations? <p>This module investigates questions such as these by tightly intertwining economic analyses of collective action phenomena with their ethical and political assessment.</p>
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<p>Intended Learning Outcomes</p>	<p>Knowledge: Upon completion of the course, students will have gained a thorough understanding of the key ethical and societal questions, as well as problems and challenges that arise within the sustainability debate. In addition, they will have learnt about prominent responses to these challenges together with their respective strengths and weaknesses.</p> <p>Skills: Upon completion of the course, students will be able to adopt a systematic and well-grounded academic approach to analysing normative sustainability-related challenges. More precisely, they will have improved their ability to...</p> <ul style="list-style-type: none"> • identify, discuss and critically reflect on ethical and societal questions that arise in the context of sustainability and climate change, • assess international conflicts between different countries as well as intergenerational conflicts related to climate change, • assess how to incorporate risk and uncertainty in ethical decision making, • apply tools and insights from expected utility theory to morally pertinent problems. <p>Competences: Upon completion of the course, students will be able to reflect more critically about complex socio-political and ethical questions arising in sustainability-related contexts by providing thorough analyses and assessments of current political debates.</p>																
<p>Forms of teaching, methods and support</p>	<p>This module combines a range of different teaching formats, including lectures, interactive seminar sessions, presentations and discussions. Careful preparation of the literature will be indispensable for well-informed and lively discussions.</p>																
<p>Type of Assessment(s) and performance</p>	<table border="1" data-bbox="480 1417 1378 1704"> <thead> <tr> <th>Type of examination</th> <th>Duration or length</th> <th>Performance points</th> <th>Due date</th> </tr> </thead> <tbody> <tr> <td>1 Presentation</td> <td>20 minutes max</td> <td>30</td> <td>During term</td> </tr> <tr> <td>1 Discussion note</td> <td>500 words max</td> <td>30</td> <td>During term</td> </tr> <tr> <td>1 Essay</td> <td>1.00-1.500 words</td> <td>60</td> <td>After term</td> </tr> </tbody> </table>	Type of examination	Duration or length	Performance points	Due date	1 Presentation	20 minutes max	30	During term	1 Discussion note	500 words max	30	During term	1 Essay	1.00-1.500 words	60	After term
Type of examination	Duration or length	Performance points	Due date														
1 Presentation	20 minutes max	30	During term														
1 Discussion note	500 words max	30	During term														
1 Essay	1.00-1.500 words	60	After term														

Recommended Literature	<ul style="list-style-type: none"> • Aldred, J. (2017). 'Risk and Precaution in Decision Making about Nature', in: S.M. Gardiner & A. Thompson (eds.) <i>The Oxford Handbook of Environmental Ethics</i>. Oxford/New York: Oxford University Press: 321-330. • Gardiner, S.M. (2011) <i>A Perfect Moral Storm: The Ethical Tragedy of Climate Change</i>. Environmental Ethics and Science Policy Series. Oxford/New York: Oxford University Press. • Garvey, J. (2008). <i>The Ethics of Climate Change. Right and Wrong in a Warming World</i>. London/New York: continuum. • Hansson, S.O. (2013) <i>The Ethics of Risk: Ethical analysis in an uncertain world</i>. New York: Palgrave MacMillan. • Page, E. A. (2006). <i>Climate Change, Justice and Future Generations</i>. Cheltenham: Edward Elgar. • Roser, D. & C. Seidel (2017) <i>Climate Justice. An Introduction</i>. London/New York: Routledge
Module Structure	This module proceeds along the three dimensions mentioned above. It does so by systematically relating its discussions to insights gained in the associated management and economics modules of the Sustainability BSc concentration.
Usability in other Modules/Programmes	This module will prove of great interest to anyone who seeks to gain a more thorough and better-informed understanding of the political and ethical challenges that arise within sustainability contexts.
Last Approval Date	2022/12/20

The Economics of Sustainability [MGT71611]

Module Coordinator		Schenker, Oliver			
Programme(s)		Bachelor of Science			
Term		4th & 6th semester			
Module Duration		1 Semester			
Compulsory/Elective Module		Concentration Module			
Credits:		6			
Frequency		Annually			
Language		English			
Total Workload	150 h	Academic Teaching Hours:	44	Remaining Workload:	Self-study
		One academic teaching hour corresponds to 40 minutes.			
		Self-study includes lesson preparation and follow-up activities, reading assignments, assessment preparation, take-home assignments, etc.			
Prerequisites		Microeconomics & Decision Making; Markets, Incentives & Ethical Management			

<p>Content</p>	<p>The module provides an introduction into concepts that show how economists think about sustainability. You become familiar with these concepts and tools to study sustainability problems from an economic perspective and learn how to assess the effects of economic activities on the environment.</p> <p>In this module you learn about the crucial role of norms, institutions and property rights to overcome the so-called “Tragedy of the Commons” in general, and you discuss the efficacy of regulation and policy instruments such as bans, standards, carbon markets and environmental taxes more specifically.</p> <p>You learn how economists value and measure environmental services and how optimal interventions into standard market mechanisms shall be designed. You understand how human behaviour, dynamics and uncertainty and the transboundary nature of many sustainability issues shape policies and solutions.</p> <p>Topics covered in the module:</p> <ul style="list-style-type: none"> • Externalities of economic activities • The tragedy of the commons and the role of property rights and other institutions. • Valuation and measurement of costs and benefits of ecosystem services. • The Equimarginal principle: How to design optimal policies. • What if the costs and/or benefits just appear in the future: The role of time preferences and discount rates. • What if there is uncertainty about costs & benefits? • The role of financial markets and investments in sustainability economics.
<p>Intended Learning Outcomes</p>	<p>Knowledge: Students will acquire a fundamental knowledge of the key concepts of environmental economics, i.e. they can</p> <ul style="list-style-type: none"> • understand the role of markets (and their failures), the role of consumer and firms, and the role of policy makers to cause (and overcome) non-sustainable behaviour. • assess proposed solutions and understand the implicit and explicit assumptions behind their design principles. <p>Skills: Students will be able to apply key concepts of environmental economics to assess how economic activities impact the environment and which business risks might be related to these activities.</p> <p>Competencies: In a business environment students will be able to apply the skills and knowledge, i.e. they can</p> <ul style="list-style-type: none"> • understand how environmental regulation work, • assess risks and opportunities of business decisions through an environmental economic lens, • draw the appropriate conclusions from the results.

Forms of teaching, methods and support	We will cover the material in a combination of interactive lectures and case studies. We will learn about the economists' abstract analysis of the issue and how these concepts may help to analyse real world sustainability problems. Problem sets allow to apply the newly gained knowledge.																			
Type of Assessment(s) and performance	<table border="1" data-bbox="480 528 1378 835"> <thead> <tr> <th data-bbox="485 535 700 607">Type of examination</th> <th data-bbox="700 535 935 607">Performance points</th> <th data-bbox="935 535 1158 607">Due date or date of exam</th> <th data-bbox="1158 535 1374 607"></th> </tr> </thead> <tbody> <tr> <td data-bbox="485 607 700 680">Final exam</td> <td data-bbox="700 607 935 680">86</td> <td data-bbox="935 607 1158 680">End of the module</td> <td data-bbox="1158 607 1374 680"></td> </tr> <tr> <td data-bbox="485 680 700 754">Active participation</td> <td data-bbox="700 680 935 754">12</td> <td data-bbox="935 680 1158 754">During the module</td> <td data-bbox="1158 680 1374 754"></td> </tr> <tr> <td data-bbox="485 754 700 828">Homework</td> <td data-bbox="700 754 935 828">22</td> <td data-bbox="935 754 1158 828">During the module</td> <td data-bbox="1158 754 1374 828"></td> </tr> </tbody> </table>				Type of examination	Performance points	Due date or date of exam		Final exam	86	End of the module		Active participation	12	During the module		Homework	22	During the module	
Type of examination	Performance points	Due date or date of exam																		
Final exam	86	End of the module																		
Active participation	12	During the module																		
Homework	22	During the module																		
Recommended Literature	<p data-bbox="480 869 1246 936">Hanley, N., Shogren, J., & White, B. (2019). <i>Introduction to environmental economics</i>. Oxford University Press</p> <p data-bbox="480 969 1422 1037">Kolstad, C. (2012). <i>Intermediate environmental economics: International edition</i>. Oxford University Press</p> <p data-bbox="480 1070 1334 1137">Tietenberg, T, & Lewis, L. (2020). <i>Environmental Economics: The Essentials</i>, Routledge</p>																			
Module Structure	<p data-bbox="480 1196 1442 1323">This module contains of four parts: In part one, we will describe the problem of unintended impacts of economic activities on the environment. Part two provides general solution concepts and their main design features.</p> <p data-bbox="480 1357 1430 1592">In part three, you learn how to assess the costs and benefits in first principles. Finally in part four, we will discuss specific but crucial extensions to our basic framework. How should policy makers respond if they have to decide under uncertainty, have to deal with transboundary environmental problems, or with problems far in the future? And to what extent shape actually distributional concerns (between countries but also between households within a country) the policy response?</p> <p data-bbox="480 1626 1410 1693">Session 1: Introduction and Motivation: Why do we have environmental problems? What does not work in societies and markets?</p> <p data-bbox="480 1693 1410 1760">Session 2: Approach 1 to overcome these problems: Norm, institutions, and standards.</p> <p data-bbox="480 1760 1398 1794">Session 3: Approach 2 to overcome these problems: Market solutions.</p> <p data-bbox="480 1794 1142 1827">Session 4: Economic valuation of the environment.</p> <p data-bbox="480 1827 1206 1861">Session 5: Optimal policies: The equimarginal principle.</p> <p data-bbox="480 1861 1318 1895">Session 6: What if the environmental problem is transboundary?</p> <p data-bbox="480 1895 1206 1928">Session 7: What if the environmental problem dynamic?</p> <p data-bbox="480 1928 1410 1962">Session 8: What if valuation of the environmental problem is uncertain?</p> <p data-bbox="480 1962 1142 1995">Session 9: New technologies and business models</p> <p data-bbox="480 1995 1254 2029">Session 10: Distributional issues and environmental justice.</p>																			

Usability in other Modules/Programmes	Renewable Energy Finance.
Last Approval Date	2023/02/10

**Rethinking Business & Society:
Transformation through Sustainability
Management [MGT71612]**

Module Coordinator		Knoll, Katharina			
Programme(s)		Bachelor of Science			
Term		4th & 6th semester			
Module Duration		1 Semester			
Compulsory/Elective Module		Concentration Module			
Credits:		6			
Frequency		Annually			
Language		English			
Total Workload	150 h	Academic Teaching Hours:	44	Remaining Workload:	Self-study
		One academic teaching hour corresponds to 40 minutes.			
		Self-study includes lesson preparation and follow-up activities, reading assignments, assessment preparation, take-home assignments, etc.			
Prerequisites		None; however, previous knowledge on Corporate Social Responsibility and aspects of business ethics will be an advantage.			

<p>Content</p>	<p>Global warming, biodiversity loss, and digital change – these are not only challenges to be met in the future, but in the present as well. The sustainability of companies increasingly depends on how accountable, credible and transparent companies assume their corporate responsibility beyond their legal obligations. This course looks at the concepts, strategies and policies businesses put in place to address a triangle of economic, environmental and social viewpoints. As companies face the challenges of sustainability, there is an increasing need for leaders who have the capacity to holistically integrate these concepts into businesses.</p> <p>The course is structured along three main questions: What is sustainable management and corporate responsibility about and how can we manage it in the core business? How can we address future challenges through responsible leadership? Which external driving forces affect today's business world?</p> <p>In this course, we will start to explore the basis of sustainability such as the milestones and the societal transformation process towards sustainability in the last years. Secondly, we will look at how companies drive sustainable change by exploring the major frameworks and initiatives used by businesses to implement corporate responsibility strategies in their business and discuss the shift in mindsets of leadership needed to handle this transformation process. Finally, we will look at how business sustainability is affected by external driving forces, such as new regulatory frameworks, key stakeholders, and learn how to address these challenges as sustainable leaders of the future.</p>
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<p>Intended Learning Outcomes</p>	<p>Knowledge: Upon completion of the course, students will have gained a solid understanding of the concepts, strategies and policies businesses put in place to address a triangle of economic, environmental and social viewpoints when making managerial decisions. In addition, they will have learned the milestones of business sustainability; and how business sustainability is affected by external driving forces.</p> <p>Skills: Upon this course Students will be able to:</p> <ul style="list-style-type: none"> • Identify and reflect on the different paradigm changes in business and society. • Define what sustainability management and corporate responsibility is about. • Name the main milestones of sustainability development relevant to businesses. • Reflect on critical and ethical responsible leadership and roles. • Apply tools on how to integrate stakeholders' interest and sustainable business concepts into the core business. • Know which European regulatory frameworks have an impact on businesses in the upcoming years. • Solve real-life business challenges through case study analysis. • Define and provide insight on sustainability managerial tasks expected in real companies. <p>Competences: Upon completion of the course, students will be able to deeply reflect on different corporate responsibility and sustainable leadership topics by learning and discussing concepts and frameworks of current business practices.</p>												
<p>Forms of teaching, methods and support</p>	<p>This module combines a range of different teaching formats, including: lectures, presentations and discussions. For interactive sessions the participatory leadership approach will be used. Careful preparation of the literature will be indispensable for well-informed and lively discussions.</p>												
<p>Type of Assessment(s) and performance</p>	<table border="1" data-bbox="480 1581 1378 1883"> <thead> <tr> <th data-bbox="485 1592 703 1688">Overview: Type of examination</th> <th data-bbox="703 1592 935 1688">Duration or length</th> <th data-bbox="935 1592 1158 1688">Performance points</th> <th data-bbox="1158 1592 1374 1688">Due date</th> </tr> </thead> <tbody> <tr> <td data-bbox="485 1688 703 1832">1 Group presentation including concept paper</td> <td data-bbox="703 1688 935 1832">20 minutes max</td> <td data-bbox="935 1688 1158 1832">50</td> <td data-bbox="1158 1688 1374 1832">During course</td> </tr> <tr> <td data-bbox="485 1832 703 1883">1 Exam</td> <td data-bbox="703 1832 935 1883">70 minutes</td> <td data-bbox="935 1832 1158 1883">70</td> <td data-bbox="1158 1832 1374 1883">Exam Week</td> </tr> </tbody> </table>	Overview: Type of examination	Duration or length	Performance points	Due date	1 Group presentation including concept paper	20 minutes max	50	During course	1 Exam	70 minutes	70	Exam Week
Overview: Type of examination	Duration or length	Performance points	Due date										
1 Group presentation including concept paper	20 minutes max	50	During course										
1 Exam	70 minutes	70	Exam Week										

<p>Recommended Literature</p>	<p><u>Recommended literature:</u></p> <p>Raworth, Kate (2017). "Doughnut Economics: Seven Ways to Think Like a 21st Century Economist". <i>Random House Business</i>.</p> <p>Carroll, A. B., & Brown, J. A. (2023). "Business & Society: Ethics, Sustainability, and Stakeholder Management" (11th edition). <i>Cengage Publishing</i>.</p> <p>Pauli, Gunter (2017). "Blue Economy 3.0: The marriage of science, innovation and entrepreneurship creates a new business model that transforms society". <i>Xlibris</i>.</p> <p>Brown, Brené (2018). "Dare to Lead: Brave Work. Tough Conversations. Whole Hearts". <i>Vermilion</i>.</p> <p>Lars Moratis, Frans Melissen, Samuel O. Idowu (2018). "Sustainable Business Models - Principles, Promise, and Practice"</p> <p><u>Further reading:</u></p> <p>Schneidewind, U. (2018). "Die große Transformation: Eine Einführung in die Kunst gesellschaftlichen Wandels". <i>Fischer Verlage Publishing</i>.</p> <p>McDonough William, and Braungart Michael (2002). "Cradle to Cradle: Remaking the Way We Make Things". Macmillian.</p>
<p>Module Structure</p>	<p>This module proceeds along the three questions mentioned above. It does so by systematically relating its discussions to insights gained in the associated modules.</p>
<p>Usability in other Modules/Programmes</p>	<p>This module will prove of great interest to anyone who seeks to gain a more thorough and well-informed understanding of corporate responsibility and the sustainable management challenges business currently face.</p>
<p>Last Approval Date</p>	<p>2023/02/08</p>

Banking & Finance

Money and Banking [FIN50036]

Module Coordinator		Berg, Tobias; Te Kaat, Daniel			
Programme(s)		Bachelor of Science			
Term		4th & 6th semester			
Module Duration		1 Semester			
Compulsory/Elective Module		Concentration Module			
Credits:		6			
Frequency		Annually			
Language		English			
Total Workload	150 h	Academic Teaching Hours:	44	Remaining Workload:	Self-study
		One academic teaching hour corresponds to 40 minutes.			
		Self-study includes lesson preparation and follow-up activities, reading assignments, assessment preparation, take-home assignments, etc.			
Prerequisites		Finance, Financial Markets			
Content		Students obtain an overview of how financial intermediaries and financial markets work. In particular, this module deals with business models of various financial intermediaries and the core functions of financial institutions (maturity transformation, risk transformation, brokerage). Banking regulation and the effect of financial intermediation on the real economy are also discussed.			

<p>Intended Learning Outcomes</p>	<p>Knowledge: On successful completion of this module, students will have a thorough comprehension of the major concepts, approaches and techniques in the area of money, banking, and finance, i.e. they can</p> <ul style="list-style-type: none"> • understand the institutional design and role of the financial system with a focus on money, banking, other financial institutions and financial markets, • compare and contrast the role of various financial intermediaries, • explain the basic concepts of bank risk management. <p>Skills: On successful completion of this module, students will have the proven ability to apply advanced knowledge and relate pertinent concepts to theoretical models and empirical evidence that govern interest rates and economic activity, i.e. they can</p> <ul style="list-style-type: none"> • analyze financial markets in different economic settings, • assess the key risks facing financial intermediaries, • demonstrate effective skills in comprehension of money, banking and finance research. <p>Competencies: On successful completion of this module, students can take responsibility to transfer these concepts to typical financial economics situations in institutions and policy organizations, such as: risk management, profitability analysis of financial intermediaries, and bank regulation, as well as</p> <ul style="list-style-type: none"> • analyze monetary and regulatory policy scenarios and appraise the effectiveness of various policy tools, • describe the structure of the financial industry, • demonstrate the impact of economic shocks on financial conditions. 												
<p>Forms of teaching, methods and support</p>	<p>Tutorials, group work / presentations, discussion and active participation, individual work (take home assignment); self-study</p>												
<p>Type of Assessment(s) and performance</p>	<table border="1"> <thead> <tr> <th>Type of examination</th> <th>Duration or length</th> <th>Performance Points</th> <th>Due date or date of exam</th> </tr> </thead> <tbody> <tr> <td>Written Exam</td> <td>60 minutes</td> <td>60</td> <td>Exam week</td> </tr> <tr> <td>Case study</td> <td></td> <td>60</td> <td>During the semester</td> </tr> </tbody> </table>	Type of examination	Duration or length	Performance Points	Due date or date of exam	Written Exam	60 minutes	60	Exam week	Case study		60	During the semester
Type of examination	Duration or length	Performance Points	Due date or date of exam										
Written Exam	60 minutes	60	Exam week										
Case study		60	During the semester										
<p>Recommended Literature</p>	<p><u>Compulsory Literature:</u></p> <ul style="list-style-type: none"> • Greenbaum, S.I., A.J. Thakor, and A.W.A. Boot: Contemporary Financial Intermediation, 4th edition, Academic Press, 2019 <p><u>Further Literature:</u></p> <ul style="list-style-type: none"> • Mishkin, F.S.: The Economics of Money, Banking, and Financial Markets, 11th edition, Pearson 2016 												

Module Structure	<ul style="list-style-type: none"> • What ist financial intermediation? • Money • Business models, risks, and risk management of financial institutions • Bank regulation • Financial intermediation and macroeconomic performance
Usability in other Modules/Programmes	Basis for other modules in the area of finance.
Last Approval Date	2022/11/04

Financial Markets [FIN40057]

Module Coordinator		Heidorn, Thomas			
Programme(s)		Bachelor of Science			
Term		4th & 6th semester			
Module Duration		1 Semester			
Compulsory/Elective Module		Concentration Module			
Credits:		6			
Frequency		Annually			
Language		English			
Total Workload	150 h	Academic Teaching Hours:	44	Remaining Workload:	Self-study
		One academic teaching hour corresponds to 40 minutes.			
		Self-study includes lesson preparation and follow-up activities, reading assignments, assessment preparation, take-home assignments, etc.			
Prerequisites		Finance 1			
Content		<p>The students learn the importance and functions of financial products. The module discusses bonds and shares but also derivatives (from interest rate swap to options). The necessary mathematical tools are taught but also market conventions and market set up are analyzed. All products are calculated and discussed in detail.</p> <p>The students learn:</p> <ul style="list-style-type: none"> • to evaluate the importance of financial markets, • to understand the elements of money and capital markets, • to understand and use the most important products of financial markets, • an introduction to the theory of financial markets. <p>Topics:</p> <p>1. Financial Markets 1.1 Money Market 1.2 Capital Markets (Bond and Equity) 1.3 Stock Valuation</p> <p>2. Derivates 2.1 Symmetric Instrument (Interest Rate Swap, Forward Rate Agreement, Future) 2.2 Asymmetric Instruments (Equity Options)</p>			

Intended Learning Outcomes	<p>Knowledge: Based on the theory of financial markets the students will acquire a broad knowledge of the most important products of international financial markets, i.e. they can:</p> <ul style="list-style-type: none"> • explain the usage of financial products, • describe theoretical concepts of evaluation, • outline the impact of these products in real markets. <p>Skills: The students learn the conception and organisational implementation of financial products and train to transfer these skills to other tasks, i.e. they can:</p> <ul style="list-style-type: none"> • implement financial products, • evaluate the importance of these products for the market. <p>Competences: The Module gives the students a broad knowledge base of the modern financial world. After successful completion of this Module, students can:</p> <ul style="list-style-type: none"> • analyse complex financial products, • judge financial aspects considering business and regulatory questions. 											
Type of Assessment(s) and performance	<table border="1" data-bbox="480 999 1378 1167"> <thead> <tr> <th data-bbox="480 999 700 1104">Prüfungsleistung</th> <th data-bbox="700 999 935 1104">Dauer oder Länge</th> <th data-bbox="935 999 1155 1104">Akku-Punkte</th> <th data-bbox="1155 999 1378 1104">Abgabe- oder Erstellungszeitpunkt</th> </tr> </thead> <tbody> <tr> <td data-bbox="480 1104 700 1167">Test</td> <td data-bbox="700 1104 935 1167">120 Min.</td> <td data-bbox="935 1104 1155 1167">120</td> <td data-bbox="1155 1104 1378 1167">End of semester</td> </tr> </tbody> </table>				Prüfungsleistung	Dauer oder Länge	Akku-Punkte	Abgabe- oder Erstellungszeitpunkt	Test	120 Min.	120	End of semester
Prüfungsleistung	Dauer oder Länge	Akku-Punkte	Abgabe- oder Erstellungszeitpunkt									
Test	120 Min.	120	End of semester									
Recommended Literature	<ul style="list-style-type: none"> • Brealey, R.A. / Myers, S.C. / Allen, F.: Principles of Corporate Finance, 2022 • Heidorn, T. / Schäffler Christian: Finanzmathematik in der Bankenpraxis, 2016 • Steiner, M. / Bruns, C.: Wertpapiermanagement, Stuttgart 2007 											
Module Structure												
Usability in other Modules/Programmes	Base for other Finance-Modules											
Last Approval Date	2023/01/05											

Mergers & Acquisitions [FIN60138]

Module Coordinator		Grote, Michael H.			
Programme(s)		Bachelor of Science			
Term		4th & 6th semester			
Module Duration		1 Semester			
Compulsory/Elective Module		Concentration Module			
Credits:		6			
Frequency		Annually			
Language		English			
Total Workload	150 h	Academic Teaching Hours:	44	Remaining Workload:	Self-study
		One academic teaching hour corresponds to 40 minutes.			
		Self-study includes lesson preparation and follow-up activities, reading assignments, assessment preparation, take-home assignments, etc.			
Prerequisites		Finance 1, Corporate Finance, Accounting			

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

Forms of teaching, methods and support	The course consists of lectures, guest lectures, accompanying material, a basic text book, an extensive slide-set, and - most importantly - the work in groups on a hypothetical transaction.			
Type of Assessment(s) and performance	Type of examination	Duration or length	Performance Points	Due date or date of exam
	Group Presentation		80	During Course
	Written exam	40 Minutes	40	Exam Week
Recommended Literature	<p>The main resource for this course is</p> <p>DePamphilis, Donald (2019): Mergers, Acquisitions, and Other Restructuring Activities: An Integrated Approach to Process, Tools, Cases, and Solutions, 10th edition, Academic Press / Elsevier: London.</p> <p>Additional material will be provided closer to the course start.</p>			
Module Structure	<p>I organize this in days for a better overview:</p> <p>Day 1: Introduction, success and failure, target takes all Day 2: Synergies and their valuation, transaction structures Day 3: Valuation: multiples, discounted cash flow, synergies Day 4: Financing and payment structure, merger agreements Day 5: Takeover defense, accounting for M&A, post merger integration, corporate restructuring Day 6: recap, guest speakers</p> <p>The guest speakers will very likely be scheduled during the course so there might be a slight re-arrangement of topics.</p>			
Usability in other Modules/Programmes	-			
Last Approval Date	2022/11/24			

Consulting & Finance

Foundations of Consulting [ACC51542]

Module Coordinator		Werner, Jörg R.			
Programme(s)		Bachelor of Science			
Term		4th & 6th semester			
Module Duration		1 Semester			
Compulsory/Elective Module		Concentration Module			
Credits:		6			
Frequency		Annually			
Language		English			
Total Workload	150 h	Academic Teaching Hours:	44	Remaining Workload:	Self-study
		One academic teaching hour corresponds to 40 minutes.			
		Self-study includes lesson preparation and follow-up activities, reading assignments, assessment preparation, take-home assignments, etc.			
Prerequisites		N/A			

Content	<p>?????Consulting is a helping relationship in which the successful consultant serves as a trusted advisor to an advise-seeking entity or individual. Consultants may work independently or as part of a consultancy, i.e. a professional services firm, and may specialize in a particular industry or field such as strategy, finance, marketing, human resources, or information technology. The role of consultants can vary greatly depending on the industry or area of expertise. It usually involves assessing a client's needs (challenges, or areas where improvement is needed, including information gathering, data analysis and process reviews) and developing recommendations (based on their analyses, including changes to processes, strategies, or structures). It can also involve implementing solutions (e.g., training staff, developing new processes or procedures, or overseeing the implementation of new technology) and providing ongoing support (ensuring that the client achieves the desired results, including potential adjustments in the approach). Understanding consultancy as a business requires understanding how consultants create value for their clients, how they differentiate themselves from competitors, how they market and sell their services, and how they manage their operations and finances. It also involves understanding how consultants build relationships with clients, maintain their expertise and knowledge, and stay up-to-date with industry trends and best practices. Effective consultants are skilled at communication, problem-solving, and project management, and they are able to adapt to the unique needs and challenges of each client. They are also able to balance the demands of running a business with the needs of their clients, while maintaining high levels of professionalism and integrity. Overall, successful consultants are able to deliver high-quality, impactful solutions to their clients that help them achieve their goals and improve their performance. This module comprehensively introduces into consultancy as a business and follows a hands-on approach to generate knowledge, skills and competencies by bridging the (theoretical) knowledge with cases and a real-world project with some business partners.</p>
Intended Learning Outcomes	<ul style="list-style-type: none"> • Knowledge: Understanding consulting as a business, understanding the consulting market and business models of consultancies, knowledge of the “golden skills” of consultants (identifying a client’s needs, developing recommendations based on analysis, implementing solutions and providing ongoing support). • Skills: The module focuses on developing relevant skills in a hands-on-experience. Students will be exposed to real-world cases and will learn how to understand clients’ needs, to analyze cases and develop solutions. Students are asked to prepare pitches for their respective projects. By this exercise, students will enhance their diagnostic and analytical skills and also have the opportunity to develop skills in pitching and managing time critical projects. • Competencies: The module aims at developing the following competencies which are essential for successful careers in consulting: Initiative, flexibility, the competency to communicate efficiently and to influence team members and decisions of clients.

Forms of teaching, methods and support	The module combines interactive teaching elements with case study workshop formats and the opportunity to work in (pre-assigned) groups of students on real-work cases. Students will be required to work in teams and manage themselves under time constraints. Faculty stands ready to support the teams while they work on their cases by request. Deliverables and deadlines will be discussed in the first session.			
Type of Assessment(s) and performance				
	Type of examination	Duration or length	Performance points	Due date or date of exam
	Written exam		40	End of course
Group project		80	End of course	
Recommended Literature	<p>Recommended additional literature</p> <ul style="list-style-type: none"> • Abrahamson, Eric (1996): Management Fashion. <i>Academy of Management Review</i>. 21(1): 254-285. • Exton, Jr., William (1982): Ethical and Moral Considerations and the Principle of Excellence in Management Consulting. <i>Journal of Business Ethics</i>. 1(3): 211-218. • Frankenhuis, Jean Pierre (1977): How to get a good consultant. <i>Harvard Business Review</i>. 55:6, 133-139. • Kaplan, Steven N.; Klebanov, Mark M.; Sorensen, Morten (2012): Which CEO Characteristics and Abilities Matter? <i>Journal of Finance</i>. 67(3): 973-1007. • Madsen, Dag Øivind; Slåtten, Kåre (2015): The Balanced Scorecard: Fashion or Virus? <i>Administrative Sciences</i>. 5: 2, 90-124. • Parikh, Samir (2015): <i>The Consultant's Handbook: A Practical Guide to Delivering High-value and Differentiated Services in a Competitive Marketplace</i>. John Wiley & Sons. • Safarova, Kris (2020): <i>Succeeding As a Management Consultant</i>. Firmsconsulting LLC. • Turner, Arthur N. (1982): Consulting is more than giving advice. <i>Harvard Business Review</i>. 60(5), 120-129. • Verlander, Edward G. (2012): <i>The Practice of Professional Consulting</i>. John Wiley & Sons. • Zand, Dale E.; Sorensen, Richard E. (1975): Theory of Change and the Effective Use of Management Science. <i>Administrative Science Quarterly</i>. 20(4): 532-545. 			

Module Structure	<ul style="list-style-type: none"> • Introduction to the module and deliverables • Introduction to consulting – what is consulting, the consulting market and what are the golden skills? Forecasting the future under different scenarios - financial planning and modelling • Consulting Cases and Skills Development • Presentations <p><i>The module will be accompanied by opportunities for Q&A regarding project work. We reserved some time slots some of which might be cancelled. Stay tuned for further updates.</i></p>
Usability in other Modules/Programmes	N/A
Last Approval Date	2023/03/24

Accounting and the Business Environment
[ACC60142]

Module Coordinator		Wagner, Hermann A.; Werner, Jörg R.			
Programme(s)		Bachelor of Science			
Term		4th & 6th semester			
Module Duration		1 Semester			
Compulsory/Elective Module		Concentration Module			
Credits:		6			
Frequency		Annually			
Language		English			
Total Workload	150 h	Academic Teaching Hours:	44	Remaining Workload:	Self-study
		One academic teaching hour corresponds to 40 minutes.			
		Self-study includes lesson preparation and follow-up activities, reading assignments, assessment preparation, take-home assignments, etc.			
Prerequisites		Financial Accounting, Managerial Accounting			
Content		<p>Companies in many ways depend on their external environmental, on which they, in turn, also have a significant impact. They are exposed to corresponding risks and might also leverage on related opportunities. Traditional accounting does not comprehensively reflect a firm's dependence on material and immaterial resources along the value chain and it also does not specifically reflect a firm's influence on environment and society. On the one hand, such aspects are relevant from a business model, risk management and shareholder value perspective. But they are also relevant under a corporate social responsibility perspective which puts more weight on stakeholder value. In recent years, reporting requirements on ESG (environment, social, governance) aspects have thus grown significantly. In the next few years, European companies will have to start publishing more comprehensive sustainability reports based on new rules, the European Sustainability Reporting Standards (ESRS). These reporting requirements will also be extended to smaller and medium-sized companies. This module introduces into new reporting obligations against the background of different business models, explains the connections with shareholder value, access to financing (ESG ratings, green bonds) and risk management in relation to the value chain. The economic consequences of reporting and potential greenwashing are also covered.</p>			

Intended Learning Outcomes	<ul style="list-style-type: none"> • Knowledge: Participants will deepen their factual knowledge about business models and ESG reporting requirements. They will understand how complementary non-financial reporting closes gaps in traditional financial reporting. They will also comprehend how ESG aspects translate into shareholder and stakeholder value. • Skills: Students will be able to analyze financial and non-financial reports in the context of the environment in which a firm operates and to draw conclusions on economic implications. They will also improve their presentation and communication skills. • Competencies: Students will be able to identify critical financial and non-financial reporting issues for given industries and business models. They will understand how ESG aspects affects a firm's strategy and operations and be competent to assess a) the importance and adequacy of ESG reporting choices and b) what can be learnt about a firm's strategy, operations and performance from publicly available information (analyst's perspective). 																
Forms of teaching, methods and support	The module implements a participant-centered learning approach. Besides traditional lectures, the module aims at creating new knowledge through dialogue, debate, and the application of concepts. Preparation and contribution to class discussions is expected. Materials are delivered through the Canvas course page. Students are expected to elaborate the concepts learned in a group case study. For this purpose, students will be assigned to small subgroups and work on their project which involves the analysis of a firm's financial and non-financial reports. Results will be presented at the end of the module and be condensed in a written report to be handed in. The module is jointly taught by experts from academia and business practice.																
Type of Assessment(s) and performance	<table border="1"> <thead> <tr> <th>Type of examination</th> <th>Duration or length</th> <th>Performance points</th> <th>Due date or date of exam</th> </tr> </thead> <tbody> <tr> <td>Written exam</td> <td>60 Minutes</td> <td>60</td> <td>End of course</td> </tr> <tr> <td>Group project: presentation</td> <td>tba</td> <td>30</td> <td>End of course</td> </tr> <tr> <td>Group project: report</td> <td>tba</td> <td>30</td> <td>End of course</td> </tr> </tbody> </table>	Type of examination	Duration or length	Performance points	Due date or date of exam	Written exam	60 Minutes	60	End of course	Group project: presentation	tba	30	End of course	Group project: report	tba	30	End of course
Type of examination	Duration or length	Performance points	Due date or date of exam														
Written exam	60 Minutes	60	End of course														
Group project: presentation	tba	30	End of course														
Group project: report	tba	30	End of course														
Recommended Literature	A reader and relevant materials will be provided in Canvas.																

Module Structure	<p>The module starts with an introduction into different business models within and across industries. In the following, based on various examples, the module sheds light on how business models are depicted in financial statements, suggesting that traditional accounting not only falls short in depicting key resources such as intangibles and human capital, but that it also only insufficiently captures ESG-related opportunities, risks and impacts. After a critical introduction to corporate social responsibility, the development of the current European reporting framework is described including an overview over the newly drafted European Social Responsibility Standards (ESRS). The module then focuses in more detail on the environmental, social and governance dimensions of ESG and their interrelations with traditional financial reporting and integrated reporting. We then discuss the management of financial and non-financial risks. Finally, we discuss shareholder value and governance aspects of ESG, including ESG ratings and access to financing. The module closes with a session in which groups present results of their case study which they worked on throughout the course.</p> <p><i>I Business Models</i></p> <p>1.1 Business Models (Wagner) 1.2 Business Model Depiction in Financial Statements (Werner)</p> <p><i>II ESG Reporting</i></p> <p>2.1 Corporate Social Responsibility and the rise of ESG reporting 2.2 European Social Responsibility Standards (ESRS): an overview</p> <p><i>III Towards Integrated Reporting</i></p> <p>3.1 ESG impacts on IFRS financial reporting 3.2 Where do we stand with Integrated Reporting?</p> <p><i>IV Managing Financial and non-financial risks</i></p> <p>4.1 Part A 4.2 Part B</p> <p><i>V ESG, shareholder value & governance aspects</i></p> <p><i>VI Presentations</i></p>
Usability in other Modules/Programmes	Preparation for Master programmes, e.g. Master in Auditing.
Last Approval Date	2023/02/28

Accounting and Capital Markets [ACC60126]

Module Coordinator		Becker, Gernot			
Programme(s)		Bachelor of Science			
Term		4th & 6th semester			
Module Duration		1 Semester			
Compulsory/Elective Module		Concentration Module			
Credits:		6			
Frequency		Annually			
Language		English			
Total Workload	150 h	Academic Teaching Hours:	44	Remaining Workload:	Self-study
		One academic teaching hour corresponds to 40 minutes.			
		Self-study includes lesson preparation and follow-up activities, reading assignments, assessment preparation, take-home assignments, etc.			
Prerequisites		Successful participation in first semester accounting module.			
Content		Accounting is an important source of company-specific financial information publicly available to external stakeholders such as debt and equity investors. The module introduces students to using the information provided in a company's annual report for decision-making in capital markets (i.e. investment decisions). To that end, we will cover topics in financial statements analysis, corporate governance, structured forecasting, credit analysis and equity valuation. We will also discuss accounting topics, such as consolidated accounting and segment reporting, which are important to understanding the information provided in the financial statements.			

Intended Learning Outcomes	<p>Knowledge: On successful completion of this module, students will have a thorough comprehension of the concepts, quality and uses of accounting information by capital market participants. In particular, students acquire knowledge about</p> <ul style="list-style-type: none"> the relevant reporting standards and accounting concepts underlying firms' financial statements; the intricacies of earnings management key financial ratios and the DuPont model to decompose a firm's return on equity; the workings of the structured forecasting approach; the anatomy of simple valuation models (with a focus on the residual income model). <p>Skills: On successful completion of this module, students will have the proven ability to apply advanced knowledge of accounting and capital markets by</p> <ul style="list-style-type: none"> extracting relevant information from firms' financial statements; analyzing the drivers of firms' profitability; being able to evaluate earnings management measures; forecasting firms' future financial statements using a structured approach; using the inputs derived in valuation models. <p>Competencies: On successful completion of this module, students are capable of independently analyzing financial statements and critically discussing the advantages/disadvantages of distinct accounting concepts from a user's point of view. They can clearly communicate the results of their own financial statement analysis, critically discuss and evaluate the underlying assumptions of their valuation models.</p>												
Forms of teaching, methods and support	Presentation, small case studies and group discussions.												
Type of Assessment(s) and performance	<table border="1" data-bbox="480 1518 1378 1711"> <thead> <tr> <th>Type of examination</th> <th>Duration or length</th> <th>Performance points</th> <th>Due date or date of exam</th> </tr> </thead> <tbody> <tr> <td>Group paper</td> <td>8-10 slides</td> <td>30</td> <td>During semester</td> </tr> <tr> <td>Written exam</td> <td>90 minutes</td> <td>90</td> <td>End of semester</td> </tr> </tbody> </table>	Type of examination	Duration or length	Performance points	Due date or date of exam	Group paper	8-10 slides	30	During semester	Written exam	90 minutes	90	End of semester
Type of examination	Duration or length	Performance points	Due date or date of exam										
Group paper	8-10 slides	30	During semester										
Written exam	90 minutes	90	End of semester										
Recommended Literature	<ul style="list-style-type: none"> Lundholm/Sloan, Equity Valuation and Analysis, 5th edition, 2019. Additional readings as provided in the course package. 												
Module Structure	The course provides the foundations of financial accounting, consolidated accounting and segment reporting. It explores earnings management intentions and possibilities. It also introduces students to financial ratios and profitability analysis. Financial ratios are applied in structured forecasting, credit analysis and equity valuation. A detailed outline will be provided in the course package.												

Usability in other Modules/Programmes	The module is part of the thematic area "Managing Organisations", but the learning outcomes are beneficial for the comprehension of banking and finance modules as well.
Last Approval Date	2022/11/11

Information Systems Engineering

Database Systems & Data Management
[INF74349]

Module Coordinator		Roßbach, Peter			
Programme(s)		Bachelor of Science			
Term		4th & 6th semester			
Module Duration		1 Semester			
Compulsory/Elective Module		Concentration Module			
Credits:		6			
Frequency		Annually			
Language		English			
Total Workload	150 h	Academic Teaching Hours:	44	Remaining Workload:	Self-study
		One academic teaching hour corresponds to 40 minutes.			
		Self-study includes lesson preparation and follow-up activities, reading assignments, assessment preparation, take-home assignments, etc.			
Prerequisites		Successful participation in the modules "Introduction to Programming" and "System Development"			
Content		1 Introduction to Data Management 2 Conceptual Data Modeling 3 Database Systems 4 Relational Database Systems 5 NoSQL Database Systems 6 NewSQL Database Systems 7 Elementary Data Organization			

Intended Learning Outcomes	<p>Knowledge: At the end of this module, participating students should be familiar with the concepts, methods, and techniques in the areas of data organization and database systems. They should be able to</p> <ul style="list-style-type: none"> • explain the principles and concepts of data models, • describe visual modeling methods, • master database access techniques, and • master database access using programming languages. <p>Skills: Upon successful completion of the module, students should be able to apply the knowledge they have acquired. This includes being able to:</p> <ul style="list-style-type: none"> • work out the requirements for data structures in given tasks, • apply the different modeling methods according to the requirements, • create databases according to the models, • use data retrieval and manipulation techniques, and • create software applications with database access. <p>Competencies: Upon successful completion of the module, students should be able to take responsibility in data management in an organization. They will be able to:</p> <ul style="list-style-type: none"> • grasp the requirements for data structures in practice, • to convert these into semantic as well as logical data models, • select the appropriate database technologies with regard to the requirements and • to implement them in usable systems. 								
Forms of teaching, methods and support	Interactive lecture, case studies and practical exercises using different database systems, modeling tools and Python								
Type of Assessment(s) and performance	<table border="1" data-bbox="480 1451 1378 1603"> <thead> <tr> <th>Type of Assessment</th> <th>Duration</th> <th>Performance Points</th> <th>Due Date or Date of Exam</th> </tr> </thead> <tbody> <tr> <td>Written Exam</td> <td>120 min.</td> <td>120</td> <td>Exam Week</td> </tr> </tbody> </table>	Type of Assessment	Duration	Performance Points	Due Date or Date of Exam	Written Exam	120 min.	120	Exam Week
Type of Assessment	Duration	Performance Points	Due Date or Date of Exam						
Written Exam	120 min.	120	Exam Week						
Recommended Literature	Will be announced in the lectures								
Module Structure	1 Introduction to Data Management 2 Conceptual Data Modeling 3 Database Systems 4 Relational Database Systems 5 NoSQL Database Systems 6 NewSQL Database Systems 7 Elementary Data Organization								
Usability in other Modules/Programmes	no								

Last Approval Date	2022/12/20
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**Information & Architecture Management
[INF74399]**

Module Coordinator		Spohrer, Kai			
Programme(s)		Bachelor of Science			
Term		4th & 6th semester			
Module Duration		1 Semester			
Compulsory/Elective Module		Concentration Module			
Credits:		6			
Frequency		Annually			
Language		English			
Total Workload	150 h	Academic Teaching Hours:	44	Remaining Workload:	Self-study
		One academic teaching hour corresponds to 40 minutes.			
		Self-study includes lesson preparation and follow-up activities, reading assignments, assessment preparation, take-home assignments, etc.			
Prerequisites		-			
Content		<p>This course provides a comprehensive introduction to organizing and managing the information function in organizations of the digital age. It puts special emphasis on contemporary theory and concepts from the academic discipline of Information Systems (IS) that help understand and guide strategic and tactical decisions in managing information resources, including information systems, architectures, infrastructures, and workforce. Interactively, the class elaborates insights into management decisions from different perspectives.</p>			
Intended Learning Outcomes		<p>After attending this course, students are able to use extant information systems (IS) theories and concepts to:</p> <ul style="list-style-type: none"> - analyze complex management decisions of information and architecture management; - assess possible actions in management decisions of information and architecture management; - give feasible and actionable advice on strategic and tactical decisions of information and architecture management. 			
Forms of teaching, methods and support		<ul style="list-style-type: none"> - preparation of readings at home - classroom lecture and discussions - group work on cases 			

Type of Assessment(s) and performance	Type of examination	Duration or length	Performance Points	Due date or date of exam
	Written Exam	65 minutes	65	Exam week
	Group Work		55	Before end of semester (date announced during course)
Recommended Literature	Laudon & Laudon 2021, Managing Information Systems: Managing the Digital Firm, 17th Edition, Pearson Pearlson, Saunders, Galletta 2019, Managing and Using Information Systems: A Strategic Approach, 7th Edition, Wiley			
Module Structure	Topic areas: - IS strategy - IS governance - IS sourcing			
Usability in other Modules/Programmes	Master in Management			
Last Approval Date	2022/12/23			

Systems Development [INF40126]

Module Coordinator		Spohrer, Kai			
Programme(s)		Bachelor of Science			
Term		4th & 6th semester			
Module Duration		1 Semester			
Compulsory/Elective Module		Concentration Module			
Credits:		6			
Frequency		Annually			
Language		English			
Total Workload	150 h	Academic Teaching Hours:	44	Remaining Workload:	Self-study
		One academic teaching hour corresponds to 40 minutes.			
		Self-study includes lesson preparation and follow-up activities, reading assignments, assessment preparation, take-home assignments, etc.			
Prerequisites		Introduction to Programming			
Content		<p>This course provides a comprehensive introduction to advanced programming and project management techniques by guiding students through the software lifecycle. Students acquire knowledge about modern agile and hybrid approaches to software project management and gain experience in object-oriented programming with Java. Drawing on students' prior experience in programming (with Python), we elaborate the specifics, benefits, and drawbacks of object orientation and how it fits into different kinds of software projects and architectures.</p>			
Intended Learning Outcomes		<p>After attending this module, students are able to:</p> <ul style="list-style-type: none"> - explain multiple modern approaches to software project management - select adequate software project management approaches according to project characteristics - develop simple and slightly advanced programs in Java - explain the context-dependent adequacy of object-oriented programming compared to other paradigms. 			
Forms of teaching, methods and support		<ul style="list-style-type: none"> - individual preparation at home - lecture with group discussions - exercises and assignments - group work 			

Type of Assessment(s) and performance	Type of examination	Duration or length	Performance Points	Due date or date of exam
	Written Exam	50 Minutes	50	Exam week
	Exercises / assignments		15	During course
	Participation		10	During course
	Group Work		45	Before end of semester (announced during course)
Recommended Literature	<p>Recommended readings</p> <p>Spurrier & Topi 2020, Systems Analysis & Design in an Age of Options, Prospect Press.</p> <p>Kendall & Kendall 2019, Systems Analysis and Design, 10th Edition, Pearson.</p> <p>J. Lewis, P. DePasquale, J. Chase 2020, Java Foundations: Introduction to Program Design and Data Structures, 5th Edition, Pearson.</p> <p>I. Sommerville 2010 Software Engineering, 9 edition, Addison-Wesley, Harlow, England.</p>			
Module Structure	<p>Module structure:</p> <ul style="list-style-type: none"> - Object orientation in analysis and design - Programming in Java - The software lifecycle and its management - Modern approaches to software project management - Requirements engineering - Conceptual and visual modeling - Quality assurance, testing, maintenance - Architectural patterns 			
Usability in other Modules/Programmes	Database Systems & Data Management			
Last Approval Date	2022/12/23			

**Corporate Governance und
Compliance
(German only)**

**Grundlagen der Corporate Governance
[MGT51391]**

Modulkoordinator		Redenius-Hövermann, Julia			
Studiengang		Bachelor of Science			
Studienabschnitt		4. & 6. Semester			
Moduldauer		1 Semester			
Pflicht- /Wahlpflichtmodul		Wahlpflicht			
Credits:		6			
Häufigkeit des Angebots		Jährlich			
Sprache		Deutsch			
Gesamt Workload	150 h	Akademische Lehrstunden:	44	Verbleibender Workload:	Selbststudium
		Eine akademische Lehrstunde entspricht 40 Minuten.			
		Das Selbststudium umfasst die Vor- und Nachbereitung von Veranstaltungen, Leseaufgaben, die Vorbereitung von Tests und Klausuren, Hausarbeiten usw.			
Voraussetzungen für die Teilnahme		keine			
Kurzbeschreibung / Lerninhalte		Einführung Die Organe der AG und GmbH, Besetzung, Rechte und Pflichten Haftung der Organe sowie die Geltendmachung der Haftung DCGK, Scorecard zur Messung guter Corporate Governance OECD-Principles Kanzleibesuch			

Qualifikationsziele / Lernergebnisse	<p>Nach erfolgreichem Abschluss des Moduls, haben die Studierenden ein grundlegendes Verständnis der Corporate Governance Grundsätze erworben, sie sind insbesondere in der Lage die wesentlichen Begriffe und Themen der Corporate Governance zu verstehen, anzuwenden und zu diskutieren.</p> <p>Fertigkeiten: Nach erfolgreichem Abschluss des Moduls, können die Studierenden die Grundlagen der Corporate Governance anwenden. Sie sind in der Lage kleinere rechtliche Sachverhalte zu lösen</p> <p>Kompetenzen: Nach erfolgreichem Abschluss des Moduls, sind die Studenten in der Lage kleinere unternehmensrechtliche sowie verfahrensrechtliche Sachverhalte zu analysieren und zu verstehen und mit Rechtsanwälten und Unternehmensjuristen zu diskutieren</p>																
Lernformen, Methodik und Betreuung	Strukturiertes Lehrgespräch, Fallbearbeitung.																
Art der Prüfungsleistungen im Modul und Akkumulationspunkte	<table border="1" data-bbox="480 1010 1378 1350"> <thead> <tr> <th>Prüfungsleistung</th> <th>Dauer und Länge</th> <th>Akku-Punkte</th> <th>Abgabe- oder Erstellungszeitpunkt</th> </tr> </thead> <tbody> <tr> <td>Case Study</td> <td>Gruppenarbeit</td> <td>50 Punkte</td> <td>während des Kurses</td> </tr> <tr> <td>Mündl. Prüfung</td> <td>Einzelleistung</td> <td>60 Punkte</td> <td>während des Kurses</td> </tr> <tr> <td>Kanzleibesuch</td> <td>Einzelleistung</td> <td>10 Punkte</td> <td>während des Kurses</td> </tr> </tbody> </table>	Prüfungsleistung	Dauer und Länge	Akku-Punkte	Abgabe- oder Erstellungszeitpunkt	Case Study	Gruppenarbeit	50 Punkte	während des Kurses	Mündl. Prüfung	Einzelleistung	60 Punkte	während des Kurses	Kanzleibesuch	Einzelleistung	10 Punkte	während des Kurses
Prüfungsleistung	Dauer und Länge	Akku-Punkte	Abgabe- oder Erstellungszeitpunkt														
Case Study	Gruppenarbeit	50 Punkte	während des Kurses														
Mündl. Prüfung	Einzelleistung	60 Punkte	während des Kurses														
Kanzleibesuch	Einzelleistung	10 Punkte	während des Kurses														
Literaturhinweise	<p>Jede(r) Studierende benötigt die folgenden Gesetzestexte: HGB, GmbHG, AktG, DCGK, zB Beck'sche Textausgaben „Aktuelle Wirtschaftsgesetze“ in der 24. Auflage 2023 (andere Auflagen ab 2020 sind auch möglich).</p> <p>Lehrbücher müssen nicht gekauft werden, sondern können in der Bibliothek ausgeliehen werden und zum Selbststudium hinzugezogen:</p> <p>Lehrbücher: Bitter/Haim, Gesellschaftsrecht, 2022 Grunewald, Gesellschaftsrecht, 2020 Langenbucher, Aktien- und Kapitalmarktrecht, 2022 Mock, Kapitalgesellschaftsrecht, 2019 Windblicher, Gesellschaftsrecht, 2017</p>																
Modulstruktur	Das Modul erstreckt sich über ein Semester und vermittelt grundlegende Inhalte, anwendungsbezogene Beispiele und eine Case Study. Das Modul schließt mit einer mündlichen Prüfung.																

Verwendbarkeit für andere Module und Programme	Master M&A, MCPR, MFL
Letztes Freigabedatum	08.11.2022

Anreizgestaltung & Performance [MGT51392]

Modulkoordinator		Redenius-Hövermann, Julia			
Studiengang		Bachelor of Science			
Studienabschnitt		4. & 6. Semester			
Moduldauer		1 Semester			
Pflicht- /Wahlpflichtmodul		Wahlpflicht			
Credits:		6			
Häufigkeit des Angebots		Jährlich			
Sprache		Deutsch			
Gesamt Workload	150 h	Akademische Lehrstunden:	44	Verbleibender Workload:	Selbststudium
		Eine akademische Lehrstunde entspricht 40 Minuten.			
		Das Selbststudium umfasst die Vor- und Nachbereitung von Veranstaltungen, Leseaufgaben, die Vorbereitung von Tests und Klausuren, Hausarbeiten usw.			
Voraussetzungen für die Teilnahme		keine			
Kurzbeschreibung / Lerninhalte		<p>Grundzüge Corporate Governance AG und GmbH, Einordnung Rechtsverhältnis (kein Arbeitsrecht) Vorstandsvergütung Vorstandsvergütung: Struktur, Intrinsische/extrinsische Motivation, Incentives, Performancesteigerung und -messung, KPIs Regulatorik (insbes. §§ 87, 87a AktG), GF-Vergütung, Struktur der Vergütung: Fix/LTI/usw., mathematischer Ansatz der Anreizgestaltung (keine KPI-Diskussion im Detail) Aufsichtsratsvergütung inkl. Weiterbildungskosten, Haftung für unangemessene Vorstandsvergütung Die Rolle der HV in der Festsetzung der Vergütung, Say on Pay, Offenlegung, Vergütungsberichte, Opt-out betriebliche Altersversorgung, Bewertungsfragen (LTI, bAV, Optionen), Vertragsfragen (zB Malus/Clawback) Schwerpunkt IVV Mitarbeitervergütung: Motivation zu besserer Performance, Verhandlungsstrategien, Festsetzung von Mitarbeitervergütung, Tarifverhandlungen</p>			

Qualifikationsziele / Lernergebnisse	Die Studierenden sind in der Lage die Vergütungsbestandteile zu verstehen und zu erarbeiten, zu verstehen, wer die Vergütung wie festlegt, welche Rolle die Gewerkschaften spielen. Die rechtlichen Aspekte im Sinne guter Corporate Governance werden behandelt und diskutiert. Auch die Management Perspektive (wie verhandle ich, welche KPI sind zu berücksichtigen, wie motiviere ich Mitarbeiter / was motiviert mich) werden behandelt und diskutiert. Gastspeaker werden im Rahmen der Vorlesung auch eingeladen.															
Lernformen, Methodik und Betreuung	Strukturiertes Lerngespräch: die Studierenden sollen aktiv mitdiskutieren.															
Art der Prüfungsleistungen im Modul und Akkumulationspunkte	<table border="1" data-bbox="480 741 1378 1010"> <thead> <tr> <th data-bbox="480 741 703 853">Prüfungsleistung</th> <th data-bbox="703 741 935 853">Dauer oder Länge</th> <th data-bbox="935 741 1158 853">Akku-Punkte</th> <th data-bbox="1158 741 1378 853">Abgabe- oder Erstellungszeitpunkt</th> </tr> </thead> <tbody> <tr> <td data-bbox="480 853 703 931">Case Study 1</td> <td data-bbox="703 853 935 931"></td> <td data-bbox="935 853 1158 931">60</td> <td data-bbox="1158 853 1378 931">Während des Kurses</td> </tr> <tr> <td data-bbox="480 931 703 1010">Case Study 2</td> <td data-bbox="703 931 935 1010"></td> <td data-bbox="935 931 1158 1010">60</td> <td data-bbox="1158 931 1378 1010">Während des Kurses</td> </tr> </tbody> </table>				Prüfungsleistung	Dauer oder Länge	Akku-Punkte	Abgabe- oder Erstellungszeitpunkt	Case Study 1		60	Während des Kurses	Case Study 2		60	Während des Kurses
Prüfungsleistung	Dauer oder Länge	Akku-Punkte	Abgabe- oder Erstellungszeitpunkt													
Case Study 1		60	Während des Kurses													
Case Study 2		60	Während des Kurses													
Literaturhinweise	Neben der Kommentarliteratur zu u. a. §§ 87, 87a, 120a AktG (bei Beck-online), u. a.,: Achenbach / Feldhoff / Dürselen, Nachhaltige Vergütung von Bankvorständen, 2022 Dörrwächter, in: Kubis/Tödtmann, Arbeitshandbuch für Vorstandsmitglieder, 2022. Redenius-Hövermann, Verhalten im Unternehmensrecht, 2019 Redenius-Hövermann, Die Herabsetzung der Vorstandsvergütung gem. § 87 II AktG <i>de lege lata</i> und <i>de lege ferenda</i> , ZIP 2020, S. 1585 ff. Redenius-Hövermann, Zur Offenlegung von Abfindungszahlungen und Pensionszusagen an ein ausgeschiedenes Vorstandsmitglied, ZIP 2008, S. 2395 ff. Redenius-Hövermann, Zum aktuellen Stand betreffend Clawback-Klauseln, ZIP 2020, S. 145 ff.															
Modulstruktur	Termine 1 bis 6 werden von Dr. Jan Dörrwächter unterrichtet Termine 7 bis 11 werden von Herrn Michael Klaus unterrichtet.															
Verwendbarkeit für andere Module und Programme	MCPR/MFL/LL. M. M&A aber auch andere Masterstudiengänge mit einem Corporate Governance Schwerpunkt															
Letztes Freigabedatum	24.11.2022															

Compliance [MGT51393]

Modulkoordinator		Weck, Thomas			
Studiengang		Bachelor of Science			
Studienabschnitt		4. & 6. Semester			
Moduldauer		1 Semester			
Pflicht- /Wahlpflichtmodul		Wahlpflicht			
Credits:		6			
Häufigkeit des Angebots		Jährlich			
Sprache		Deutsch			
Gesamt Workload	150 h	Akademische Lehrstunden:	44	Verbleibender Workload:	Selbststudium
		Eine akademische Lehrstunde entspricht 40 Minuten.			
		Das Selbststudium umfasst die Vor- und Nachbereitung von Veranstaltungen, Leseaufgaben, die Vorbereitung von Tests und Klausuren, Hausarbeiten usw.			
Voraussetzungen für die Teilnahme		Grundkenntnisse im deutschen Recht (insb. Straf- und Wirtschaftsrecht) und EU-Recht sind nicht verpflichtend, aber von Vorteil.			

<p>Kurzbeschreibung / Lerninhalte</p>	<p>Der Kurs beginnt mit den Grundlagen der Corporate Compliance im Allgemeinen und setzt als Zweites einen Schwerpunkt im Wirtschaftsstrafrecht (abstrakt als persönliches und unternehmerisches Risiko sowie konkret anhand von echten Beispielfällen). Ein dritter Teil behandelt exemplarisch zwei Bereiche, in denen Compliancemaßnahmen praktisch relevant werden, nämlich das Kartellrecht und IT-Sicherheit/Datenschutz.</p> <p>Die erste Kurseinheit zu den allgemeinen Grundlagen der Corporate Compliance beschäftigt sich mit der Einführung des Themas Compliance in den deutschen Rechtskreis. Gibt es nach deutschem Recht eine Pflicht zum Compliance Management und wenn ja, welche konkreten Compliance-Pflichten – und entsprechenden Haftungsrisiken – leiten sich hieraus für Unternehmen, ihre Geschäftsleiter und den Aufsichtsrat ab.</p> <p>Der zweite Teil zum Wirtschaftsstrafrecht setzt sich zunächst abstrakt mit dem Phänomen Wirtschaftskriminalität auseinander und beleuchtet mögliche “Worst Case Szenarios”, die sich aus der Anwendung materiellen und prozessualen deutschen Strafrechts im Unternehmenskontext ergeben können. Sodann sollen konkrete – teils auch aus den Medien bekannte – Beispielfälle von Wirtschaftskriminalität aus verschiedenen Perspektiven analysiert werden, von Korruption über Betrug und Untreue bis hin zu Steuerhinterziehung und Geldwäsche. In diesem Zusammenhang soll auch immer der Frage nach entsprechenden Compliance-Strategien zur Vorbeugung, Reaktion und Aufklärung nachgegangen werden.</p> <p>Der dritte Teil startet im Teilabschnitt Kartellrecht mit einem allgemeinen Überblick: Was ist Ziel des Kartellrechts? Was sind die Regelungsbereiche (Kartell-, Missbrauchs-, Fusions- und Beihilfekontrolle)? Anschließend werden vertieft Kartellabsprachen behandelt, d.h. die Frage, unter welchen Voraussetzungen ein Kartellverstoß zu bejahen/verneinen ist. Außerdem werden die wesentlichen Regelungen für das Verhältnis zu Lieferanten und Kunden (Vertriebsvereinbarungen; Marktmacht) vorgestellt. Nach den Anforderungen an ein kartellrechtskonformes Verhalten werden die Risiken für den Fall von Verstößen betrachtet. Der Ablauf einer Durchsuchung (Dawn Raids) und das Vorgehen zur Geltendmachung/Abwehr von Schadenersatzansprüchen werden durchgespielt. Dabei wird jeweils auch Rolle von Kronzeugen behandelt.</p> <p>Der folgende Teilabschnitt IT-Sicherheit/Datenschutz startet mit den verfassungsrechtlichen Grundlagen. Dann werden im Überblick die Vorgaben der DSGVO und die Anforderungen an die Sicherheit in der Informationstechnik behandelt. Zuletzt wird ein Ausblick auf die Regulierung von Daten als wirtschaftlicher Ressource gegeben.</p>
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<p>Qualifikationsziele / Lernergebnisse</p>	<p>Nach diesem Kurs können die Teilnehmerinnen und Teilnehmer erkennen, in welchen Fällen Compliancerisiken bestehen können. Sie können die Funktion der Compliance für Unternehmenskultur und -führung einordnen. Sie haben ein grundlegendes Verständnis von den compliancerelevanten Regelungen in den abgedeckten Bereichen, und zwar sowohl hinsichtlich der internen und externen Haftung als auch hinsichtlich der Bedeutung von Compliance für den Rechtsverkehr, Staat und Gesellschaft.</p> <p>Der Kurs vermittelt dazu Grundwissen zu den Komponenten eines effektiven Compliance-Management-Systems und dazu, welche Aufgaben und Verantwortlichkeiten Geschäftsleiter und Aufsichtsräte in diesem Kontext treffen. Teilnehmerinnen und Teilnehmer entwickeln zudem grundlegende Vorstellungen von strafrechtlichen Risiken und dem Umgang mit ihnen. Sie kennen die wesentlichen Verhaltensregeln für interne Compliancevorfälle und behördliche Untersuchungen solcher Vorfälle.</p> <p>Teilnehmerinnen und Teilnehmer kennen daneben die Bedeutung von Kronzeugen und anderen Hinweisgebern für die Ahndung von Complianceverstößen und haben einen Grundstock an Kriterien, um einzuschätzen, ob Complianceverstöße gegenüber Behörden offengelegt werden sollten.</p> <p>Teilnehmerinnen und Teilnehmer kennen ferner die wesentlichen strategischen Gesichtspunkte, um die Erfolgsaussichten möglicher Schadenersatzklagen einzuschätzen.</p> <p>Sie sind sich zuletzt der Bedeutung von Datenschutz und IT-Sicherheit für den grundlegenden Schutz des Unternehmens und seiner Mitarbeiter bewusst.</p>												
<p>Lernformen, Methodik und Betreuung</p>	<p>Der Kurs soll interaktiv gestaltet werden. Erwartet wird bei der Stoffdarstellung eine aktive Mitarbeit der Teilnehmerinnen und Teilnehmer durch Mitarbeit an Fallbeispielen und Rückfragen.</p>												
<p>Art der Prüfungsleistungen im Modul und Akkumulationspunkte</p>	<table border="1" data-bbox="480 1547 1378 1794"> <thead> <tr> <th>Prüfungsleistung</th> <th>Dauer oder Länge</th> <th>Akkumulations-Punkte</th> <th>Abgabe- oder Erstellungszeitpunkt</th> </tr> </thead> <tbody> <tr> <td>Zwischenklausur</td> <td>80 Minuten</td> <td>80</td> <td>Während des Kurses</td> </tr> <tr> <td>Finale Klausur</td> <td>40 Minuten</td> <td>40</td> <td>Examenswoche</td> </tr> </tbody> </table> <p>Die Prüfungsleistung setzt sich aus einer ersten Teilklausur im Anschluss an die ersten beiden Blöcke (80 Credits) sowie einer weiteren Teilklausur zum dritten Block am Semesterende (40 Credits) zusammen.</p>	Prüfungsleistung	Dauer oder Länge	Akkumulations-Punkte	Abgabe- oder Erstellungszeitpunkt	Zwischenklausur	80 Minuten	80	Während des Kurses	Finale Klausur	40 Minuten	40	Examenswoche
Prüfungsleistung	Dauer oder Länge	Akkumulations-Punkte	Abgabe- oder Erstellungszeitpunkt										
Zwischenklausur	80 Minuten	80	Während des Kurses										
Finale Klausur	40 Minuten	40	Examenswoche										

Literaturhinweise	<p>Für diesen Kurs wird keine begleitende Durcharbeit von Pflichtliteratur erwartet. Als weiterführende Literatur sind zu empfehlen:</p> <p>Veit, Compliance und interne Ermittlungen, 2. Auflage. 2021, 194 S., C.F. Mueller, ISBN 978-3-8114-5525-2, rd. EUR 24,00;</p> <p>Moosmayer, Compliance, 4. Auflage. 2021, 125 S., C.H.BECK, ISBN 978-3-406-72670-5, rd. EUR 39,00;</p> <p>Lommatzsch, Compliance, vss. 2023, rd. 200 S., Kohlhammer, ca. EUR 29,00;</p> <p>Kark, Plötzlich Compliance Officer: Erste Hilfe für den Einstieg in das Compliance-Management, 2021, 206 S., C.H.BECK, ISBN 978-3-406-65372-8, EUR 49,00;</p> <p>Staffler, Business Criminal Law, 2021, Springer Gabler, ISBN 978-3658344719, rd. EUR 29,00.</p>
Modulstruktur	<p>Der Kurs wird in drei inhaltlichen Blöcken angeboten. Der erste Block (8 Stunden) umfasst die allgemeinen Grundlagen, der zweite (20 Stunden) die wirtschaftsstrafrechtlichen Aspekte von Compliance, der dritte (16 Stunden) die exemplarisch behandelten Themen Kartellrecht und IT-Sicherheit/Datenschutz.</p>
Verwendbarkeit für andere Module und Programme	<p>Der Kurs kann als allgemeine Grundlage für alle Programme verwendet werden, in denen gesetzliche Vorgaben für Unternehmensorganisation und -management behandelt werden.</p>
Letztes Freigabedatum	23.12.2022