

## Module Offer in English - Master's Level Academic Year 2020/21

All Master modules in English are listed below. Please click on the module code in the column "Module Description" to access the complete module information (internet connection required).

**Please note the following:**

- All Master level modules require specific advanced knowledge. It is the responsibility of students to ensure that prerequisites are met.
- This module offer is provisional and hence subject to change. Therefore, no places can be guaranteed in advance.
- Master level modules take place Monday till Wednesday. The schedule of most Master level modules are fluid and not the same every week. In order to avoid an overlap of different modules, only modules of the same program and term can be chosen (exceptions can be made for modules that consist of autonomous self-study).

BANKING & FINANCE						
Module Description	Module Name	Hours / Week	ECTS	Semester	Term	Pre-Requisites
<a href="#">w.CEF-PiE</a>	Corporate and Entrepreneurial Finance	4	3	Fall	1	<ul style="list-style-type: none"> <li>• A good knowledge of portfolio and capital market theory and at least a basic knowledge of company valuation methods.</li> </ul>
<a href="#">w.IRB-PiE</a>	Institutional Frameworks	4	3	Fall	1	<ul style="list-style-type: none"> <li>• Economics, law (in particular financial market regulation) &amp; business admin.</li> </ul>
<a href="#">w.INE-PiE</a>	International Economics	4	3	Fall	1	<ul style="list-style-type: none"> <li>• Introductory courses on economic principles and macroeconomics</li> </ul>
<a href="#">w.IN-PiE</a>	Investments	4	6	Fall	1	<ul style="list-style-type: none"> <li>• BSc B&amp;F modules: Active Investment Mgmt, Quantitative Methodologies, Statistics, Finance Tools</li> </ul>
<a href="#">w.IREP-PiE</a>	International Research Projects	4	9	Fall	1	<ul style="list-style-type: none"> <li>• Students have a Bachelor's degree in Business Administration and have written a Bachelor's Thesis</li> </ul>
<a href="#">w.QNM-PiE</a>	Quantitative Methods	4	6	Fall	1	<ul style="list-style-type: none"> <li>• Basic knowledge of mathematics and statistics at Bachelor's level and writing a scientific paper</li> </ul>
<a href="#">w.AQM-PiE</a>	Advanced Quantitative Methods	Autonomous Self-study**	3	Spring	2	<ul style="list-style-type: none"> <li>• Advanced knowledge in statistics and quantitative methods as well as fundamental Python programming skills.</li> </ul>
<a href="#">w.BPM-PiE</a>	Business Process Management	4	6	Spring	2	<ul style="list-style-type: none"> <li>• In general, bachelor degree in Business/Economics</li> </ul>
<a href="#">w.MA.CJO-PiE</a>	Customer Journey	Autonomous Self-study**	3	Spring	2	-
NEW	Business Models	<i>tba</i>	3	Spring	4	<ul style="list-style-type: none"> <li>• <i>tba</i></li> </ul>
NEW	Deep Learning	<i>tba</i>	3	Spring	4	<ul style="list-style-type: none"> <li>• <i>tba</i></li> </ul>
<a href="#">w.PMA-PiE</a>	Performance Management	Autonomous Self-study**	3	Spring	2	<ul style="list-style-type: none"> <li>Script Fundamentals of Bank Accounting: Accounting rules for banks and fundamentals of funds transfer pricing, risk cost calculation and activity based costing</li> <li>Script Fundamentals of Capital Requirements: Definition of regulatory capital, riskweighted capital requirements for major banking businesses and leverage ratio requirements</li> <li>Script Fundamentals of Liquidity Requirements: Minimum reserves, liquidity coverage ratio (LCR) and net stable funding ratio (NSFR) requirements for major banking businesses</li> </ul>

<u>w.QLM-PiE</u>	Qualitative Methods	Autonomous Self-study**	3	Spring	2	<ul style="list-style-type: none"> <li>tba</li> </ul>
<u>w.QIS-PiE</u>	Quantitative Investment Strategies	4	6	Spring	2	<ul style="list-style-type: none"> <li>Quantitative methods, active investment management, financial instruments and portfolio theory, statistics, investments.</li> </ul>
<u>w.REP</u>	Research Projects	Autonomous Self-study**	6	Spring	2	<ul style="list-style-type: none"> <li>Students have a Bachelor's degree in Business Administration with a specialization in Banking &amp; Finance. Students have knowledge of the empirical research methods worked on in Module Quantitative Methods and have learned to use statistical software at a basic level.</li> </ul>
<u>w.RM-M3-PiE</u>	Risk Management	4	6	Spring	2	<ul style="list-style-type: none"> <li>Bachelor's degree in Business Administration (major in Banking &amp; Finance) Basic knowledge of bank risk.</li> </ul>
<u>w.SIM-PiE</u>	Strategic Innovation Management	Autonomous Self-study**	3	Spring	2	<ul style="list-style-type: none"> <li>Students have a Bachelor's degree in Business Administration with a specialization in Banking and Finance, or a similar degree. Prior to starting this module, they have the following knowledge and competencies: <ul style="list-style-type: none"> <li>- Understanding the basic principles underlying the relationships between an enterprise, its environment, and the market</li> <li>- Basic knowledge and understanding of strategy and innovation</li> <li>- Basic knowledge of business models</li> <li>- Basic knowledge of characteristics of business models in retail banking, private banking, and investment banking</li> </ul> </li> </ul>
<u>w.SIN-PiE</u>	Sustainable Investments	Autonomous Self-study**	3	Spring	2	<ul style="list-style-type: none"> <li>Bachelor Knowledge Banking and Finance</li> </ul>

## MANAGEMENT AND LAW

Module Description	Module Name	Hours / Week	ECTS	Semester	Term	Pre-Requisites
<u>w.IEP</u>	International Economics and Politics	4	6	Fall	1	<ul style="list-style-type: none"> <li>Basic knowledge of economics (systems knowledge in microeconomics and macroeconomics)</li> </ul>
<u>w.SEIC</u>	Scientific Exchange & International Conference	Guided Self-study*	9	Fall	3	<ul style="list-style-type: none"> <li>Knowledge from the module "Research and Methodology"</li> </ul>
<u>w.PFP</u>	Applied Research Projects	Autonomous Self-study**	6	Fall / Spring	1 / 2	<ul style="list-style-type: none"> <li>Knowledge of scientific research and academic writing at BSc level</li> </ul>
<u>w.IVFL</u>	Interdisciplinary Research	Autonomous Self-study**	6	Spring	2	<ul style="list-style-type: none"> <li>Knowledge from the module "Research and Methodology"</li> </ul>
<u>w.ILSSL</u>	International Labour and Social Security Law	4	6	Spring	2	<ul style="list-style-type: none"> <li>HR Management as well as Labor and Social Security Law at BSc level</li> </ul>
<u>w.MS</u>	Managing Strategy	4	6	Spring	2	<ul style="list-style-type: none"> <li>Knowledge of strategic management at BSc Level</li> </ul>
<u>w.RC</u>	Regulation and Competition	4	6	Spring	2	<ul style="list-style-type: none"> <li>Knowledge of commercial law and competition law at BSc Level</li> </ul>

## BUSINESS ADMINISTRATION – MAJOR MARKETING

Module Description	Module Name	Hours/ Week	ECTS	Semester	Term	Pre-Requisites
<u>w.PBM</u>	Pricing & Business Models in the Digital Age	4	6	Fall	3	-
<u>w.BMC</u>	Brand Management, Communications & Reputation Management	4	6	Fall	3	-

<u>w.ECOM</u>	E-Commerce ( <i>Elective</i> )	2	3	Fall	3	–
<u>w.DMPL</u>	Digital Marketing for Product Launches or Start-ups ( <i>Elective</i> )	2	3	Fall	3	<ul style="list-style-type: none"> <li>• Compulsory MSc modules according to module table Affinity for and basic knowledge of digital marketing methods and techniques</li> </ul>
<u>w.MAT</u>	Marketing Technology ( <i>Elective</i> )	2	3	Fall	3	–
<u>w.AKIM</u>	Automatisation & KI in Marketing ( <i>Elective</i> )	2	3	Fall	3	–

\* Few hours of classroom instructions, mainly self-study for a research paper or project

\*\* Very few or no hours of classroom instructions, mainly self-study for a research paper or project