WWU MÜNSTER

Wirtschafts-
wissenschaftliche
Fakultät

Courses in English, Winter 2020/21

at the School of Business and Economics,
Westfälische Wilhems-Universität Münster

As of JULY 28, 2020
Changes/Updates may occur!

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Contents

Contents 2
Bachelor: 5
Business: 5
Business Skills (3 ECTS) (each course can be taken separately) 5
INTOP Business Simulation (English) (6 ECTS) 9
Business Analysis (3 ECTS) 12
International Financial Management (6 ECTS) 15
Business Cooperation: Governance (6 ECTS) 18
Information Systems for Business and Economics (6 ECTS) 21
Ethics in Finance (6 ECTS) 21
International Human Resource management (6 ECTS) 22
Supply Chain Logistics Management 23
Economics: 24
Principles of Economics (3 ECTS) 24
Trade Theory and Policy (6 ECTS) 26
Economic Policy for Business Students (6 ECTS) 30
Introduction into Economic Regulation for Business Students (6 ECTS) 30
Applied Research in Economics: Economic Policy and Regulation (12 ECTS) 30
Advanced Statistics (6 ECTS) 31
Econometrics (6 ECTS) 33
Business Cooperation: Current Cases (6 ECTS) 37
Environmental Economics (6 ECTS) 40
Information System: 42
Digital Business (6 ECTS) 42
Master: 45
Accounting: 45
Strategic Management Accounting (6 ECTS) 45
International Financial Reporting (3 ECTS) 46
INTOP Business Simulation (English) (6 ECTS) 48
International Case Study – John Molson Case Competition (Englisch) (6 ECTS) 49
Accounting Theory (6 ECTS) 50
Performance Management and Strategy Execution (6 ECTS) 52
Seminar Management Accounting & Control (12 ECTS) 54
Foundations of Economic Ethics (6 ECTS) 56
Finance: 57
Introduction to Advanced Finance (6 ECTS) 57

Behavioral Finance (6 ECTS) 60
Derivatives I (6 ECTS) 63
Derivatives II (6 ECTS) 65
Empirical Lab I (6 ECTS) 66
Empirical Lab II (6 ECTS) 69
Management: 73
Customer-Centric Innovation (6 ECTS) 73
Marketing: 74
Market oriented leadership (6 ECTS) 74
Advanced Market Research (6 ECTS) 75
Innovation Management (6 ECTS) 79
Customer Relationship Management and Direct Markteting (6 ECTS) 82
Sales Management (6 ECTS) 85
Consumer Behavior (6 ECTS) 88
Media Marketing (6 ECTS) 90
Entertainment Media Marketing (6 ECTS) 93
Marketing Analytics and Data-Driven Business Strategies (12 ECTS) 96
Literature Seminar (12 ECTS) 97
Social Media and Political Marketing: Will Democracy Survive the Internet? (12 ECTS) 97
Marketing analytics: a practical prespective on the measurement of marketing performance (12 ECTS) 97
Seminar “Marketing Analytics” (12 ECTS) 97
IWM Seminar: DOiT! (12 ECTS) 99
Minor Entrepreneurship: 101
Entrepreneurship 2 (6 ECTS) 101
Economics: 104
Microeconomics (6 ECTS) 104
Macroeconomics (6 ECTS) 106
Advanced Microeconomics I (6 ECTS) 109
International Macroeconomics (6 ECTS) 112
Business Cooperation: Mergers and Acquisitions (6 ECTS) 115
Business Cooperation: Current Cases (6 ECTS) 118
International Public Economics (6 ECTS) 121
Microeconometrics (6 ECTS) 123
Time Series Analysis (6 ECTS) 125
Seminar Advanced Monetary Theory and Policy (6 ECTS) 128
Dynamic Macroeconomics: Economic Growth (6 ECTS) 130
Selected Topics in Econometrics, Statistics and Empirical Economics II (6 ECTS) 130
Advanced Time Series Analysis – Models with latent variables (6 ECTS) 133

Dynamic Optimization (6 ECTS) 133
Introduction to R (6 ECTS) 133
Economics of Fairness and Cooperation (6 ECTS) 133
Seminar Econooimcs and Philosophy of Happiness (6 ECTS) 133
Econometric Impact Evaluation (6 ECTS) 133
Multivariate Time series analysis (6 ECTS) 134
Introduction to STATA (6 ECTS) 134
Information Systems: 134
Information Management: Managing the Information Age Organization (6 ECTS) 134
Information Management: Tasks and Techniques (6 ECTS) 138
Process Management: Information Modeling (6 ECTS) 141
Business Networks: Inter-Organization Systems (6 ECTS) 144
Business Intelligence: Management Information Systems and Data Warehousing (6 ECTS) 147
Business Intelligence: Data Analytics – I (6 ECTS) 150
Information Systems Development: Logic Specification and Programming (6 ECTS) 153
Information Systems Development: Data Integration (6 ECTS) 156
Logistics, Production and Retail: Supply Chain Management and Logistigs (6 ECTS) 159
Logistics, Production and Retail: Production Planning and Control (6 ECTS) 161
Seminar Electives (6 ECTS) 165
Project Seminars (12 ECTS) 165

Bachelor:

Business:

Business Skills (3 ECTS) (each course can be taken separately)

Businesssimulation TOPSIM (3 ECTS)

Term 1+2

Lecturer: Prof. Kajüter

Link: https://www.wiwi.uni-muenster.de/iur/de/lehre/lehrprogramm-ws-2021

Business and Intercultural Communication (3 ECTS)

Term 1+2

Lecturer: Hugo van Bremen

Link: https://www.wiwi.uni-muenster.de/iub/de/studium/lehrveranstaltungen/lehrveranstaltungen-im-wintersemester-20202021

Developing Negotiation Skills (3 ECTS)

Term 1+2

Lecturer: Henning Höber

Link: https://www.wiwi.uni-muenster.de/iur/de/lehre/lehrprogramm-ws-2021

Presentation and Communication (3 ECTS)

Term 1+2

Lecturer: Dr. Bloch

Link: https://www.wiwi.uni-muenster.de/iur/de/lehre/lehrprogramm-ws-2021

Scotiabank International Case Competition (SICC) (3 ECTS)

*Canada

Lecturer: Prof. Dr. Berens

Link: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=318569&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

Business English (3 Ects)

Partly in German (translations etc.)

Term 1+2

Lecturer: John Gallagher

Link: https://www.wiwi.uni-muenster.de/iur/de/lehre/lehrprogramm-ws-2021

Business French (3 Ects)

Partly in German (translations etc.)

Term 1+2

Lecturer: John Desmond Gallagher

Please note: the number of participants for this course is limited, a registration in advance is necessary

Link: https://www.wiwi.uni-muenster.de/iur/de/lehre/lehrprogramm-ws-2021

Management-Training with game plan „OPEX“ (3 ECTS)

Lecturer: Prof. Dr. Dr. Baetge

Link: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=326662&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

<table>
<tr><td colspan="2">Module Title english:</td><td colspan="5">Business Skills</td></tr>
<tr><td colspan="2">Course Program:</td><td colspan="5">Master Exchange Master Austausch Master</td></tr>
<tr><td>1</td><td>Module No: BWL</td><td>State: Compulsory</td><td colspan="3">Language of Instruction: German or English</td></tr>
<tr><td>2</td><td>Turn: each semester</td><td>Duration: 2 semesters</td><td>Semester: 1</td><td>CP: 9</td><td>Workload (h): 270</td></tr>
<tr><td>3</td><td colspan="5">Module Structure:
<table>
<tr><th>No</th><th>Type</th><th>Course</th><th>State</th><th>Workload (h)</th><th></th></tr>
<tr><td></td><td></td><td></td><td></td><td>Presence (h + CH)</td><td>Self-Study (h)</td></tr>
<tr><td>1</td><td>Lecture</td><td>Business Languages</td><td>Compulsory</td><td>30 h (2 CH)</td><td>60</td></tr>
<tr><td>2</td><td>Seminar</td><td>Business Skills I</td><td>Compulsory</td><td>30 h (2 CH)</td><td>60</td></tr>
<tr><td>3</td><td>Seminar</td><td>Business Skills II</td><td>Compulsory</td><td>30 h (2 CH)</td><td>60</td></tr>
</table></td></tr>
<tr><td>4</td><td colspan="5">Module Contents:
Main topics and learning objectives:
In this module knowledge in business languages and business skills relevant for the work in a</td></tr>
</table>

	company will be gained. As business languages can be chosen: English, Spanish, and French. Alternatively there is the possibility to absolve a basic course in chinese with 4 h per week (instead of 2 h). In Business Skills I and II valuable personal skills for business practiques, like presentation techniques, working in team, and problem-solving. The offer is always changing, therefore only course examples can be given, like Business Simulation Game COMPEX, Personality and Social Competence or scientific working.
5	**Learning outcomes:** **Academic:** After completion of the language courses students have sound knowledge in the relevant business language and the necessary vocabulary. Alternatively students gain basic knowledge in Chinese. **Soft skills:** Students improve their self-, social- and technical-competence by understanding and applying the themes communication, presentation techniques, elocution, leadership, work-and self-organization and creative techniques. Further they will learn to structure problems, develop solutions and reflect the consequences of economic decisions.
6	**Description of possible electives within the modules:** A business language course or Chinese respectively have to be absolved. Business Skills I and II can be chosen from a broad offer.
7	**Examination:** Final Module Exam
8	**Relevant Work:** **No** | **Number and Type; Connection to Course** | **Duration** | **Part of final mark in %** 1 | Written exam in a business language | 60 min. | 100 %
9	**Study Work:** **No** | **Number and Type; Connection to Course** | **Duration** 1 | Final exam Business Skills I | depends on course 2 | Final exam Business Skills II | depends on course
10	**Prerequisites for Credit Points:** The credit points will be granted after all relevant work and study work have been successfully completed.
11	**CP Assignment:** **Presence** | No 1 | 1.00 CP **Presence** | No 2 | 1.00 CP **Presence** | No 3 | 1.00 CP **Relevant Work** | No 1 | 2.00 CP **Study Work** | No 1 | 2.00 CP **Study Work** | No 2 | 2.00 CP **Total** | | 9 CP

12	**Weight of the module grade for the overall grade:** 7.5% (9 of 120 CP)	
13	**Module Prerequisites:** For business languages English, Spanish, French basic knowledge (from school) in the respective language.	
14	**Presence:** Dependung on course. For business languages, presence is mandatory.	
15	**Mobility/Acknowledgement:**	
	Use of the module for other course programs	Bachelor Business Administration
	Module Title english	Business Skills
	English translation of module components from section 3	No 1: Business Languages
		No 2: Business Skills I
		No 3: Business Skills II
16	**Responsible Lecturer:** Professor Dr. Peter Kajüter	**Department:** School of Business and Economics
17	**Misc.:**	

INTOP Business Simulation (English) (6 ECTS)

Term 1+2

Lesturer: Prof. Dr. Watrin

Link: https://www.wiwi.uni-muenster.de/iub/de/studium/lehrveranstaltungen/lehrveranstaltungen-im-wintersemester-20202021

<table>
<tr><td colspan="2">Module Title english:</td><td colspan="4">International Operation Simulation</td></tr>
<tr><td colspan="2">Course Program:</td><td colspan="4"></td></tr>
<tr><td>1</td><td>Module No: BWL</td><td>State: Compulsory</td><td colspan="3">Language of Instruction: English</td></tr>
<tr><td>2</td><td>Turn: each semester</td><td>Duration: 1 semester</td><td>Semester: 5 or 6</td><td>CP: 6</td><td>Workload (h): 180</td></tr>
<tr><td>3</td><td colspan="5">Module Structure:
<table>
<tr><th>No</th><th>Type</th><th>Course</th><th>State</th><th colspan="2">Workload (h)</th></tr>
<tr><td></td><td></td><td></td><td></td><td>Presence (h + CH)</td><td>Self-Study (h)</td></tr>
<tr><td>1</td><td>Seminar</td><td>INTOP Business Simulation</td><td>Compulsory</td><td>60 h (4 CH)</td><td>120</td></tr>
</table></td></tr>
<tr><td>4</td><td colspan="5">Module Contents:
Background and relations to other courses:
In this seminar students have to apply the theoretical knowledge that they have gained during their Bachelor’s degree or in the previous semesters to solve practical problems.
Main topics and learning objectives:
INTOP (International Operations Simulation) is the first major business simulation to deal with the specific problems of multinational companies and worldwide business operations. INTOP derives its special significance from the fact, that the international market became an increasingly vital element of the business environment. INTOP simulates a supply oligopoly with a polypolistic demand structure. Because the participants, functioning as the executive boards of different publicly listed INTOP IV-companies, have the shareholders’ capital at their disposal, they have to consider the interests of their investors when establishing a set of objectives. Therefore, the participants have the task to maximize their companies’ cumulative profit under the constraint of a minimum equity ratio through the adjustment of decisions in the different company divisions. To take part in INTOP, interested students have to overcome an election process. Based on the written applications’ evaluations 20-30 students will be elected. Selection criteria are high marks in former exams and an adequate knowledge achieved during previous education. The particular advantage of INTOP is the interdisciplinary aspect of the simualtion: The decision-making process requires a number of truly entrepreneurial, strategic decisions relating to business objectives and operating principles. By providing the participants with a comprehensive set of given data, the business simulation emphasizes strategy, tactics and operational problems. With INTOP, the students have to determine the business size, target markets, marketing and production programs as well as the investment and finance policies and the company’s organization. The major objective of INTOP is to enhance the understanding of problems of international business operations in general and of multinational enterprises in particular. The simulation is structured to provide training and education in both the</td></tr>
</table>

fields of “general business administration” and “international management”. In order to solve international entrepreneurial problems, the high level of realism of the simulation requires an advanced degree of analytical thinking, conceptual abilities and imagination.

Themes	Learning objectives
Finance	All participants learn to operate with short-term bank loans, treasury notes, credits from suppliers and non-interest-bearing receivables and liabilities.
Company Organization	Each team of students (company) has to appoint individual business responsibilities to each student.They must conduct the following activities: marketing/ market research, investment/ raw material purchasing/ production/ warehousing, research & development/ patents, financing/ taxes/ logistics policy, information systems/ annual financial statements.
Marketing	The students achieve skills in the following areas: pricing policy, advertising policy, product design and assortment of goods policy, distribution policy and market research.
Production	The students learn to choose the right production program and to calculate the costs of production
Taxes	The educational objective is to learn how to best reduce tax expenses by applying the following options: inter-company pricing policy and interest policy for the invested capital.

5

Learning outcomes:
Academic:
The INTOP business simulation has various objectives: The participants must determine financial objectives, formulate accompanying strategies and make decisions each quarter according to their long-term strategy. The participants learn to establish the relationship between the decisions and their consequences and new decisions. The learning-by-doing-effect enables the participants to apply their prior knowledge. • The students are encouraged to reduce the time for making decisions which helps to focus on the most relevant decision criteria. •Based on experience made throughout the course of the simulation, the students learn to judge the importance of relevant economic instruments. • In order to solve international entrepreneurial problems, the high level of realism of the simulation requires an advanced degree of analytical thinking, conceptual abilities and imagination. • Inside the group assignment, the students should demonstrate the ability to productively work in groups and their ability to coordinate with peers.
Soft skills:
Students leran to solve complex problems in a team. They achieve advanced communication, presentation and conflict resolution skills.

6

Description of possible electives within the modules:
none

7

Examination: Examinations for every part of the module

8

Relevant Work:

No	Number and Type; Connection to Course	Duration	Part of final mark in %
1	Term paper	8 - 10 pages	40 %

2	paper on management decisions in business simulation INTOP	maximum 15 pages	40 %
3	Presentation and discussion of thesis	0 min. & 25 min. discussion	20 %

9 **Study Work:**

No	Number and Type; Connection to Course	Duration
1	none	

10 **Prerequisites for Credit Points:**
The credit points will be granted after all relevant work and study work have been successfully completed.

11 **CP Assignment:**

Presence	No 1	2.00 CP
Relevant Work	No 1	1.50 CP
	No 2	1.50 CP
	No 3	1.00 CP
Study Work	No 1	-
Total		6 CP

12 **Weight of the module grade for the overall grade:**
5% (6 of 120 CP)

13 **Module Prerequisites:**
The number of participans of the course "INTOP" can be restricted.

14 **Presence:**
Presence is strongly recommended to warrant learning success

15 **Mobility/Acknowledgement:**

Use of the module for other course programs	Master Business Administration
Module Title english	International Operation Simulation
English translation of module components from section 3	No 1: INTOP Business Simulation

16 **Responsible Lecturer:**
Professor Dr. Christoph Watrin

Department:
University of Münster, School of Business and Economics

17 **Misc.:**

Business Analysis (3 ECTS)

Term 1 +2

Lecturer: Prof. Dr. Kajüter

This lecture is part of Advanced Controlling.

Link: https://www.wiwi.uni-muenster.de/iur/de/lehre/lehrprogramm-ws-2021

<table>
<tr><td colspan="2">Module Title english:</td><td colspan="5">Advanced Accounting</td></tr>
<tr><td colspan="2">Course Program:</td><td colspan="5"></td></tr>
<tr><td>1</td><td>Module No: BWL</td><td>State: Elective</td><td colspan="4">Language of Instruction: German, partly English</td></tr>
<tr><td>2</td><td>Turn: each winter semester</td><td>Duration: 1 semester</td><td>Semester: 5 or 6</td><td>CP: 6</td><td colspan="2">Workload (h): 180</td></tr>
<tr><td>3</td><td colspan="6">Module Structure:
<table>
<tr><th>No</th><th>Type</th><th>Course</th><th>State</th><th colspan="2">Workload (h)</th></tr>
<tr><td></td><td></td><td></td><td></td><td>Presence (h + CH)</td><td>Self-Study (h)</td></tr>
<tr><td>1</td><td>Lecture/ Exercise</td><td>Advanced Financial Accounting (german)</td><td>Compulsory</td><td>30 h (2 CH)</td><td>60</td></tr>
<tr><td>2</td><td>Lecture/ Exercise</td><td>Business Analysis</td><td>Compulsory</td><td>30 h (2 CH)</td><td>60</td></tr>
</table></td></tr>
<tr><td>4</td><td colspan="6">Module Contents:
Background and relations to other courses:
Advanced Financial Accounting: Companies are often subject to complex organizational structures. Therefore the individual financial statements of the companies involved are not informative for potential investors who conclusively request a consolidated financial statement to obtain a true and fair view on the group as a whole. Students in this course will learn how to prepare these requested consolidated financial statements in accordance with HGB (German-GAAP) as well as with the International Financial Reporting Standards (IFRS). Furthermore they will gain basic knowledge on IFRS. Knowledge in financial accounting is a prerequisite for this course. Business Analysis: This class incorporates two elements: Financial Statement Analysis on the one hand and Managerial Accounting on the other hand. Financial Statement Analysis is one of the most important valuation methods for companies performed not only by investors but also by internal managers to gain a deep understanding of the current economic situation the considered company faces. Therefore it is important to provide students with a profound understanding of the related techniques and interpretation guidelines. Beyond financial accounting, the students shall deepen their knowledge in managerial accounting and recognize connections between financial and managerial accounting. For this course basic knowledge in accounting is required.
Main topics and learning objectives:
Advanced Financial Accounting: This lecture focuses mainly on consolidated financial statements prepared under HGB (German-GAAP) and IFRS. Therefore students will learn the basics and</td></tr>
</table>

	fundamentals of consolidated financial statements accompanied by several consolidation techniques like the purchase method, the proportional consolidation and the equity method. These techniques are trained on the basis of practical examples. Moreover legal requirements together with the preparation of consolidated financial statements will be covered as well as the scope of consolidated financial statements. Furthermore, specific questions with regard to consolidated financial statement like deferred taxes will be emphasized. Additionally, students will get a first overview about the International Financial Reporting Standards and about auditing. By the end of the class students should have gained a deeper knowledge on consolidation, be able to consolidate on their own and understand related problems corporations and audit firms face in their daily work. This course is intended to be a lecture and, as such, the primary responsibility for learning will rest with the students. There will be examples to explain how to apply theory in "real" life. The objective is to develop a working knowledge of the basic principles of IFRS and consolidated financial statements (IFRS and HGB) in order to be able to adopt this knowledge to concrete accounting situations as they apply to corporations and audit firms. Background information in form of additional reading material will be provided. The quality of students learning experience will depend on the extent of their motivation, initiative, preparation for class, and attention during class. The instructor's role will be to support the learning experience by providing a course structure, course materials, and lectures. Business Analysis: Referring to Financial Statement Analysis this course will enable students to understand how economic situations and management decisions can influence the company's performance correlated with the impact on key ratios and the related interpretations. By the end of this course, it is expected that students are able to analyse companies on their own resulting in reasoned and founded investment decisions. Referring to Managerial Accounting this course is to develop a deepened understanding of financial and managerial accounting as well as their interrelations. Unlike in Anglophone countries, financial and managerial accounting are distinctive in Germany. This course is intended to be a lecture and, as such, the primary responsibility for learning will rest with the students. There will be examples to explain how to apply theory in "real" life. The objective is to develop a working knowledge of financial statement analysis and managerial accounting in order to be able to adopt this knowledge to concrete "real" life situations as they apply to corporations. Background information in form of additional reading material will be provided. The quality of students learning experience will depend on the extent of their motivation, initiative, preparation for class, and attention during class. The instructor's role will be to support the learning experience by providing a course structure, course materials, and lectures.
5	**Learning outcomes:** **Academic:** After the successful completion of the module, students have developed a comprehensive knowledge of accounting principles for consolidated financial statements under German GAAP. Furthermore, they have demonstrate the ability • to analyse and interpret the economic situation of a company, • to compare and rank companies depending on their financial performance, • to condense different ratios and information to an overall investment decision, • to apply the technical ratios to individual cases. Referring to Managerial Accounting students have developed comprehensive knowledge in accounting and controlling. Moreover, they are able to explain relationships between external and internal accounting. **Soft skills:** After the successful completion of the module, students are able to analyze sound theoretical issues as well as to identify practical problem areas and solve them adequately.
6	**Description of possible electives within the modules:** none
7	**Examination:** Examinations for every part of the module

8 **Relevant Work:**

No	Number and Type; Connection to Course	Duration	Part of final mark in %
1	Written Exam Advanced Financial Accounting (No. 1)	60 min.	50 %
2	Written Exam Business Analysis (No. 2)	60 min.	50 %

9 **Study Work:** none

10 **Prerequisites for Credit Points:**
The credit points will be granted after all relevant work and study work have been successfully completed.

11 **CP Assignment:**

Presence	No 1	1.00 CP
	No 2	1.00 CP
Relevant Work	No 1	2.00 CP
	No 2	2.00 CP
Total		6 CP

12 **Weight of the module grade for the overall grade:**
5% (6 of 120 CP)

13 **Module Prerequisites:**
Recommended: Knowlege based on the modules Financial Accounting/Taxation and Controlling

14 **Presence:**
Presence is strongly recommended to warrant learning success

15 **Mobility/Acknowledgement:**

Use of the module for other course programs	Bachelor Business Administration, Bachelor Economics, Bachelor Information Systems
Module Title english	Advanced Accounting
English translation of module components from section 3	No 1: Advanced Financial Accounting
	No 2: Business Analysis

16 **Responsible Lecturer:**
Professor Dr. Peter Kajüter, Prof. Dr. Hans-Jürgen Kirsch

Department:
School of Business and Economics

17 **Misc.:**

International Financial Management (6 ECTS)

Term 1

Lecturer: Prof. Dr. Guenster

Link: https://www.wiwi.uni-muenster.de/fcm/de/das-fcm/pifm/lehrveranstaltungen

<table>
<tr><td colspan="2">Module Title english:</td><td colspan="4">International Financial Management</td></tr>
<tr><td colspan="2">Course Program:</td><td colspan="4"></td></tr>
<tr><td>1</td><td>Module No: BWL</td><td>State: Elective</td><td colspan="3">Language of Instruction: English</td></tr>
<tr><td>2</td><td>Turn: each winter semester</td><td>Duration: 1 semester</td><td>Semester: 5 or 6</td><td>CP: 6</td><td>Workload (h): 180</td></tr>
<tr><td>3</td><td colspan="5">Module Structure:
<table>
<tr><th>No</th><th>Type</th><th>Course</th><th>State</th><th colspan="2">Workload (h)</th></tr>
<tr><td></td><td></td><td></td><td></td><td>Presence (h + CH)</td><td>Self-Study (h)</td></tr>
<tr><td>1</td><td>Lecture</td><td>International Financial Management</td><td>Compulsory</td><td>30 h (2 CH)</td><td>90</td></tr>
<tr><td>2</td><td>Exercise</td><td>Tutorial on International Financial Management</td><td>Compulsory</td><td>15 h (1 CH)</td><td>45</td></tr>
</table></td></tr>
<tr><td>4</td><td colspan="5">Module Contents:
Background and relations to other courses:
The module “International Financial Management” adds an international, multi-country perspective to the modules “Finance” and “Governance and Management”. While these module largely deal with a single-country setting, the module “International Financial Management” focuses on complexities that specifically arise in cross-border financial and managerial decision making.
Main topics and learning objectives:
The module “International Financial Management“ discusses relevant topics for the management of international and multinational enterprises. It covers classical topics in International Finance such as exchange rates and currency markets, derivatives and hedging, valuation of multinational firms, and international portfolio management and asset pricing. Further, this module provides first insights as to how differences in institutional arrangements and cultural norms affect financial decision making and shareholder value across countries.</td></tr>
<tr><td>5</td><td colspan="5">Learning outcomes:
Academic:
In this module, students obtain the basic knowledge needed to act successfully as managers and investors in a global economy. To this end, they obtain three core competencies. First, after successfully completing this module, students have a profound understanding of the functioning of international financial markets. Second, they understand how and why countries differ in their institutional settings. Third, students can apply this knowledge in cross-border operating, financing,</td></tr>
</table>

	and investment decisions.
6	**Description of possible electives within the modules:** none
7	**Examination:** Final Module Exam
8	**Relevant Work:** **No** | **Number and Type; Connection to Course** | **Duration** | **Part of final mark in %** 1 | Final written exam | 120 min. | 100 %
9	**Study Work:** none
10	**Prerequisites for Credit Points:** The credit points will be granted after all relevant work and study work have been successfully completed.
11	**CP Assignment:** **Presence** | No 1 | 1.00 CP **Presence** | No 2 | 0.50 CP **Relevant Work** | No 1 | 4.50 CP **Total** | | 6 CP
12	**Weight of the module grade for the overall grade:** 5% (6 of 120 CP)
13	**Module Prerequisites:** Recommended: Module Corporate Finance
14	**Presence:** Presence is strongly recommended to warrant learning success
15	**Mobility/Acknowledgement:** **Use of the module for other course programs** | Bachelor Business Administration, Bachelor Economics **Module Title english** | International Financial Management **English translation of module components from section 3** | No 1: International Financial Management **English translation of module components from section 3** | No 2: Tutorial on International Financial Management
16	**Responsible Lecturer:** Professor Nadja Guenster **Department:** School of Business and Economics
17	**Misc.:**

Business Cooperation: Governance (6 ECTS)

Term 1+2

Lecturer: Prof. Dr. Theurl

Link: http://www.wiwi.uni-muenster.de/06/nd/studium/lehrveranstaltungen/uebersicht/

Module Title english:	Business Cooperation: Governance				
Course Program:					
1	**Module No:** BWL	**State:** Compulsory	**Language of Instruction:** German or English		
2	**Turn:** each winter semester	**Duration:** 1 semester	**Semester:** 6	**CP:** 6	**Workload (h):** 180

3 **Module Structure:**

No	Type	Course	State	Workload (h)	
				Presence (h + CH)	**Self-Study (h)**
1	Lecture	Business Cooperation: Governance	Elective	45 h (3 CH)	75
2	Exercise	Tutorial on Business Cooperation: Governance	Elective	15 h (1 CH)	45
3	Lecture	Business Cooperation: Governance (english)	Elective	45 h (3 CH)	75
4	Exercise	Tutorial on Business Cooperation: Governance (english)	Elective	15 h (1 CH)	45

4 **Module Contents:**

Background and relations to other courses:

Modern information and communication technologies enable enterprises to create an increasing part of their output in co-operation with other enterprises. They are developing strategic alliances, joint ventures, long-term contractual arrangements, co-operatives or mutuals and a lot of other co-operative forms of business. Although business co-operation has a long tradition, it has not been in the focus of economics until recently. The module Business Coorporation: Governance deals with theories, which are also presented in other modules, as the theory in institutional economics (Mikroökonomie III). Furthermore business cooperation's are connected with some parts of marketing, innovation management, competition policy and game theory. In the modul Business Cooperation: Current Cases students apply their knowledge in a thesis analyzing a current case. The module Business Cooperation: Management can complement the module Business Coorporation: Governance. Furthermore there are guest lectures presented by different companies with the objective of giving students an insight into practical work.

Main topics and learning objectives:

The lecture and its including exercises aim to introduce students to the new world of business co-

operation. They provide students with the unique opportunity to learn why co-operation gains relevance in business, which economic factors determine business co-operation and which types of co-operation can be distinguished. They will provide criteria, when and how to form an alliance and what peculiarities have to be taken into account. Furthermore there are guest lectures presented by different companies with the objective of giving students an insight into practical work.

Themes	Learning objectives
Empirics of co-operation	To learn the empirical findings on co-operation. To understand how current economic conditions promote and shape co-operative arrangements. To understand why enterprises co-operate and to assess success factors of co-operation.
Theory of co-operation	Introduction into the theories of industrial economics, institutional economics, game theory and strategic management research, serving as theoretical tools for the decision for or against co-operation.
Analyzing co-operation	To identify and assess the characteristics of co-operative arrangements. To understand the combination of flexibility and stability that shape co-operation.
Types of co-operation	To learn about the different types of co-operation. To learn criteria for selecting a special type of co-operation. To assess the circumstances under which a special type of co-operation is advantageous.

5

Learning outcomes:
Academic:
The students will achieve content-related competences of different types of co-operation and their advantages and disadvantages, of theoretical concepts for analyzing co-operative arrangements, of factors that shape co-operation and should demonstrate the ability, to apply this knowledge to examples, to give reasons for the selection of a special type of co-operation, to assess an economic situation and recommend a type of co-operation.
Soft skills:
In this module, students learn particularly the analysis of complex economic circumstances with multiple factors as well as abstract and lateral thinking. In the exercises, the practical solution competence for applied problems is encouraged.The self-responsible preparation of the exercises supports students in their development of an autonomous approach to problem solving. Additionally, the content of the course is applied in a real life context. For this purpose and throughout the course, specific case studies are referred to, so that students gain an understanding of the reasons and goals of recent cooperations, as well as their good governance. The module is available both in English and German language, which facilitates the students' improvement in a foreign language.

6

Description of possible electives within the modules:
Either the german course/exercise (No. 1 + No. 2) or the english course/exercise (No. 1 + No. 2) have to be absolved.

7

Examination: Final Module Exam

8

Relevant Work:

No	Number and Type; Connection to Course	Duration	Part of final mark in %
1	Final written exam (German or English, depending on chosen lecture)	120 min.	100 %

9	**Study Work:** none
10	**Prerequisites for Credit Points:** The credit points will be granted after all relevant work and study work have been successfully completed.

11 **CP Assignment:**

Presence	No 1	1.50 CP
	No 2	0.50 CP
	No 3	1.50 CP
	No 4	0.50 CP
Relevant Work	No 1	4.00 CP
Total		8 CP

12	**Weight of the module grade for the overall grade:** 5% (6 of 120 CP)
13	**Module Prerequisites:** none
14	**Presence:** Presence is strongly recommended to warrant learning success.

15 **Mobility/Acknowledgement:**

Use of the module for other course programs	Bachelor Business Administration, Bachelor Economics, Bachelor Politics and Economics, Bachelor Economics and Law, Dual Bachelor Economics, Bachelor Mathematics, Bachelor Geography
Module Title english	Business Cooperation: Governance
English translation of module components from section 3	No 1: Business Cooperation: Governance
	No 2: Tutorial on Business Cooperation: Governance
	No 3: Business Cooperation: Governance (english)
	No 4: Tutorial on Business Cooperation: Governance (english)

16	**Responsible Lecturer:** Prof. Dr. Theresia Theurl	**Department:** School of Business and Economics
17	**Misc.:**	

Information Systems for Business and Economics (6 ECTS)

Term 1+2

Lecturer: Dr. Räckers

Link: https://www.wi.uni-muenster.de/de/studierende/lehrangebot

Information on the course: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=319017&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

The lecture covers a broad range of information systems topics and provides students with a general understanding of the infomation systems discipline. Topics are:

- Ethical Questions of Information Systems
- Data Management
- Process Management
- Project Management
- Software Engineering
- IT-Security
- Application Systems
- Knowledge Management
- E-Business and E-Commerce
- SAP-Tutorial

Ethics in Finance (6 ECTS)

Seminar

Lecturer: Prof. Dr. Langer

Link: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=319563&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

International Human Resource management (6 ECTS)

Term 1+2

Lecturer: Prof. Dr. Nüesch

Link: https://www.wiwi.uni-muenster.de/uf/de/studium/lehrveranstaltungen/wintersemester-20202021/international-human-resource-management

Supply Chain Logistics Management

Term 2 (only in January)

Lecturer: Prof. Dr. Hellingrath

Link: https://www.wi.uni-muenster.de/de/studierende/lehrangebot

Course description: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=320021&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

Logistics often is defined as having the right item in the right quantity at the right time at the right place for the right price in the right condition to the right customer. Logistics incorporates all industry sectors and is of high importance for every company producing and selling goods. While logistics is having a focus onto the operative processes, supply chain managements deals with the design, planning, execution, control, and monitoring of supply chains across several organizations, thus having a broader view than logistics.

The course investigates traditional logistics within the context of the supply chain. Topics covered by the course are:

- Main definition of logistics
- Evolution of logistics
- Performance management systems
- Primary logistics activities
- Logistics within supply chain management
- Logistics in emerging countries
- Trends in logistics

This lecture/exercise is limited to 30 participants. In addition to the regular application at the Prüfungsamt you need to register directly at the chair.

The registration is open until 10th October 2019. The registration form can be found here:

https://www.wi.uni-muenster.de/registration-supply-chain-logistics-management

Written exam (70%) Group assignment (30%)

Course Structure:

The course will be structured in two phases. First within a pre-assignment, students will have to do some readings before the lectures will start, commencing the second phase. Within the lecturing phase, a presentation of the insights gained from the readings by the students is foreseen. Additionally, work on a case study will be carried out.

The pre-assigment (reading) phase is planned to start with a ***Kick-Off Meeting in November 2019 (will be announced later). During this meeting, the students will get all relevant information.*** The lectures/group work will take place from 07. January 2020 until 10. January 2020.

Economics:

Principles of Economics (3 ECTS)

Term 1+2

Lecturer: Prof. Dr. Riedel

Link: https://www.wiwi.uni-muenster.de/inwire/studium/Veranstaltungen

<table>
<tr><td colspan="2">Module Title english:</td><td colspan="5">Microeconomics I</td></tr>
<tr><td colspan="2">Course Program:</td><td colspan="5"></td></tr>
<tr><td>1</td><td>Module No: VWL</td><td>State:</td><td colspan="4">Language of Instruction: German</td></tr>
<tr><td>2</td><td>Turn: each semester</td><td>Duration: 2 semesters</td><td>Semester:</td><td>CP: 12</td><td>Workload (h): 360</td></tr>
<tr><td>3</td><td colspan="5">Module Structure:
<table>
<tr><th>No</th><th>Type</th><th>Course</th><th>State</th><th colspan="2">Workload (h)</th></tr>
<tr><td></td><td></td><td></td><td></td><td>Presence (h + CH)</td><td>Self-Study (h)</td></tr>
<tr><td>1</td><td>Lecture</td><td>Principles of Economics (German and English)</td><td>Compulsory</td><td>30 h (2 CH)</td><td>15</td></tr>
<tr><td>2</td><td>Exercise</td><td>Tutorial on Principles of Economics</td><td>Compulsory</td><td>30 h (2 CH)</td><td>15</td></tr>
<tr><td>3</td><td>Lecture</td><td><s>Microeconomics</s></td><td>Compulsory</td><td>60 h (4 CH)</td><td>120</td></tr>
<tr><td>4</td><td>Exercise</td><td><s>Exercises in Microeconomics</s></td><td>Compulsory</td><td>30 h (2 CH)</td><td>60</td></tr>
</table></td></tr>
<tr><td>4</td><td colspan="5">Module Contents:
Background and relations to other courses:
The modul 'Microeconomic I' is the foundation for most of the other economics moduls. This is especially true for the complemtary modul 'Macroeconomics I', but also for the advanced microeconomically focussed moduls such as 'Microeconomic II'.
Main topics and learning objectives:
The course “Principles of Economics” addresses basic principles of economics. These include basics of the national account system, fundamental concepts of macroeconomics, financial and capital markets as well as the principles of markets (especially the coherence of market supply and demand). The aim is to understand fundamental economic relationships and basic market mechanisms. The course “Microeconomics” deals with the theory of the household on the one hand (optimal household behavior, demand for goods, factor supply, insurance and uncertainty) and with the theory of the firm on the other (theory of production, least cost combination, supply of goods,</td></tr>
</table>

factor demand). Moreover, theorems of welfare economics and incomplete markets are discussed. The aim of the exercises is to deepen the theoretical understanding acquired in the courses by providing problem sets that are solved by the students.

Themes	Learning objectives
Households' Decision	-Preferences and constraints -Structuring of decisionproblems -solving and interpreting decision problems -unterstanding the relation between households' decision and demand function.
Producers' Decision	-Production Function -Deriving the cost function and explaining it - understanding the relation between cost function and supply function.
Fundamental Macroeconomics	-Economic cycle -Basics of the national accounts
Money and Capital	-Basics of the money and capital market -Understanding the role of money

5

Learning outcomes:
Academic:
Students acquire an overview over the basic concepts of economics, especially of macroeconomics and microeconomics. They are able to understand the fundamentals of markets and the coherence between supply and demand with respect to pricing. They are also able to understand and apply central theories and models. The courses of this module form a basis for more advanced courses. The structured presentation and analysis of the different decision problems is helpful in rationally solving similar/related problems
Soft skills:
Working on Problem sets in small scale class settings enables a self-structered working and enhances students' problem solving ability.

6

Description of possible electives within the modules:
none

7

Examination: Examinations for every part of the module

8

Relevant Work:

No	Number and Type; Connection to Course	Duration	Part of final mark in %
1	Written exam on Principles of Economics	60 min.	25 %
2	Written exam on Microeconomics	120 min.	75 %

9

Study Work: none

10

Prerequisites for Credit Points:
The credit points will be granted after all relevant work and study work have been successfully completed.

11

CP Assignment:

Presence	No 1	1.00 CP
	No 2	1.00 CP

		No 3	2.00 CP
		No 4	1.00 CP
	Relevant Work	No 1	2.00 CP
		No 2	5.00 CP
	Total		12 CP

12	**Weight of the module grade for the overall grade:** 10% (12 of 120 CP)
13	**Module Prerequisites:** none
14	**Presence:** Presence is strongly recommended to warrant learning success

15 **Mobility/Acknowledgement:**

Use of the module for other course programs	Bachelor Business Administration, Bachelor Economics, Bachelor Mathematics, Bachelor Physics, Bachelor Geography
Module Title english	Microeconomics I
English translation of module components from section 3	No 1: Principles of Economics (German and English)
	No 2: Tutorial on Principles of Economics
	No 3: Microeconomics
	No 4: Exercises in Microeconomics

16	**Responsible Lecturer:** Professor Dr. Martin Bohl, Professor Dr. Andreas Löschel	**Department:** School of Business and Economics
17	**Misc.:** The course “Principles in Economics” and the “Tutorial on Principles of Economics” are offered in each winter and summer term. The courses “Microeconomics” and “Exercises in Microeconomics “ each summer term.	

Trade Theory and Policy (6 ECTS)

Term 1+2

Lecturer: Prof. Dr. Kempa

Link: https://www.wiwi.uni-muenster.de/iioe/de/studium/modulbeschreibungen

Module Title english:	Trade Theory and Policy				
Course Program:					
1	**Module No:** VWL	**State:** Compulsory	**Language of Instruction:** English		
2	**Turn:** each winter semester	**Duration:** 1 semester	**Semester:**	**CP:** 6	**Workload (h):** 180

3 **Module Structure:**

No	Type	Course	State	Workload (h)	
				Presence (h + CH)	**Self-Study (h)**
1	Lecture	Trade Theory and Policy	Compulsory	30 h (2 CH)	60
2	Exercise	Tutorial on Trade Theory and Policy	Compulsory	30 h (2 CH)	60

4 **Module Contents:**

Background and relations to other courses:

Over the last 60 years, most countries around the world have pursued a policy of incrementally removing barriers to international trade, reflecting the view that free trade is a force for prosperity. At the same time, worries about the effects of free trade on the international competitiveness of domestic industries have led many countries to engage in protectionist policies which limit or distort the free flow of goods and factors. Studying the causes and consequences of international trade integration therefore becomes an indispensable tool of assessing and evaluating the relative pros and cons of globalization.

Main topics and learning objectives:

This course provides an overview of the economics of international trade. The first part introduces the student to the subject of trade theory, which deals with questions of whether or not trade is better than autarky. To this end, the major models of international trade are developed and used to explain the structure of international trade as well as its consequences for factor markets and economic welfare. The second part of the lecture deals with trade policy issues which asks the question of whether restricted trade is better than free trade. To this end, the functioning of various trade policy instruments is analyzed and their impact on trade, factor allocation and welfare are evaluated.

Themes	Learning objectives
The Ricardo model	To learn about the concept of comparative advantage and its implications for trade patterns and welfare.
The Heckscher-Ohlin model	To investigate the effects of international trade on factor markets, factor prices and the distribution of income.
The new trade theory	To assess the trade and welfare effects of intra-industry trade.
Instruments of trade policy	To study the effects of trade barriers such as tariffs, quotas or subsidies on trade patterns, trade volumes, and economic welfare.
Strategic trade policy	To analyze the strategic interaction of firms and the role of rent-seeking

		trade policy.
	International factor mobility	To contemplate the incentives and consequences for the international movement of capital and labor.

5

Learning outcomes:

Academic:

Upon completion of the course, students gain basic knowledge and skills in international economics and enables students to conduct independent economic policy arguments based on theoretical, model-based foundations and empirical research results. Students are able to explain trading patterns and driving forces and barriers to international trade. They are able to reflect current issues and to discuss the topics critically and controversially. This knowledge facilitates the ability of the students to participate in current debates and formulate solutions based on their theoretical background. This knowledge can be incorporate in numerous economic and business fields of economic activity, particularly in international organizations, foreign trade policy departments of ministries, research institutes and internationally operating companies.

Soft skills:

The analysis of interdependencies facilitates the ability of the students to identify and solve problems in a differentiated way and conveys the ability of abstract and cross-linked thinking. Upon completion of the course, the student is able to analyse theoretical issues in a rigor and relevant way and to identify problem areas. The students are able to reflect issues critically, classify tasks into a broader context and gain the ability to provide differentiated solutions. The obtained knowledge can be used in professional discussions and debates in political and expert circles, and thus, enhances the communication skills of the students.

6 **Description of possible electives within the modules:**
none

7 **Examination:** Final Module Exam

8 **Relevant Work:**

No	Number and Type; Connection to Course	Duration	Part of final mark in %
1	Written exam	90 min.	100 %

9 **Study Work:** none

10 **Prerequisites for Credit Points:**
The credit points will be granted after all relevant work and study work have been successfully completed.

11 **CP Assignment:**

Presence	No 1	1.00 CP
	No 2	1.00 CP
Relevant Work	No 1	4.00 CP
Total		6 CP

12 **Weight of the module grade for the overall grade:**
5% (6 of 120 CP)

13	**Module Prerequisites:** none	
14	**Presence:** Presence is strongly recommended to warrant learning success	
15	**Mobility/Acknowledgement:**	
	Use of the module for other course programs	Bachelor Business Administration, Bachelor Economics, Bachelor Politics and Economics, Bachelor Economics and Law, Dual Bachelor Economics, Bachelor Mathematics, Bachelor Geography
	Module Title english	Trade Theory and Policy
	English translation of module components from section 3	No 1: Trade Theory and Policy
		No 2: Tutorial on Trade Theory and Policy
16	**Responsible Lecturer:** Professor Dr. Bernd Kempa	**Department:** School of Business and Economics
17	**Misc.:**	

Economic Policy for Business Students (6 ECTS)

Term 1+2

Lecturer: Jun.-Prof. Dr. Klein

Link: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=318346&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

Introduction into Economic Regulation for Business Students (6 ECTS)

Term 1+2

Lecturer: Prof. Klein

Link: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=318408&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

Applied Research in Economics: Economic Policy and Regulation (12 ECTS)

Term 1+2

Lecturer: Jun.-Prof. Dr. Klein

Link: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=318427&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

Advanced Statistics (6 ECTS)

Term 1

Lecturer: Prof. Dr. Trede

Link: https://www.wiwi.uni-muenster.de/oeew/de/studium/veranstaltungen-sose-2020

<table>
<tr><td colspan="2">Module Title english:</td><td colspan="4">Advanced Statistics</td></tr>
<tr><td colspan="2">Course Program:</td><td colspan="4">Bachelor Economics</td></tr>
<tr><td>1</td><td>Module No: VWL 16</td><td>State: Elective</td><td colspan="3">Language of Instruction: German or English</td></tr>
<tr><td>2</td><td>Turn: each winter semester</td><td>Duration: 1 semester</td><td>Semester: 5 or 6</td><td>CP: 6</td><td>Workload (h): 180</td></tr>
<tr><td>3</td><td colspan="5">Module Structure:
<table>
<tr><th>No</th><th>Type</th><th>Course</th><th>State</th><th>Workload (h)</th><th></th></tr>
<tr><td></td><td></td><td></td><td></td><td>Presence (h + CH)</td><td>SelfStudy (h)</td></tr>
<tr><td>1</td><td>Lecture</td><td>Advanced Statistics</td><td>Compulsory</td><td>30 h (2 CH)</td><td>60</td></tr>
<tr><td>2</td><td>Exercise</td><td>Advanced Statistics</td><td>Compulsory</td><td>30 h (2 CH)</td><td>60</td></tr>
</table></td></tr>
<tr><td>4</td><td colspan="5">Module Profile:
Purpose of the module/integration into curriculum:
This module deepens and enhances the material introduced in the module Statistics. It introduces the basic tools required for all more advanced modules in statistics and econometrics, in particular the module Econometrics.
Main topics and learning objectives:
Probability theory, probability spaces, random vectors, distributions of functions of random variables, estimation methods (method of moments, maximum likelihood), stochastic convergence, hypothesis testing, Wald, LM, and LR-tests. Educational objectives: To understand and be able to apply probability theory, estimation methods, and hypothesis testing.</td></tr>
</table>

5

Learning outcomes:

Academic:

This module provides a deeper knowledge of probability theory and the statistical foundation of econometrics. Thus, it is indispensable for the understanding of and formal scientific engagement with economic theory. Students are being prepared for empirical economic research. They learn to assess the suitability of empirical studies.

Soft skills:

Logic and Critical Thinking: Students have a facility with abstract reasoning, including the ability to abstract from concrete situations and make ideas precise by formulating them statistically. They can analyze, test, and interpret technical arguments, and form independent judgements. This includes their own arguments and those of others, in both academic and non-academic contexts. Problem solving: The students use their training in advanced statistics to help guide possible lines of inquiry. They solve complex problems by identifying feasible divisions into simpler sub-problems. They gather and organize relevant information such as related problems, examples and counterexamples. They sharpen questions as a problem solving strategy. They identify suitable existing methods of analysis and assess their strengths and weaknesses in the context of the problem being considered. They construct abstract models using appropriate formal tools. The students can engage their creativity in the quest for novel and elegant solutions. Communication: The students accept comments and feedback, and learn from them. They can explain fundamental concepts arising in advanced statistics to non-experts. They can justify

choices made during problem solving and interpretation of results. The students present the results and assessment of a problem solving strategy. They communicate logical arguments, both orally and in writing, to a range of audiences.

6 **Description of possible electives within the modules:**
none

7 **Examination:** Final Module Exam

8 **Relevant Work:**

No	Number and Type; Connection to Course	Duration	Part of final mark in %
1	Final written exam	90 min.	100 %

9 **Study Work:** none

10 **Prerequisites for Credit Points:**
The credit points will be granted after all relevant work and study work have been successfully completed.

11 **CP Assignment:**

Presence (see No 3)	No 1	1.00 CP
	No 2	1.00 CP
Relevant Work (see No 8)	No 1	4.00 CP
Total		6 CP

12 **Weight of the module grade for the overall grade:**
6/180 (3,33%)

13	**Module Prerequisites:** Recommended: Module Statistics.	
14	**Presence:** Presence is strongly recommended to warrant learning success	
15	**Mobility/Acknowledgement:**	
	Use of the module for other course programs	Bachelor Business Administration, Bachelor Politics and Economics, Bachelor Economics and Law, Dual Bachelor Economics, Bachelor Mathematics, Bachelor Geography
16	**Responsible Lecturer:** Prof. Dr. Mark Trede, Professor Dr. Bernd Wilfling	**Department:** School of Business and Economics
17	**Misc.:** This module is taught in the first half of the winter semester. It is advisable to attend the module Econometrics in the second half of the semester.	

Econometrics (6 ECTS)

Term 2

Lecturer: Dr. Beccarini

Link: https://www.wiwi.uni-muenster.de/oeew/de/studium/veranstaltungen-sose-2020

<table>
<tr><td colspan="2">Module Title english:</td><td colspan="4">Econometrics</td></tr>
<tr><td colspan="2">Course Program:</td><td colspan="4"></td></tr>
<tr><td>1</td><td>Module No: VWL 17</td><td>State:</td><td colspan="3">Language of Instruction: German or English</td></tr>
<tr><td>2</td><td>Turn: each winter semester</td><td>Duration: 1 semester</td><td>Semester:</td><td>CP: 6</td><td>Workload (h): 180</td></tr>
<tr><td>3</td><td colspan="5">Module Structure:
<table>
<tr><th>No</th><th>Type</th><th>Course</th><th>State</th><th colspan="2">Workload (h)</th></tr>
<tr><th></th><th></th><th></th><th></th><th>Presence (h + CH)</th><th>Self-Study (h)</th></tr>
<tr><td>1</td><td>Lecture</td><td>Econometrics</td><td>Compulsory</td><td>30 h (2 CH)</td><td>60</td></tr>
<tr><td>2</td><td>Exercise</td><td>Econometrics</td><td>Compulsory</td><td>30 h (2 CH)</td><td>60</td></tr>
</table></td></tr>
<tr><td>4</td><td colspan="5">Module Contents:
Background and relations to other courses:
This module deepens and enhances the material introduced in the module "Empirical Economics". It is recommended to attend the module "Advanced Statistics" before attending the module "Econometrics". A sound knowledge of econometrics is necessary for all empirical studies.
Main topics and learning objectives:
Topics: linear regression; t-test; F-test; omitted variable bias; nonlinearities; dummy variables; interactions; generalized least squares method (heteroskedasticity, autocorrelation); stochastic convergence and limit theorems; stochastic exogenous variables; instrumental variables; interdependent equations systems. Learning objectives: This module provides the elementary econometrics methods required for empirical economics. Students are being prepared for empirical economic research. They learn to assess the suitability of empirical methods. Students learn to use and assess scientific methods in empirical studies. Students are able to critically reflect on the methods used in empirical studies as well as on the results. Students learn to think about empirical aspects of economic phenomena in a structured way.</td></tr>
<tr><td>5</td><td colspan="5">Learning outcomes:
Academic:
The students are statistically and numerically literate. They recognize the importance and value of econometric thinking, training, and approach to problem solving. They are familiar with a variety of examples where econometrics helps to accurately explain abstract phenomena. They can recognize and appreciate the connections between theory and applications. Students learn to independently read econometric literature of various types, including survey articles, scholarly books, and online sources.
Soft skills:
Logic and Critical Thinking: Students have a facility with abstract reasoning, including the ability to abstract from concrete situations and make ideas precise by formulating them econometrically. They can analyze, test, and interpret technical arguments, and form independent judgements. This includes their own arguments and those of others, in both academic and non-academic contexts. Problem solving: The students use their training in econometrics to help guide possible lines of inquiry. They solve complex problems by identifying feasible divisions into simpler sub-problems.</td></tr>
</table>

	They gather and organize relevant information such as related problems, examples and counterexamples. They sharpen econometric questions as a problem solving strategy. They identify suitable existing methods of analysis and assess their strengths and weaknesses in the context of the problem being considered. They construct abstract models using appropriate economic and statistical tools. They use computers and software as exploratory, visualization, modelling and computational tools. The students undermine nonsensical regulations subversively. The students can engage their creativity in the quest for novel or elegant solutions. Communication: The students accept comments and feedback, and learn from them. They can explain fundamental concepts from econometrics to non-experts. They can justify choices made during problem solving and interpretation of results. The students present the results and assessment of a problem solving strategy. They communicate logical arguments both orally and in writing to a range of audiences.
6	**Description of possible electives within the modules:** none
7	**Examination:** Final Module Exam
8	**Relevant Work:** **No** | **Number and Type; Connection to Course** | **Duration** | **Part of final mark in %** 1 | Final written exam | 90 min. | 100 %
9	**Study Work:** none
10	**Prerequisites for Credit Points:** The credit points will be granted after all relevant work and study work have been successfully completed.
11	**CP Assignment:** **Presence** | No 1 | 1.00 CP **Presence** | No 2 | 1.00 CP **Relevant Work** | No 1 | 4.00 CP **Total** | | 6 CP
12	**Weight of the module grade for the overall grade:** 3.33% (6 of 180 CP)
13	**Module Prerequisites:** Recommended: Modules Statistics, Advanced Statistics.
14	**Presence:** Presence is strongly recommended to warrant learning success
15	**Mobility/Acknowledgement:** **Use of the module for other course programs** | Bachelor Business Administration, Bachelor Economics, Bachelor Politics and Economics, Bachelor Economics and Law, Dual Bachelor Economics, Bachelor Mathematics, Bachelor

		Geography
	Module Title english	Econometrics
	English translation of module components from section 3	No 1: Econometrics
		No 2: Econometrics
16	**Responsible Lecturer:** Prof. Dr. Mark Trede, Professor Dr. Bernd Wilfling	**Department:** School of Business and Economics
17	**Misc.:** This module is taught in the second half of the winter term. It is advisable to attend the module Advanced Statistics in the first half of the term.	

Business Cooperation: Current Cases (6 ECTS)

Seminar: Please, refer to the chair's website. Registration in advance is necessary.

Link: http://www.wiwi.uni-muenster.de/06/nd/studium/lehrveranstaltungen/uebersicht/

Module Title english:	Business Cooperation: Current Cases				
Course Program:					
1	**Module No:** VWL 23	**State:**	**Language of Instruction:** German or English		
2	**Turn:** each semester	**Duration:** 1 semester	**Semester:**	**CP:** 6	**Workload (h):** 180

3 **Module Structure:**

No	Type	Course	State	Workload (h)	
				Presence (h + CH)	**Self-Study (h)**
1	Seminar	Seminar Business Cooperation: Current Cases	Compulsory	30 h (2 CH)	150

4 **Module Contents:**

Background and relations to other courses:
Students will learn to analyse actual business cases regarding cooperative activities with applied economic theories. The seminar draws on courses on business cooperations (Governance and Management), on institutional economics and on the theory of the firm.

Main topics and learning objectives:
The seminar trains students in applying their knowledge on business co-operation to cases. The cases are selected out of a diverse range of industries like the automotive industry, the service industry, the financial industry, or the sports industry. Students will learn how to analyze a co-operative arrangement. They have to write an individual essay on a case study. After writing their essay students have to present their case study. They also have to discuss the result of the case studies presented to them. The learning experience crucially depends on their motivation for a self-sustained analysis of the case given to them and their preparation of the meetings where the case studies will be presented. Research assistants advise and discuss problems with the students during the period of preparing their essay.

Themes	Learning objectives
Essay	Literature research; executing an economic analysis
Presentation	Presenting before an audience
Discussion moderation	Moderating an economic discussion
Discussion participation	Contributing adequate comments and questions

5

Learning outcomes:

Academic:

The students have to write an individualized seminar thesis. Through the content-related competences acquired during their self-studies they will be able to analyze a current case in a cooperation theoretical and solid way. Furthermore, they will learn the application of New Institutional Economics, Industrial Economics as well as business administrative and legal approaches towards relevant cases, which will improve their methodical skills. Through these approaches students are able to evaluate and prepare established assessments of actual topics in a self-contained and suitable way, not only in the research area of business cooperations. By writing their thesis, students will get in touch with the elements of scientific work. This includes focused evaluation of literature, literature based transformation of contents, the ability of consistent argumentation and their verification towards conclusiveness as well as the acquirement of scientific terms and the study of essential components of scientific work.

Soft skills:

Through the formation of small groups during the seminar students will furthermore learn fundamental key qualifications. Besides the ability of organizing and structural working, the module will also promote the aspect of time management, because there are strict deadlines regarding to the submission of thesis and presentation. Beyond this, competences in teamwork and cooperation will be strengthened through a joint presentation with a fellow student. In this way students will also practice their debating and presentation skills as they have to jointly present their thesis in front of a critical and constructive audience. Afterwards every student gets a detailed feedback during the conversation with the respective supervisor regarding his/her overall performance. Thereby the students will get a comprehensive impression concerning their problem-solving abilities and their communication skills. The module is available both in English and German language, which facilitates the students' improvement in a foreign language.

6

Description of possible electives within the modules:
none

7

Examination: Final Module Exam

8

Relevant Work:

No	Number and Type; Connection to Course	Duration	Part of final mark in %
1	Academic paper & presentation	15 pages + 90 min.	100 %

9

Study Work: none

10

Prerequisites for Credit Points:
The credit points will be granted after all relevant work and study work have been successfully completed.

11

CP Assignment:

Presence	No 1	1.00 CP
Relevant Work	No 1	5.00 CP
Total		6 CP

12

Weight of the module grade for the overall grade:
3.33% (6 of 180 CP)

13	**Module Prerequisites:** There are restrictions concerning the combination with other Business/Economics Electives, see § 7 of the Examinaton Rules.	
14	**Presence:** Presence is strongly recommended to warrant learning success.	
15	**Mobility/Acknowledgement:**	
	Use of the module for other course programs	Bachelor Business Administration, Bachelor Economics, Bachelor Politics and Economics, Bachelor Economics and Law, Dual Bachelor Economics, Bachelor Mathematics, Bachelor Geography
	Module Title english	Business Cooperation: Current Cases
	English translation of module components from section 3	No 1: Seminar Business Cooperation: Current Cases
16	**Responsible Lecturer:** Prof. Dr. Theresia Theurl	**Department:** School of Business and Economics
17	**Misc.:**	

Environmental Economics (6 ECTS)

SEMINAR; Term 1+2

Lecturer: Prof. Dr. Löschel

Link: https://www.wiwi.uni-muenster.de/ceres/en/studies/courses

<table>
<tr><td colspan="2">Module Title english:</td><td colspan="4">Environmental and Climate Change Economics</td></tr>
<tr><td colspan="2">Course Program:</td><td colspan="4">Bachelor Economics</td></tr>
<tr><td>1</td><td>Module No: VWL 37</td><td>State: Elective</td><td colspan="3">Language of Instruction: German or English</td></tr>
<tr><td>2</td><td>Turn: each semester</td><td>Duration: 1 semester</td><td>Semester: 5 or 6</td><td>CP: 6</td><td>Workload (h): 180</td></tr>
<tr><td>3</td><td colspan="5">Module Structure:
<table>
<tr><th>No</th><th>Type</th><th>Course</th><th>State</th><th colspan="2">Workload (h)</th></tr>
<tr><td></td><td></td><td></td><td></td><td>Presence (h + CH)</td><td>Self-Study (h)</td></tr>
<tr><td>1</td><td>Seminar</td><td>Seminar on Environmental Economics</td><td>Elective</td><td>30 h (2 CH)</td><td>150</td></tr>
<tr><td>~~2~~</td><td>~~Seminar~~</td><td>~~Seminar on Climate Change Economics~~</td><td>~~Elective~~</td><td>~~30 h (2 CH)~~</td><td>~~150~~</td></tr>
</table></td></tr>
</table>

4

Module Profile:

Purpose of the module/integration into curriculum:

The module "Environmental and Climate Change Economics" is based on the fundamentals of microeconomics and economic policy and regulation. It complements the modules "Resource Economics" and "Energy Economics" in the bachelor degree program. The module serves as a basics course for the master program modules "Environmental Economics", "Climate Change Economics" and "Advanced Energy and Resource Economics". In case they have not completed a fundamentals course in the area of Environmental and Climate Change Economics, students in the master program can transfer credit points from this module when completing at least one of the chair's master modules subsequently.

Main topics and learning objectives:

The module "Environmental and Climate Change Economics" transfers the contents from the courses "Resource Economics" and "Energy Economics" to the area of "Environmental and Climate Change Economics" by discussing current problems in politics and the economy. The students are required to write a seminar paper and hold a presentation in the seminar, defending their key findings in a subsequent discussion.

Themes	**Learning objectives**
Environmental Economics	Understanding essential problems of Environmental Economics and current issues in politics and the economy (e.g. the regulation of air pollution).
~~Climate Change Economics~~	~~Understanding essential problems of Climate Change Economics and current issues in politics and the economy (e.g. international ambitions to decrease greenhouse gas emissions).~~

5

Learning outcomes:

Academic:

The seminar teaches students to analyse an economic problem in an independent and scientific

Information System:

Digital Business (6 ECTS)

Term 1+2

Lecturer: Prof. Dr. Klein

Link: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=318368&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

Module Title english:	Digital Business				
Course Program:					
1	**Module No:** WI 6	**State:** Compulsory	**Language of Instruction:** English		
2	**Turn:** each winter semester	**Duration:** 1 semester	**Semester:** 5	**CP:** 6	**Workload (h):** 180

3 **Module Structure:**

No	Type	Course	State	Workload (h)	
				Presence (h + CH)	**Self-Study (h)**
1	Lecture	Digital Business	Compulsory	30 h (2 CH)	45
2	Exercise	Digital Business: Course Assignments, Presentations & Discussion	Compulsory	30 h (2 CH)	75

4 **Module Contents:**

Main topics and learning objectives:

Digital Business is thriving and is making significant inroads in business and everyday life. In fact, doing business digitally has become an integral part of everyday life for public and private organisations, both large and small, across the globe. The course introduces business modelling and business model innovation. It reflects business transformation, including disruptive innovation, illustrated by current examples. As such the course combines an entrepreneurial (firm) perspective and a market perspective, by examining constellations of actors in a market environment. Given the increasing exposure of businesses to security threats, the course will provide a brief introduction into theoretical and practical security, security strategy and privacy.

Themes	Learning objectives
Digital Business and the Information Society	To learn about current debates on the social, economic and political role of digital innovation. To be able to critically assess the impact of

		digital innovations and underlying mechanisms.
	Business modelling and business model patterns	To understand the building blocks of business models, to be able to reconstruct existing business models and to develop a business model.
	Business transformation	To comprehend the customer buying cycle and the notion of CRM. To assess the role of Prosuming and service configuration.
	Security and privacy	To comprehend basic mechanisms of encryption and privacy protection and how they can be used for electronic communication.

5

Learning outcomes:
Academic:
Upon completion of the course, students will be able to a) characterize the building blocks and pattern of business models, b) identify and critically examine mechanisms of disruptive innovation, c) assess the impact of digital innovation from the perspective of different stakeholders, d) understand and contribute to current debates about privacy, personalization, net and search neutrality, social cost and benefits of digital innovation.
Soft skills:
The student should demonstrate the ability
- to productively work in groups and
- to coordinate with peers.

6

Description of possible electives within the modules:
none

7

Examination: Final Module Exam

8

Relevant Work:

No	Number and Type; Connection to Course	Duration	Part of final mark in %
1	Group assignments during the course: a) written assignment (25%), b) short presentation (briefing) and written summary (25%)	a) approx. 5 pgs, b) approx. 15 min., 5 pgs	50 %
2	Written exam	60 min.	50 %

9

Study Work:

No	Number and Type; Connection to Course	Duration
1	Certificate on Security (takes 30 min.)	30 min.

10

Prerequisites for Credit Points:
The credit points will be granted after all relevant work and study work have been successfully completed.

11

CP Assignment:

Presence	No 1	1.00 CP
	No 2	1.00 CP
Relevant Work	No 1	2.00 CP

		No 2	1.50 CP
	Study Work	No 1	0.50 CP
	Total		6 CP

12	**Weight of the module grade for the overall grade:** 3.39% (6 of 177 CP)
13	**Module Prerequisites:** Working Knowledge of English
14	**Presence:** Presence is strongly recommended to warrant learning success

15 **Mobility/Acknowledgement:**

Use of the module for other course programs	none
Module Title english	Digital Business
English translation of module components from section 3	No 1: Digital Business
	No 2: Digital Business: Course Assignments, Presentations & Discussion

16	**Responsible Lecturer:** Prof. Dr. Stefan Klein	**Department:** School of Business and Economics

17 **Misc.:**
This course is intended to be a seminar rather than a lecture course and, as such, the primary responsibility for learning will rest with the students. The philosophy behind the course is that the combination of reading, thinking, writing, presenting, discussing, and listening is highly effective for learning. Participation in well-prepared and thoughtful discussions is a powerful way of gaining an appreciation for the critical issues relating to the development and impact of electronic business and more generally an Internet Economy and Society. Consequently, the main class activity will be discussion. Students are expected to come to class having read the assigned reading materials, be prepared to discuss the major issues presented in the readings and to debate their (management) implications. The quality of students learning experience will depend on the extent of their motivation, initiative, preparation for class, and participation during class. The instructor's role will be to support the learning experience by providing a course structure, course materials, mini-lectures, facilitating the discussions, and providing feedback on the student's work.

Master:

Accounting:

Strategic Management Accounting (6 ECTS)

Term 1+2

Lecturer: Prof. Dr. Artz

Link: https://www.wiwi.uni-muenster.de/con/en/teaching/offered-courses

<table>
<tr><td colspan="2">Module Title english:</td><td colspan="4">Strategic Management Accounting</td></tr>
<tr><td colspan="2">Course Program:</td><td colspan="4">Master Business Administration</td></tr>
<tr><td>1</td><td>Module No: ACM 01</td><td>State: Compulsory</td><td colspan="3">Language of Instruction: English</td></tr>
<tr><td>2</td><td>Turn: each winter semester</td><td>Duration: 1 semester</td><td>Semester: 1</td><td>CP: 6</td><td>Workload (h): 180</td></tr>
<tr><td>3</td><td colspan="5">Module Structure:
<table>
<tr><th>No</th><th>Type</th><th>Course</th><th>State</th><th>Workload (h)</th><th></th></tr>
<tr><td></td><td></td><td></td><td></td><td>Presence (h + CH)</td><td>SelfStudy (h)</td></tr>
<tr><td>1</td><td>Lecture</td><td>Strategic Management Accounting</td><td>Compulsory</td><td>30 h (2 CH)</td><td>60</td></tr>
<tr><td>2</td><td>Exercise</td><td>Tutorial on Strategic Management Accounting</td><td>Compulsory</td><td>30 h (2 CH)</td><td>60</td></tr>
</table></td></tr>
</table>

4	**Module Profile:** **Purpose of the module/integration into curriculum:** This course introduces master students into management accounting and control as an integrative corporate function. It is about management accounting concepts and instruments designed to develop, implement, and control corporate and business unit strategies. The course covers theoretical and empirical perspectives and prepares students for taking an active part in strategy development and control in their later career. Importantly, the course takes the perspective of a manager dealing with management accounting instruments instead of the perspective of a functional specialist working in a management accounting department ("controller"). It therefore prepares students for a career not only in management accounting and corporate finance departments, but also for jobs that actively contribute to strategy development such as consultancy, business development, or general management. The course builds on knowledge in management accounting, financial accounting, finance, and management as it is acquired during bachelor studies. It further builds a foundation for other, more specialized accounting courses such as "Performance Management & Strategy Execution", "Management Control for Entrepreneurship, Technology, and Innovation", "International Management Accounting and Control", or "IFRS und Controlling". **Course content:** The objective of this course is to enable students to understand which factors of the firm environment determine strategies, how firms can react to these factors and how they can use managerial accounting instruments to develop and control strategies. In facing real-world problems and challenges, students are expected to consider the trade-offs underlying managerial decisions and the assumptions going along with the use of specific instruments. During the exercise sessions, students are supposed to learn the rigorous application of

International Financial Reporting (3 ECTS)

Term 1

Lecturer: Prof. Dr. Kajüter

Link: https://www.wiwi.uni-muenster.de/iur/de/lehre/lehrprogramm-ws-2021

Module Title english:		Financial Accounting			
Course Program:					
1	**Module No:** ACM	**State:**	**Language of Instruction:** German, partly English		
2	**Turn:** each winter semester	**Duration:** 1 semester	**Semester:**	**CP:** 6	**Workload (h):** 180
3	**Module Structure:**				

No	Type	Course	State	Workload (h)

					Presence (h + CH)	Self-Study (h)
1	Lecture/ Exercise	International Financial Reporting (English)	Compulsory	30 h (2 CH)	60
2	Lecture/ Exercise	Financial Reporting under German GAAP (German)	Compulsory	30 h (2 CH)	60

4

Module Contents:

Background and relations to other courses:

The module extends and deepens knowledge in the field of international financial reporting as well as under German GAAP.

Main topics and learning objectives:

The focal point of this module is financial accounting according to IFRS and German GAAP. It discusses in particular the principles of IFRS and German GAAP, the financial statements and the recognition, measurement and disclosure of balance sheet items. Moreover, the course deals with preparing consolidated financial statements. Evidence from empirical research is presented as well. Extensive practical exercises and case studies are integrated in the module.

5

Learning outcomes:

Academic:

After completing the course, students have a profound knowledge of the IFRS and German GAAP, their development as well as their enforcement. They are capable of understanding financial statements and evaluating accounting options offered by the standards. In addition, students know the differences to the national financial accounting system (German GAAP) and they are able to assess potential consequences when adopting IFRS for the first time.

Soft skills:

Having passed the module students are able to analyze theoretical questions in a profound way and to identify and solve practical problems in a differentiated way.

6

Description of possible electives within the modules:
none

7

Examination: Examinations for every part of the module

8

Relevant Work:

No	Number and Type; Connection to Course	Duration	Part of final mark in %
1	Written exam “International Financial Reporting”	60 min.	50 %
2	Written exam “Financial Reporting under German GAAP"”	60 min.	50 %

9

Study Work: none

10

Prerequisites for Credit Points:

The credit points will be granted after all relevant work and study work have been successfully completed.

11

CP Assignment:

	Presence	No 1	1.00 CP
		No 2	1.00 CP
	Relevant Work	No 1	2.00 CP
		No 2	2.00 CP
	Total		6 CP

12	**Weight of the module grade for the overall grade:** 5% (6 of 120 CP)
13	**Module Prerequisites:** none
14	**Presence:** Presence is strongly recommended to warrant learning success

15	**Mobility/Acknowledgement:**	
	Use of the module for other course programs	Master Business Administration, Master Information Systems, Master Mathematics, Master Physics
	Module Title english	Financial Accounting
	English translation of module components from section 3	No 1: International Financial Reporting (English)
		No 2: Financial Reporting under German GAAP (German)

16	**Responsible Lecturer:** Professor Dr. Peter Kajüter, Prof. Dr. Hans-Jürgen Kirsch	**Department:** School of Business and Economics
17	**Misc.:**	

INTOP Business Simulation (English) (6 ECTS)

Term 1+2

Lesturer: Prof. Dr. Watrin

Link: https://www.wiwi.uni-muenster.de/iub/de/studium/lehrveranstaltungen/lehrveranstaltungen-im-wintersemester-20202021

International Case Study – John Molson Case Competition (Englisch) (6 ECTS)

Term 1+2

Lecturer: Prof. Dr. Artz

Link: https://www.wiwi.uni-muenster.de/iur/de/internationales/internationale-fallstudienwettbewerbe

Accounting Theory (6 ECTS)

Term 1+2

Lecturer: Prof. Dr. Watrin

Please note: This is a very advanced course in accounting and only for students with good knowledge in accounting!

Link: https://www.wiwi.uni-muenster.de/iub/de/studium/lehrveranstaltungen/lehrveranstaltungen-im-wintersemester-20202021

<table>
<tr><td colspan="2">Module Title english:</td><td colspan="4">Accounting Theory</td></tr>
<tr><td colspan="2">Course Program:</td><td colspan="4"></td></tr>
<tr><td>1</td><td>Module No:</td><td>State:</td><td colspan="3">Language of Instruction: English</td></tr>
<tr><td>2</td><td>Turn: each winter semester</td><td>Duration: 1 semester</td><td>Semester:</td><td>CP: 6</td><td>Workload (h): 180</td></tr>
<tr><td>3</td><td colspan="5">Module Structure:
<table>
<tr><th>No</th><th>Type</th><th>Course</th><th>State</th><th>Workload (h)</th><th></th></tr>
<tr><td></td><td></td><td></td><td></td><td>Presence (h + CH)</td><td>Self-Study (h)</td></tr>
<tr><td>1</td><td>Lecture</td><td>Accounting Theory</td><td>Compulsory</td><td>30 h (2 CH)</td><td>150</td></tr>
</table></td></tr>
<tr><td>4</td><td colspan="5">Module Contents:
Background and relations to other courses:
The module deals with accounting information and their relationship with the capital market from an empirical point of view. Knowledge about the relevant accounting concepts and the capital market is expected. With regard to the empirical approach, statistical skills are beneficial.
Main topics and learning objectives:
The course provides an introduction to empirical research on the relation between capital markets and financial statements. The lecture provides an overview of the broad area of market-based accounting research. In doing so, the focus is on the following topics: Information content and value relevance of accounting numbers, determinants of market reactions to accounting news, tests of market efficiency with respect to accounting information, the role of accounting information in fundamental analysis and valuation, measurement and valuation implications of earnings quality. Since the focus is on archival studies, participants also explore and discuss basic research design issues that must be considered when conducting empirical studies in this area. The points of focus here are on: Repetitition of the classical linear regression model and its underlying assumptions, consequences and remedy of the violation of some of the classical assumptions, running regressions using STATA and EViews, ARIMA time-series models, models of expectations, Dummy variable and truncated variable models.</td></tr>
<tr><td>5</td><td colspan="5">Learning outcomes:
Academic:
The objective of this course is to develop the participants' ability to critically evaluate existing</td></tr>
</table>

	research and to conduct own empirical research (master or doctoral thesis) in the above mentioned areas. Important elements of this course include developing: An appreciation for the role of accounting and finance theory in applied work; an understanding of research designs commonly used in accounting and finance research; the necessary skills to assess, design, and conduct empirical research in accounting and finance. **Soft skills:** Students learn to discuss empirical research in a profound way. Presentation skills are further developed.
6	**Description of possible electives within the modules:** none
7	**Examination:** Examinations for every part of the module
8	**Relevant Work:**

No	Number and Type; Connection to Course	Duration	Part of final mark in %
1	Research paper presentation and discussion	ca. 30 min.	50 %
2	Written critique about the presented paper	approx. 12 pages	50 %

9	**Study Work:** none
10	**Prerequisites for Credit Points:** The credit points will be granted after all relevant work and study work have been successfully completed.
11	**CP Assignment:**

Presence	No 1	1.00 CP
Relevant Work	No 1	2.50 CP
	No 2	2.50 CP
Total		6 CP

12	**Weight of the module grade for the overall grade:** 5% (6 of 120 CP)
13	**Module Prerequisites:** none
14	**Presence:** Presence is strongly recommended to warrant learning success
15	**Mobility/Acknowledgement:**

Use of the module for other course programs	Master Business Administration
Module Title english	Accounting Theory
English translation of module components from section 3	No 1: Accounting Theory

16	**Responsible Lecturer:** Professor Dr. Christoph Watrin	**Department:** University of Münster, School of Business and Economics
17	**Misc.:**	

Performance Management and Strategy Execution (6 ECTS)

Term 2

Lecturer: Prof. Dr. Watrin

Link: https://www.wiwi.uni-muenster.de/con/en/teaching/offered-courses

Module Title english:		Performance Management & Strategy Execution			
Course Program:		Master Business Administration			
1	**Module No:** ACM13	**State:** Elective	**Language of Instruction:** English		
2	**Turn:** each winter semester	**Duration:** 1 semester	**Semester:** 1 or 3	**CP:** 6	**Workload (h):** 180

3 **Module Structure:**

No	Type	Course	State	Workload (h)	
				Presence (h + CH)	**SelfStudy (h)**
1	Lecture	Performance Management & Strategy Execution	Compulsory	30 h (2 CH)	60
2	Exercise	Tutorial on Performance Management & Strategy Execution	Compulsory	30 h (2 CH)	60

4	**Module Profile:** **Purpose of the module/integration into curriculum:** This course is about how to align managers and employees in the organization to implement strategy. The alignment problems get especially severe if individual objectives of employees differ from those of company owners or upper-level managers. "Getting things done", i.e., implementing strategic approaches, has therefore been discussed as one of the key challenges modern firms face. The course therefore puts an emphasis on approaches and instruments for managerial alignment (i.e., management control systems) such as performance measurement and performance management practices (e.g., target setting, budgeting, design of performance management systems, performance evaluation, or feedback) and organizational design of modern firms (e.g., delegation of decision rights, development of a corporate culture with shared norms and values). It connects the dots to the course ACM 01 Strategic Management Accounting. The course builds on knowledge in the areas of management accounting, financial accounting, finance, and management as it is typically acquired during bachelor studies. Successfully attending the course in any semester is possible. However, it is recommended to attend the course after successfully attending ACM 01 Strategic Management Accounting. **Course content:** The objective of this course is to enable students to understand how management control problems in firms can be addressed. Students are expected to learn and consider the economic trade-offs underlying managerial incentive design choices and organizational design. Topics of the course are therefore the role of control systems in firms, the design of incentive plans, the delegation of decision rights, performance measurement and performance management practices, as well as the role of corporate culture for managerial alignment. A major element – beyond alignment – will be managerial short-run orientation and unethical behavior of

Seminar Management Accounting & Control (12 ECTS)

Term 1+2

Lecturer: Prof. Dr. Watrin

Link: https://www.wiwi.uni-muenster.de/con/en/teaching/offered-courses

<table>
<tr><td colspan="2">Module Title english:</td><td colspan="5">Seminar on Accounting I</td></tr>
<tr><td colspan="2">Course Program:</td><td colspan="5">Master Business Administration</td></tr>
<tr><td>1</td><td>Module No:
ACM05</td><td>State:
Compulsory</td><td colspan="3">Language of Instruction: German or English, depending on chosen course</td></tr>
<tr><td>2</td><td>Turn: each summer semester</td><td>Duration: 1 semester</td><td>Semester: 2</td><td>CP: 12</td><td>Workload (h): 360</td></tr>
<tr><td>3</td><td colspan="5">Module Structure:
<table>
<tr><th>No</th><th>Type</th><th>Course</th><th>State</th><th colspan="2">Workload (h)</th></tr>
<tr><td></td><td></td><td></td><td></td><td>Presence (h + CH)</td><td>SelfStudy (h)</td></tr>
<tr><td>~~1~~</td><td>~~Seminar~~</td><td>~~Seminar on Business Taxation~~</td><td>~~Elective~~</td><td>~~30 h (2 CH)~~</td><td>~~330~~</td></tr>
<tr><td>2</td><td>Seminar</td><td>Management Accounting & Control Seminar</td><td>Elective</td><td>30 h (2 CH)</td><td>330</td></tr>
<tr><td>~~3~~</td><td>~~Seminar~~</td><td>~~Seminar on International Accounting~~</td><td>~~Elective~~</td><td>~~30 h (2 CH)~~</td><td>~~330~~</td></tr>
<tr><td>~~4~~</td><td>~~Seminar~~</td><td>~~Seminar on Accounting and Auditing~~</td><td>~~Elective~~</td><td>~~30 h (2 CH)~~</td><td>~~330~~</td></tr>
</table></td></tr>
<tr><td>4</td><td colspan="5">Module Profile:
Purpose of the module/integration into curriculum:
In this module students deal with varying current topics concerning accounting. Course content:
In this module students deal with varying, current topics concerning accounting by writing a term paper or by solving case studies. The results are presented and defended in groups in the plenum. Therefore students form groups in order to discuss and exchange their research results. The topics dealt with originate from the field of research of the institute/chair in question so that current research results can be integrated into the lectures. The students' own empirical respectively theoretical and methodological analyses are consequently supported as well as the integration of international aspects. Within this module students are allowed to choose those courses/modules of the module ACM06.</td></tr>
</table>

5	**Learning outcomes: Academic:** After completing the module, students are able to write a scientific work and to defend their arguments in a critical scientific discussion. Depending on the topic, they apply qualitative and analytical or formal and methodological instruments. Furthermore, they master key competences relevant in this context, whereas the primary focus is based on students' communication and rhetoric skills. **Soft skills:** Having passed the module students are able to analyze theoretical questions in a profound way and to identify and solve practical problems in a differentiated way.

Foundations of Economic Ethics (6 ECTS)

Term 1+2

Lecturer: Dr. Derpmann

Link: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=318023&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

Information: The course introduces into the philosophical foundations of normative analyses of ecnomic relations and institutions. The first part covers the basic terminology as well as the most important accounts of moral philosophy, and the special characteristics of 'economic' ethics. The second part presents major positions in contemporary political philosophy that address justifications of different modes of economic organisation and distributive principles. The third part turns to specific problems of individual economic action as they would be discussed in classical business ethics.

This lecture consists of **weekly** sessions as well as a block course in January. The introductory session will give information on the syllabus of the course and required readings. The slides to the lecture will be uploaded shortly before the course.

Finance:

Introduction to Advanced Finance (6 ECTS)

Term 1+2

Lecturer: Prof. Dr. Guenster

Refreshment Tutorial 1st term

Link: https://www.wiwi.uni-muenster.de/fcm/de/das-fcm/pifm/lehrveranstaltungen

Please note: This is a very advanced course in finance and only for students with good knowledge in finance!

<table>
<tr><td colspan="2">Module Title english:</td><td colspan="5">Introduction to Advanced Finance</td></tr>
<tr><td colspan="2">Course Program:</td><td colspan="5"></td></tr>
<tr><td>1</td><td>Module No: FCM</td><td>State: Compulsory</td><td colspan="3">Language of Instruction: English</td></tr>
<tr><td>2</td><td>Turn: each winter semester</td><td>Duration: 1 semester</td><td>Semester: 1</td><td>CP: 6</td><td>Workload (h): 180</td></tr>
<tr><td>3</td><td colspan="5">Module Structure:
<table>
<tr><th>No</th><th>Type</th><th>Course</th><th>State</th><th colspan="2">Workload (h)</th></tr>
<tr><td></td><td></td><td></td><td></td><td>Presence (h + CH)</td><td>Self-Study (h)</td></tr>
<tr><td>1</td><td>Lecture</td><td>Introduction to Advanced Finance</td><td>Compulsory</td><td>30 h (2 CH)</td><td>60</td></tr>
<tr><td>2</td><td>Exercise</td><td>Tutorial on Introduction to Advanced Finance</td><td>Compulsory</td><td>30 h (2 CH)</td><td>60</td></tr>
</table></td></tr>
<tr><td>4</td><td colspan="5">Module Contents:
Background and relations to other courses:
This module provides the fundamental contents in finance for more advanced classes of the Finance master program. The essential contents of the Bachelor program are refreshed and deepened, so that all students have a similar level of knowledge for the following classes.
Main topics and learning objectives:
In the module the students learn the main concepts in finance. The class mainly focuses on investment topics, but also comprises fundamentals of corporate finance. The investment part contains, for example, the investment environment, decision making (utility theory) and investment decisions (portfolio theory), the relation between risk and return, and single and multi-factor asset pricing models (theoretical derivations and empirical tests). The corporate finance part focuses on optimal capital structure theory and valuation. The lecture is supplemented by a tutorial which consists of exercises and case studies. All classes are taught in English.</td></tr>
<tr><td>5</td><td colspan="5">Learning outcomes:
Academic:</td></tr>
</table>

The students become familiar with the main concepts in finance. In the investment part, the students gain knowledge about financial markets, in particular debt and equity. The students theoretically learn how to construct a portfolio and apply this knowledge in a case study. They also gain a fundamental understanding of the different asset pricing models and apply these models to evaluate portfolio performance. Both of these skills, portfolio construction and performance evaluation, are essential skills for students, who aim to pursue a career in an investment company. In the corporate finance part, students obtain a good understanding of the main determinants of capital structure decisions. They learn how to value a firm, using among other techniques the asset pricing models introduced in the investment part. This part of the class provides (some of) the relevant skills for students, who aim for a career in the finance department of an international corporation, consulting, or valuation (e.g., private equity). Students obtain a thorough understanding of the different topics in finance as preparation for more advanced classes of the program. Therefore, they possess the ability to connect the different fields of finance with each other. Furthermore, students can associate current problems with the relevant context and analyze them in a structured manner. They are able to explain and apply compiled knowledge from academic papers. They are familiar with the mathematical (e.g. optimization under constraints) and statistical (e.g. OLS regression) tools which are frequently used.

Soft skills:

The students complete case studies in small teams, which are presented to the class. In this process, they practice their team-working skills, academic writing skills, and presentation skills.

6 **Description of possible electives within the modules:**
none

7 **Examination:** Examinations for every part of the module

8 **Relevant Work:**

No	Number and Type; Connection to Course	Duration	Part of final mark in %
1	Final written exam	120 min.	80 %
2	Case studies	2 x 10-15 pages	20 %

9 **Study Work:** none

10 **Prerequisites for Credit Points:**
The credit points will be granted after all relevant work and study work have been successfully completed.

11 **CP Assignment:**

Presence	No 1	1.00 CP
	No 2	1.00 CP
Relevant Work	No 1	3.00 CP
	No 2	1.00 CP
Total		6 CP

12 **Weight of the module grade for the overall grade:**
5% (6 of 120 CP)

13 **Module Prerequisites:**

	Students are required to have a basic knowledge about financial topics as provided in the Bachelor Finance courses at the University of Muenster or in the textbook “Principles of Corporate Finance”, 9th Edition, by Brealey, Myers and Allen.	
14	**Presence:** Presence is strongly recommended to warrant learning success	
15	**Mobility/Acknowledgement:**	
	Use of the module for other course programs	Master Business Administration, Master Economics, Master Information Systems, Master Mathematics, Master Physics
	Module Title english	Introduction to Advanced Finance
	English translation of module components from section 3	No 1: Introduction to Advanced Finance
		No 2: Tutorial on Introduction to Advanced Finance
16	**Responsible Lecturer:** Professor Nadja Guenster	**Department:** School of Business and Economics
17	**Misc.:**	

Behavioral Finance (6 ECTS)

Term 1

Lecturer: Prof. Dr. Langer

Link: https://www.wiwi.uni-muenster.de/fcm/de/studium/lehrveranstaltungen/lehrveranstaltungen-master

Module Title english:	Behavioral Finance				
Course Program:					
1	**Module No:** FCM	**State:** Compulsory	**Language of Instruction:** English		
2	**Turn:** each winter semester	**Duration:** 1 semester	**Semester:**	**CP:** 6	**Workload (h):** 180

3 **Module Structure:**

No	Type	Course	State	Workload (h)	
				Presence (h + CH)	**Self-Study (h)**
1	Lecture	Behavioral Finance	Compulsory	30 h (2 CH)	60
2	Exercise	Tutorial on Behavioral Finance	Compulsory	30 h (2 CH)	60

4 **Module Contents:**

Main topics and learning objectives:

The class delivers an introduction to the modern research field “behavioral finance”. Behavioral finance aims to explain and predict financial decision making and financial market data by incorporating behavioral insights on individual judgment and decision making. First, systematic errors in individual decision making will be presented and frequently used heuristics will be explained. Afterwards, the consequences of the biases and heuristics will be discussed in a financial context and supported by empirical and experimental research findings. Finally, the implications for financial markets (esp. security prices and turnover) will be considered and the relevance of behavioral findings in the context of the market efficiency hypothesis and arbitrage considerations will be discussed. The lecture will be supported by a seminar (“Vertiefungsseminar”), which comprises exercise sessions, case studies and lectures from visiting researchers as well as practitioners. This module will be taught in English.

Themes	Learning objectives
Motivation/Basic concepts of Behavioral Finance	To understand the key perspective of behavioral finance and to be able to evaluate it in the light of the traditional approaches
Systematic errors in individual decision making	To learn about systematic deviations from rational judgment and decision making by individuals.
Investor behavior	To understand the consequences of systematic errors in decision

		making for investors, e.g. with respect to retirement provisions.
	Behavioral Finance and markets	To comprehend the impact of irrational behavior on financial markets.
	Behavioral Corporate Finance	To appreciate the role of behavioral insights in corporate decision making.

5

Learning outcomes:
Academic:
The students will attain a modern view on financial markets, where not only perfectly rational decision makers (homo oeconomicus) act, but also real decision makers with all their flaws and weaknesses. The students become equipped to apply this perspective (behavioral economics) to many other fields, for example to discuss the effectiveness of incentive schemes or the design of contracts and products. By discussing current studies as well as the implementation of small experiments in the lecture and exercise sessions, the students will achieve strong skills of advanced research methodology.
Soft skills:
The self-preparation of the students for the lecture facilitates the ability of the students to manage themselves and their time in a more effective and efficient way. The analysis of complex financial problems helps them to solve problems in a structured way. The interactive character of the lectures and tutorials strengthens the student's discussion skills in the academic context. By the incorporation of literature from psychology, students are exposed to an interdisciplinary approach and learn to look at class content from different perspectives. As lecture and tutorial are taught in English, the students' 'Business English' is improved.

6 **Description of possible electives within the modules:**
none

7 **Examination:** Final Module Exam

8 **Relevant Work:**

No	Number and Type; Connection to Course	Duration	Part of final mark in %
1	Final written exam	120 min.	100 %

9 **Study Work:** none

10 **Prerequisites for Credit Points:**
The credit points will be granted after all relevant work and study work have been successfully completed.

11 **CP Assignment:**

Presence	No 1	1.00 CP
	No 2	1.00 CP
Relevant Work	No 1	4.00 CP
Total		6 CP

12 **Weight of the module grade for the overall grade:**
5% (6 of 120 CP)

13	**Module Prerequisites:** none	
14	**Presence:** Presence is recommended to warrant learning success	
15	**Mobility/Acknowledgement:**	
	Use of the module for other course programs	Master Business Administration, Master Economics, Master Mathematics, Master Physics
	Module Title english	Behavioral Finance
	English translation of module components from section 3	No 1: Behavioral Finance
		No 2: Tutorial on Behavioral Finance
16	**Responsible Lecturer:** Professor Dr. Thomas Langer	**Department:** School of Business and Economics
17	**Misc.:**	

Derivatives I (6 ECTS)

Term 2

Lecturer: Prof. Dr. Branger

Link: https://www.wiwi.uni-muenster.de/fcm/de/studium/lehrveranstaltungen/lehrveranstaltungen-master

Module Title english:	Derivatives I				
Course Program:					
1	**Module No:** FCM	**State:**	**Language of Instruction:** English		
2	**Turn:** each winter semester	**Duration:** 1 semester	**Semester:**	**CP:** 6	**Workload (h):** 180

3 **Module Structure:**

No	Type	Course	State	Workload (h)	
				Presence (h + CH)	**Self-Study (h)**
1	Lecture	Derivatives I	Compulsory	30 h (2 CH)	60
2	Exercise	Tutorial on Derivatives I	Compulsory	30 h (2 CH)	60

4 **Module Contents:**
Background and relations to other courses:
The lecture teaches the foundation of derivatives pricing.
Main topics and learning objectives:
Within the scope of the class "Derivatives I" the students will be taught the basics of pricing and hedging contingent claims. The main focus is on equity derivatives, where we discuss both plain-vanilla products and more exotic derivatives. With regard to contents, the emphasis is on the discrete-time binomial model and the continuous-time model of Black-Scholes. Besides the pricing, this course also deals with the hedging of derivatives. Furthermore, we introduce the smile observed at the market and discuss possible explanations. The lecture is supplemented by a tutorial, which may consist of exercises and case studies, talks of visiting researchers and practitioners as well as thorough discussions of main contributions from the literature. All classes will be held in English.

5 **Learning outcomes:**
Academic:
Upon completion of the course the student knows the relevant tools to price equity derivatives in the standard option pricing models in discrete and continuous time, and has the competence to transfer his or her knowledge to new derivatives. The student is familiar with the main concepts of derivatives pricing and thus possesses the ability to deal with more complex option pricing models.
Furthermore, the student knows the mathematical tools frequently used in this area, in particular the basic concepts of stochastic calculus, and the student has also gained some first experience in implementing these models. The student is able to reflect pricing models for derivatives critically.
Soft skills:
Independent study

6 **Description of possible electives within the modules:**
none

7 **Examination:** Final Module Exam

8 **Relevant Work:**

No	Number and Type; Connection to Course	Duration	Part of final mark in %
1	Final written exam	120 min.	100 %

9 **Study Work:** none

10 **Prerequisites for Credit Points:**
The credit points will be granted after all relevant work and study work have been successfully completed.

11 **CP Assignment:**

Presence	No 1	1.00 CP
	No 2	1.00 CP
Relevant Work	No 1	4.00 CP
Total		6 CP

12 **Weight of the module grade for the overall grade:**
5% (6 of 120 CP)

13 **Module Prerequisites:**
none

14 **Presence:**
Presence is strongly recommended to warrant learning success

15 **Mobility/Acknowledgement:**

Use of the module for other course programs	Master Business Administration, Master Economics, Master Information Systems, Master Mathematics, Master Physics
Module Title english	Derivatives I
English translation of module components from section 3	No 1: Derivatives I
	No 2: Tutorial on Derivatives I

16 **Responsible Lecturer:**
Professor Dr. Nicole Branger

Department:
School of Business and Economics

17 **Misc.:**

Derivatives II (6 ECTS)

Term 1

Lecturer: Prof. Dr. Branger

Link: https://www.wiwi.uni-muenster.de/fcm/de/studium/lehrveranstaltungen

Empirical Lab I (6 ECTS)

Term 1

Lecturer: Prof. Dr. Langer

Link: https://www.wiwi.uni-muenster.de/fcm/de/studium/lehrveranstaltungen/lehrveranstaltungen-master

<table>
<tr><td colspan="2">Module Title english:</td><td colspan="4">Empirical Lab I</td></tr>
<tr><td colspan="2">Course Program:</td><td colspan="4"></td></tr>
<tr><td>1</td><td>Module No: FCM</td><td>State:</td><td colspan="3">Language of Instruction: English</td></tr>
<tr><td>2</td><td>Turn: each winter semester</td><td>Duration: 1 semester</td><td>Semester:</td><td>CP: 6</td><td>Workload (h): 180</td></tr>
<tr><td>3</td><td colspan="5">Module Structure:
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<tr><td></td><td></td><td></td><td></td><td>Presence (h + CH)</td><td>Self-Study (h)</td></tr>
<tr><td>1</td><td>Lecture/ Exercise</td><td>Empirical Lab I</td><td>Compulsory</td><td>45 h (3 CH)</td><td>135</td></tr>
</table></td></tr>
<tr><td>4</td><td colspan="5">Module Contents:
Main topics and learning objectives:
Core element of the course is to learn how to use databases and statistical software in order to enable students to conduct their own empirical analyses. At the same time, students learn important statistical methods and practice them by applying the learned concepts to practical examples. The lecture is supplemented with presentations and discussions of the methodological background (empirical capital market research, simulations, experimental research) of current research projects at the Finance Center.</td></tr>
<tr><td>5</td><td colspan="5">Learning outcomes:
Academic:
The students acquire the skills to conduct fundamental empirical studies using statistical software. In the lecture, basic concepts are taught in order to put the students in a position to acquire more advanced knowledge (as taught e.g. in module FCM12, Empirical Lab II).
Soft skills:
Students gain first insights into capital market databases - a key competence in investment banking and almost all other business fields, too.The self-preparation of the students for the lecture facilitates the ability of the students to manage themselves and their time in a more effective and efficient way. The strongly interactive character of the lectures and tutorials strengthens the student’s discussion-skills in a scientific context. As lhe class is taught in English, the students' 'Business English' is improved.</td></tr>
</table>

6 **Description of possible electives within the modules:**
none

7 **Examination:** Examinations for every part of the module

8 **Relevant Work:**

No	Number and Type; Connection to Course	Duration	Part of final mark in %
1	Written solutions to exercises and possibly presentations during the course. Details on the assessment criteria and the definite weighting scheme for the final grade will be announced before the start of the module.	3 x 4-5 p., 1 x 10-15 min.	25 %
2	Written exam	90 min.	75 %

9 **Study Work:** none

10 **Prerequisites for Credit Points:**
The credit points will be granted after all relevant work and study work have been successfully completed.

11 **CP Assignment:**

Presence	No 1	1.50 CP
Relevant Work	No 1	1.50 CP
	No 2	3.00 CP
Total		6 CP

12 **Weight of the module grade for the overall grade:**
5% (6 of 120 CP)

13 **Module Prerequisites:**
none

14 **Presence:**
Presence is strongly recommended to warrant learning success

15 **Mobility/Acknowledgement:**

Use of the module for other course programs	Master Business Administration
Module Title english	Empirical Lab I
English translation of module components from section 3	No 1: Empirical Lab I

16 **Responsible Lecturer:**
Professor Dr. Thomas Langer

Department:
School of Business and Economics

17 **Misc.:**

Empirical Lab II (6 ECTS)

Term 2

Lecturer: Prof. Dr. Langer

Link: https://www.wiwi.uni-muenster.de/fcm/de/studium/lehrveranstaltungen/lehrveranstaltungen-master

<table>
<tr><td colspan="2">Module Title english:</td><td colspan="4">Empirical Lab II</td></tr>
<tr><td colspan="2">Course Program:</td><td colspan="4"></td></tr>
<tr><td>1</td><td>Module No: FCM</td><td>State:</td><td colspan="3">Language of Instruction: English</td></tr>
<tr><td>2</td><td>Turn: each winter semester</td><td>Duration: 1 semester</td><td>Semester:</td><td>CP: 6</td><td>Workload (h): 180</td></tr>
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<tr><td></td><td></td><td></td><td></td><td>Presence (h + CH)</td><td>Self-Study (h)</td></tr>
<tr><td>1</td><td>Lecture/ Exercise</td><td>Empirical Lab II</td><td>Compulsory</td><td>45 h (3 CH)</td><td>135</td></tr>
</table></td></tr>
<tr><td>4</td><td colspan="5">Module Contents:
Main topics and learning objectives:
This course builds upon the basic course FCM11 (Empirical Lab I). The fundamentals concerning statistical methods and the use of databases and statistical software are extended to more complex models and practical examples in this course. This enables students to perform more extensive empirical analyses. Students learn to apply their knowledge and skills by solving case studies. The lecture is supplemented with presentations and discussions of the methodological background (empirical capital market research, simulations, experimental re-search) of current research projects at the Finance Center.</td></tr>
<tr><td>5</td><td colspan="5">Learning outcomes:
Academic:
The students possess the skills to conduct empirical, experimental, or simulation-based studies on their own. These skills exceed the basic knowledge acquired in module FCM11 (Empirical Lab I). More advanced methodological knowledge and practical skills in the use of market databases and statistical software offer many fields of application.
Soft skills:
Students gain a sound knowledge of how to use capital market databases - a key competence in investment banking and almost all other business fields, too.The self-preparation of the students for the lecture facilitates the ability of the students to manage themselves and their time in a more effective and efficient way. The strongly interactive character of the lectures and tutorials strengthens the student’s discussion-skills in a scientific context. As lhe class is taught in English, the students' 'Business English' is improved.</td></tr>
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6 **Description of possible electives within the modules:**
none

7 **Examination:** Examinations for every part of the module

8 **Relevant Work:**

No	Number and Type; Connection to Course	Duration	Part of final mark in %
1	Written solution to a case study and possibly presentation of the solution during the course. Details on the assessment criteria and the definite weighting scheme for the final grade will be announced before the start of the module.	1 x 12 -15 p., 1 x 10-15 min.	25 %
2	Written exam	90 min.	75 %

9 **Study Work:** none

10 **Prerequisites for Credit Points:**
The credit points will be granted after all relevant work and study work have been successfully completed.

11 **CP Assignment:**

Presence	No 1	1.50 CP
Relevant Work	No 1	1.50 CP
	No 2	3.00 CP
Total		6 CP

12 **Weight of the module grade for the overall grade:**
5% (6 of 120 CP)

13 **Module Prerequisites:**
Recommended: Module 'Empirical Lab I'

14 **Presence:**
Presence is strongly recommended to warrant learning success

15 **Mobility/Acknowledgement:**

Use of the module for other course programs	Master Business Administration
Module Title english	Empirical Lab II
English translation of module components from section 3	No 1: Empirical Lab II

16 **Responsible Lecturer:**
Professor Dr. Thomas Langer

Department:
School of Business and Economics

17	**Misc.:**

Management:

Customer-Centric Innovation (6 ECTS)

Term 1 (only in October)

Lecturer: Dr. Schäfer

Link: https://www.wiwi.uni-muenster.de/uf/en/customer-centric-innovation-o

Marketing:

Market oriented leadership (6 ECTS)

Term 1

Lecturer: Dr. Gensler-Wiesel

Link: https://www.marketingcenter.de/en/study/courses

<table>
<tr><td colspan="2">Module Title english:</td><td colspan="4">Market-oriented Leadership (Major Marketing)</td></tr>
<tr><td colspan="2">Course Program:</td><td colspan="4">Master Business Administration</td></tr>
<tr><td>1</td><td>Module No: MCM01</td><td>State: Compulsory</td><td colspan="3">Language of Instruction: English</td></tr>
<tr><td>2</td><td>Turn: each winter semester</td><td>Duration: 1 semester</td><td>Semester: 1</td><td>CP: 6</td><td>Workload (h): 180</td></tr>
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<tr><td></td><td></td><td></td><td></td><td>Presence (h + CH)</td><td>SelfStudy (h)</td></tr>
<tr><td>1</td><td>Lecture</td><td>Market-oriented Leadership</td><td>Compulsory</td><td>30 h (2 CH)</td><td>60</td></tr>
<tr><td>2</td><td>Exercise</td><td>Tutorial on Market-oriented Leadership</td><td>Compulsory</td><td>30 h (2 CH)</td><td>60</td></tr>
</table></td></tr>
<tr><td>4</td><td colspan="5">Module Profile:
Purpose of the module/integration into curriculum:
This course teaches the fundamentals of market-oriented leadership. We discuss the conceptual foundations of market-oriented leadership and provide an overview of the three main resources a firm possesses: products/services (value equity), brands (brand equity), and customer relationships (relationship equity). We discuss the interdependencies between these resources and the impact of contextual factors on the management of the resources. One focus of the course is to highlight the impact of value, brand and relationship equity on firm performance.
Course content:
Among others, the following topics are covered:
• Market orientation
• Customer Lifetime Value and Customer Equity
• Creating value through products/services (value equity)
• Creating value through branding (brand equity)
• Creating value through customer relationships (relationship equity)
It is the objective of this course to enable students to discuss the concept of market-oriented leadership and its impact on firm performance.</td></tr>
</table>

5	**Learning outcomes:** **Academic:** After following this course, you are able to (1) explain the concept of market-oriented leadership, (2) elaborate on how companies create value for their customers and the company through products/services, brands and customer relationships, (3) calculate and explain the customer lifetime value, and (4) apply the concept of market-oriented leadership to real marketing questions. **Soft skills:**

Advanced Market Research (6 ECTS)

Term 1

Lecturer: Dr. Gensler-Wiesel

Link: https://www.marketingcenter.de/en/study/courses

<table>
<tr><td colspan="2">Module Title english:</td><td colspan="4">Advanced Market Research</td></tr>
<tr><td colspan="2">Course Program:</td><td colspan="4"></td></tr>
<tr><td>1</td><td>Module No: MCM</td><td>State:</td><td colspan="3">Language of Instruction: English</td></tr>
<tr><td>2</td><td>Turn: each winter semester</td><td>Duration: 1 semester</td><td>Semester:</td><td>CP: 6</td><td>Workload (h): 180</td></tr>
<tr><td>3</td><td colspan="5">Module Structure:
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<tr><td></td><td></td><td></td><td></td><td>Presence (h + CH)</td><td>Self-Study (h)</td></tr>
<tr><td>1</td><td>Lecture</td><td>Advanced Market Research</td><td>Compulsory</td><td>30 h (2 CH)</td><td>60</td></tr>
<tr><td>2</td><td>Exercise</td><td>Computer-based tutorial</td><td>Compulsory</td><td>30 h (2 CH)</td><td>60</td></tr>
</table></td></tr>
<tr><td>4</td><td colspan="5">Module Contents:
Background and relations to other courses:
This course teaches multivariate methods that allow for addressing empirical research questions in marketing. The different methods are applied during a computer tutorial to improve the learning experience.
Main topics and learning objectives:
- Analysis of variance - Regression analysis - Logistic regression - Factor analysis - Cluster analysis - Conjoint analysis Course objective: It is the objective of this course that students learn how to apply the different methods in a competent manner, and how to derive managerial insights based on the results of empirical research.</td></tr>
<tr><td>5</td><td colspan="5">Learning outcomes:
Academic:
After following this course, you are able to… - decide what market research method is the most appropriate one to address a market research problem, - apply different market research methods in a competent manner with the help of statistical software, - interpret the outcomes of the different market research methods, and - give advice for managerial decision making.
Soft skills:
- You can improve your ability to extract relevant information from empirical data (analytical skill). - You analyze data and have to argue why you made certain decisions. This way you can improve your problem-solving and communication skills. - The group work allows you for improving your collaboration skills. - You can improve your project management skills by coordinating the group work and meeting the deadlines.</td></tr>
<tr><td>6</td><td colspan="5">Description of possible electives within the modules:
none</td></tr>
</table>

7 **Examination:** Examinations for every part of the module

8 **Relevant Work:**

No	Number and Type; Connection to Course	Duration	Part of final mark in %
1	Work in teams (written papers)	3 x 15 pages	33 %
2	Written exam	90 min.	67 %

9 **Study Work:** none

10 **Prerequisites for Credit Points:**
The credit points will be granted after all relevant work and study work have been successfully completed.

11 **CP Assignment:**

Presence	No 1	1.00 CP
	No 2	1.00 CP
Relevant Work	No 1	1.50 CP
	No 2	2.50 CP
Total		6 CP

12 **Weight of the module grade for the overall grade:**
5% (6 of 120 CP)

13 **Module Prerequisites:**
none

14 **Presence:**
Presence is strongly recommended to warrant learning success.

15 **Mobility/Acknowledgement:**

Use of the module for other course programs	Master Business Administration, Master Information Systems, Master Mathematics, Master Physics
Module Title english	Advanced Market Research
English translation of module components from section 3	No 1: Advanced Market Research
	No 2: Computer-based tutorial

16 **Responsible Lecturer:**
Dr. Sonja Gensler-Wiesel

Department:
School of Business and Economics

17 **Misc.:**

Innovation Management (6 ECTS)

Term 1

Lecturer: Prof. Dr. Wiesel

Link: https://www.marketingcenter.de/en/study/courses

<table>
<tr><td colspan="2">Module Title english:</td><td colspan="5">Innovation Management</td></tr>
<tr><td colspan="2">Course Program:</td><td colspan="5"></td></tr>
<tr><td>1</td><td>Module No: MCM</td><td>State: Compulsory</td><td colspan="3">Language of Instruction: English</td></tr>
<tr><td>2</td><td>Turn: each winter semester</td><td>Duration: 1 semester</td><td>Semester: 1</td><td>CP: 6</td><td>Workload (h): 180</td></tr>
<tr><td>3</td><td colspan="5">Module Structure:
<table>
<tr><th>No</th><th>Type</th><th>Course</th><th>State</th><th colspan="2">Workload (h)</th></tr>
<tr><td></td><td></td><td></td><td></td><td>Presence (h + CH)</td><td>Self-Study (h)</td></tr>
<tr><td>1</td><td>Lecture</td><td>Innovation Management</td><td>Compulsory</td><td>30 h (2 CH)</td><td>60</td></tr>
<tr><td>2</td><td>Exercise</td><td>Tutorial Innovation Management</td><td>Compulsory</td><td>30 h (2 CH)</td><td>60</td></tr>
</table></td></tr>
<tr><td>4</td><td colspan="5">Module Contents:
Background and relations to other courses:
This course teaches how to create value through products and services (value equity) by (technology-driven) innovation in both entrepreneurial and established firms. We examine innovation-based strategies as a source of competitive advantage and then examine how to build organizations that excel at identifying, building and commercializing technological innovations. The course examines how entrepreneurs can shape their firms so that they continuously build and commercialize valuable innovations. Many of the examples also focus on how established firms can become more entrepreneurial in their approach to innovation.
Main topics and learning objectives:
Main topics: - Innovation process - Creating an organizational environment that rewards innovation and entrepreneurship - Internal and external sources of innovation - Structuring entrepreneurial and established organizations for effective innovation Course objective: It is the objective of this course that students learn the main issues in innovation management in order to successfully create value through products and services (value equity) in both entrepreneurial and established firms.</td></tr>
<tr><td>5</td><td colspan="5">Learning outcomes:
Academic:
After following this course, you are able to… - Discuss current topics in strategic innovation management, -Understand the innovation process, several organizational structures to foster innovations, and the challenges of innovation in large and small firms, - Apply these concepts directly to real world situations.
Soft skills:</td></tr>
</table>

	- Case discussions improve your problem-solving skills. - Critical discussion of research allows you improving your argumentation and communication skills. - The group work helps you to improve your collaboration and presentation skills.
6	**Description of possible electives within the modules:** none
7	**Examination:** Examinations for every part of the module
8	**Relevant Work:**

No	Number and Type; Connection to Course	Duration	Part of final mark in %
1	Written report (group work when indicated)	maximum of 50 pages	100 %

9 **Study Work:**

No	Number and Type; Connection to Course	Duration
1	none	

10	**Prerequisites for Credit Points:** The credit points will be granted after all relevant work and study work have been successfully completed.

11 **CP Assignment:**

Presence	No 1	1.00 CP
	No 2	1.00 CP
Relevant Work	No 1	4.00 CP
Study Work	No 1	-
Total		6 CP

12	**Weight of the module grade for the overall grade:** 5% (6 of 120 CP)
13	**Module Prerequisites:** none
14	**Presence:** Presence is strongly recommended to warrant learning success.
15	**Mobility/Acknowledgement:**

Use of the module for other course programs	Master Business Administration
Module Title english	Innovation Management
English translation of module components from section 3	No 1: Innovation Management
	No 2: Tutorial Innovation Management

16	**Responsible Lecturer:** Professor Dr. Thorsten Wiesel	**Department:** University of Münster, School of Business and Economics
17	**Misc.:**	

Customer Relationship Management and Direct Markteting (6 ECTS)

Course registration: The course is limited to a maximum of 30 participants. If more than 30 people want to attend the course, the course leaders will make a selection. Interested students have to send a current CV, a short letter of motivation and a transcript of records to Michael Gerke (m.gerke@uni-muenster.de) by November 8th at the latest. In case students have not performed any examinations during their master studies so far, they are invited to send their bachelor transcript. Students for whom the course is mandatory will be preferred.

Lecturer: Prof. Dr. Krafft

Link: https://www.marketingcenter.de/en/study/courses

<table>
<tr><td colspan="2">Module Title english:</td><td colspan="4">Customer Relationship Management and Direct Markteting</td></tr>
<tr><td colspan="2">Course Program:</td><td colspan="4"></td></tr>
<tr><td>1</td><td>Module No: MCM</td><td>State:</td><td colspan="3">Language of Instruction: English</td></tr>
<tr><td>2</td><td>Turn: each winter semester</td><td>Duration: 1 semester</td><td>Semester:</td><td>CP: 6</td><td>Workload (h): 180</td></tr>
<tr><td>3</td><td colspan="5">Module Structure:
<table>
<tr><th>No</th><th>Type</th><th>Course</th><th>State</th><th>Workload (h)</th><th></th></tr>
<tr><td></td><td></td><td></td><td></td><td>Presence (h + CH)</td><td>Self-Study (h)</td></tr>
<tr><td>1</td><td>Lecture</td><td>Customer Relationship Management</td><td>Compulsory</td><td>30 h (2 CH)</td><td>60</td></tr>
<tr><td>2</td><td>Exercise</td><td>Tutorial on Customer Relationship Management and Direct Marketing</td><td>Compulsory</td><td>30 h (2 CH)</td><td>60</td></tr>
</table></td></tr>
<tr><td>4</td><td colspan="5">Module Contents:
Main topics and learning objectives:
This course focuses on how companies can design and influence customer relationships and thereby acquire relationship equity. Therefore, the conceptual and methodical foundations of customer relationship management (CRM) and direct marketing are introduced. The students will obtain a broad overview of the planning, implementation, and integration of various direct marketing media. Moreover, the application of modern market research tools in the field of CRM and direct marketing are discussed. Further emphasis is placed on value-oriented planning and optimization of direct marketing activities and the monitoring of its success. Main topics: The course will cover the following topics: - Introduction to foundations of CRM and direct marketing - Characteristics of direct marketing media - Interplay of customer relationship management and direct marketing - Value orientation of direct marketing -Direct marketing controlling and accountability Course objective: The lecture aims to provide students with an advanced understanding of customer relationship management and direct marketing. Thereby, the lecture covers the opportunities and challenges of both topics in a data driven company.</td></tr>
</table>

5

Learning outcomes:
Academic:
- Students are able to value customers with different approaches (Customer Lifetime Value (CLV), Recency, Frequency, Monetary Value (RFM)) - Students are able to plan and execute direct marketing campaigns - Students learn how to handle the data available in companies (legal, methodological, strategic)

Soft skills:
- Cooperation and teamwork: part of the assignments is done via group work - Presentation skills: assignments have to be presented in front of the class - Communication skills: tutorials include discussion sessions

6

Description of possible electives within the modules:
none

7

Examination: Examinations for every part of the module

8

Relevant Work:

No	Number and Type; Connection to Course	Duration	Part of final mark in %
1	Written assignments and presentations (in group)	1 x 5 pages, 1 x 15 pages, 2 x 20 min.	33 %
2	Written exam	90 min.	67 %

9

Study Work: none

10

Prerequisites for Credit Points:
The credit points will be granted after all relevant work and study work have been successfully completed.

11

CP Assignment:

Presence	No 1	1.00 CP
	No 2	1.00 CP
Relevant Work	No 1	1.50 CP
	No 2	2.50 CP
Total		6 CP

12

Weight of the module grade for the overall grade:
5% (6 of 120 CP)

13

Module Prerequisites:
none

14

Presence:
Presence is strongly recommended to warrant learning success.

15

Mobility/Acknowledgement:

	Use of the module for other course programs	Master Business Administration
	Module Title english	Customer Relationship Management and Direct Markteting
	English translation of module components from section 3	No 1: Customer Relationship Management
		No 2: Tutorial on Customer Relationship Management and Direct Marketing
16	**Responsible Lecturer:** Professor Dr. Manfred Krafft	**Department:** School of Business and Economics
17	**Misc.:**	

Sales Management (6 ECTS)

Term 2

Lecturer: Prof. Dr. Krafft

Link: https://www.marketingcenter.de/en/study/courses

<table>
<tr><td colspan="2">Module Title english:</td><td colspan="4">Sales Management</td></tr>
<tr><td colspan="2">Course Program:</td><td colspan="4"></td></tr>
<tr><td>1</td><td>Module No: MCM</td><td>State:</td><td colspan="3">Language of Instruction: English</td></tr>
<tr><td>2</td><td>Turn: each winter semester</td><td>Duration: 1 semester</td><td>Semester:</td><td>CP: 6</td><td>Workload (h): 180</td></tr>
<tr><td>3</td><td colspan="5">Module Structure:
<table>
<tr><th>No</th><th>Type</th><th>Course</th><th>State</th><th colspan="2">Workload (h)</th></tr>
<tr><td></td><td></td><td></td><td></td><td>Presence (h + CH)</td><td>Self-Study (h)</td></tr>
<tr><td>1</td><td>Lecture</td><td>Sales Management</td><td>Compulsory</td><td>30 h (2 CH)</td><td>60</td></tr>
<tr><td>2</td><td>Exercise</td><td>Tutorial on Sales Management</td><td>Compulsory</td><td>30 h (2 CH)</td><td>60</td></tr>
</table></td></tr>
<tr><td>4</td><td colspan="5">Module Contents:
Background and relations to other courses:
This course deals with the main aspects of planning, implementing and controlling sales activities. Next to strategic aspects referring to the design of multiple sales channels, the coordination and integration of marketing and sales, the sales territory design and territory alignment, the assessment and compensation of the sales force is discussed.
Main topics and learning objectives:
Main topics: - Selecting and Managing (multiple) Sales Channels - Coordination and Integration of Sales and Marketing - Sales Force Organization - Sales Territory Design - Sales Force Sizing - The Selling Process and Selling Approaches - Salesperson Selection - Motivating and Compensating the Sales Forces - Call Time Allocation and Tour Planning - Evaluation and Control of Sales Force Performance Course objective: The course aims at a comprehensive understanding of the sales management process and at applying core concepts to current challenges.</td></tr>
<tr><td>5</td><td colspan="5">Learning outcomes:
Academic:
- Students are able to deal with selected methods and practical tools for sales management and personal selling - By the use of theoretical concepts and decision support models in lectures and case studies students foster their analytical and decision-making skills - Specific decision problems can be solved by applying quantitative, analytic models
Soft skills:
- Cooperation and teamwork: part of the assignments is done via group work - Presentation skills: assignments have to be presented in front of the class -</td></tr>
</table>

	Communication skills: tutorials include discussion sessions
6	**Description of possible electives within the modules:** none
7	**Examination:** Examinations for every part of the module
8	**Relevant Work:**

No	Number and Type; Connection to Course	Duration	Part of final mark in %
1	Written assignments and presentations (in group)	4 x 5 to 7 pages and 2 x 20 min.	33 %
2	Written exam	90 min.	67 %

9	**Study Work:** none
10	**Prerequisites for Credit Points:** The credit points will be granted after all relevant work and study work have been successfully completed.
11	**CP Assignment:**

Presence	No 1	1.00 CP
	No 2	1.00 CP
Relevant Work	No 1	1.50 CP
	No 2	2.50 CP
Total		6 CP

12	**Weight of the module grade for the overall grade:** 5% (6 of 120 CP)
13	**Module Prerequisites:** none
14	**Presence:** Presence is strongly recommended to warrant learning success.
15	**Mobility/Acknowledgement:**

Use of the module for other course programs	Master Business Administration
Module Title english	Sales Management
English translation of module components from section 3	No 1: Sales Management
	No 2: Tutorial on Sales Management

16	**Responsible Lecturer:** Professor Dr. Manfred Krafft	**Department:** School of Business and Economics

17	**Misc.:**

Consumer Behavior (6 ECTS)

Term 1

Lecturer: Jun.-Prof. Dr. Krafft

Link: https://www.marketingcenter.de/en/study/courses

<table>
<tr><td colspan="2">Module Title english:</td><td colspan="4">Consumer Behavior</td></tr>
<tr><td colspan="2">Course Program:</td><td colspan="4"></td></tr>
<tr><td>1</td><td>Module No: MCM</td><td>State: Compulsory</td><td colspan="3">Language of Instruction: English</td></tr>
<tr><td>2</td><td>Turn: each winter semester</td><td>Duration: 1 semester</td><td>Semester: 1</td><td>CP: 6</td><td>Workload (h): 180</td></tr>
<tr><td>3</td><td colspan="5">Module Structure:
<table>
<tr><th>No</th><th>Type</th><th>Course</th><th>State</th><th colspan="2">Workload (h)</th></tr>
<tr><th></th><th></th><th></th><th></th><th>Presence (h + CH)</th><th>Self-Study (h)</th></tr>
<tr><td>1</td><td>Lecture</td><td>Consumer Behavior</td><td>Compulsory</td><td>30 h (2 CH)</td><td>60</td></tr>
<tr><td>2</td><td>Exercise</td><td>Tutorial on Consumer Behavior</td><td>Compulsory</td><td>30 h (2 CH)</td><td>60</td></tr>
</table></td></tr>
<tr><td>4</td><td colspan="5">Module Contents:
Main topics and learning objectives:
This course provides students with a detailed understanding of the internal processes which determine the human behavior, especially purchasing behavior. The determinants of consumer behavior (e.g. activation, involvement, emotions, needs, attitudes, image and satisfaction) are introduced with the objective to make use of the gained knowledge in marketing. The gained theoretical and conceptual knowledge is applied in the accompanying tutorial via case studies and recent academic publications. Main topics: - Consumer Behavior Introduction and Choice Architecture - Irrational Behavior - Behavioral Pricing - Price Promotions - Product Innovation Management Course objective: The objective of the course is to provide students with a deep understanding of consumer behavior in order to increase the success of related marketing activities.</td></tr>
<tr><td>5</td><td colspan="5">Learning outcomes:
Academic:
- Each participant will get a detailed understanding of the internal processes which determine human behavior - Students are able to apply behavioral theories and concepts on an abstract level and connect those problems to decision-making in marketing practice
Soft skills:
- Cooperation and teamwork: the research project is done via group work - Presentation skills: results of the group work have to be presented in front of the class</td></tr>
<tr><td>6</td><td colspan="5">Description of possible electives within the modules:
none</td></tr>
</table>

7	**Examination:** Examinations for every part of the module

8 **Relevant Work:**

No	Number and Type; Connection to Course	Duration	Part of final mark in %
1	Group work (written) and presentation	5 - 7 pages and 20 min.	40 %
2	Written exam	90 min.	60 %

9	**Study Work:** none
10	**Prerequisites for Credit Points:** The credit points will be granted after all relevant work and study work have been successfully completed.

11 **CP Assignment:**

Presence	No 1	1.00 CP
	No 2	1.00 CP
Relevant Work	No 1	1.50 CP
	No 2	2.50 CP
Total		6 CP

12	**Weight of the module grade for the overall grade:** 5% (6 of 120 CP)
13	**Module Prerequisites:** Advanced Market Research has to be passed (see § 9 Abs. 4)
14	**Presence:** Presence is strongly recommended to warrant learning success

15 **Mobility/Acknowledgement:**

Use of the module for other course programs	Master Business Administration, Master Information Systems, Master Mathematics, Master Physics
Module Title english	Consumer Behavior
English translation of module components from section 3	No 1: Consumer Behavior
	No 2: Tutorial on Consumer Behavior

16	**Responsible Lecturer:** Professor Dr. Manfred Krafft	**Department:** School of Business and Economics
17	**Misc.:**	

Media Marketing (6 ECTS)

Term 1

Lecturer: Prof. Dr. Hennig-Thurau

Link: https://www.marketingcenter.de/en/study/courses

<table>
<tr><td colspan="2">Module Title english:</td><td colspan="4">Media Marketing</td></tr>
<tr><td colspan="2">Course Program:</td><td colspan="4"></td></tr>
<tr><td>1</td><td>Module No: MCM</td><td>State:</td><td colspan="3">Language of Instruction: English</td></tr>
<tr><td>2</td><td>Turn: each winter semester</td><td>Duration: 1 semester</td><td>Semester:</td><td>CP: 6</td><td>Workload (h): 180</td></tr>
<tr><td>3</td><td colspan="5">Module Structure:
<table>
<tr><th>No</th><th>Type</th><th>Course</th><th>State</th><th>Workload (h)</th><th></th></tr>
<tr><td></td><td></td><td></td><td></td><td>Presence (h + CH)</td><td>Self-Study (h)</td></tr>
<tr><td>1</td><td>Lecture</td><td>Media Marketing</td><td>Compulsory</td><td>30 h (2 CH)</td><td>60</td></tr>
<tr><td>2</td><td>Exercise</td><td>Tutorial on Media Marketing</td><td>Compulsory</td><td>30 h (2 CH)</td><td>60</td></tr>
</table></td></tr>
<tr><td>4</td><td colspan="5">Module Contents:
Background and relations to other courses:
The module Media Marketing deals with the specifics of media markets and the characteristics of the production and consumption of media products. Further it discusses the economic and strategic marketing implications for value creation in media markets.
Main topics and learning objectives:
- Key characteristics of media products - Typical structures of media markets (e.g. motion pictures industry, music industry, games industry, publishing industry) - Distinguishing features of media markets (e.g. network effects) - Characteristics of the production and consumption of media products (e.g. the role of creativity and culture) - Fundamental marketing strategies for marketing of media products - Typical revenue models in media markets - Specific marketing challenges for marketing of media products (e.g. multichannel distribution and piracy) - Risk management in the media industry Course objective: The aim of this module is that students understand the characteristics of media markets and are able to manage marketing activities accordingly.</td></tr>
<tr><td>5</td><td colspan="5">Learning outcomes:
Academic:
Upon completion of the course the student is able to… .. understand and discuss the constitutive characteristics of media products, media markets and media consumption and reflect on current corresponding developments in theory and practice. .. evaluate and apply the media market, product and consumption characteristics in real-world settings .. develop integrative strategies for media marketing and media management.
Soft skills:</td></tr>
</table>

	Upon completion of the course the student is able to… .. apply the knowledge acquired, to make decisions and argue for them (competence in problem solving and discussion). .. behave in a group constellation in a socially-desirable way; work effectively in a group on academic and practical problems; develop and coordinate strategies and decisions in a group and present them to an audience; deal with potential conflicts. .. organize a case analysis and corresponding presentation as well as a paper discussion in a group (project management). .. participate and lead topic-specific discussions in English.
6	**Description of possible electives within the modules:** none
7	**Examination:** Examinations for every part of the module
8	**Relevant Work:** **No** | **Number and Type; Connection to Course** | **Duration** | **Part of final mark in %** 1 | Written academic papers and presentations (in group) | approx. 12 pages and approx. 20 min. | 33 % 2 | Written exam | 90 min. | 67 %
9	**Study Work:** **No** | **Number and Type; Connection to Course** | **Duration** 1 | none |
10	**Prerequisites for Credit Points:** The credit points will be granted after all relevant work and study work have been successfully completed.
11	**CP Assignment:** **Presence** | No 1 | 1.00 CP No 2 | 1.00 CP **Relevant Work** | No 1 | 1.50 CP No 2 | 2.50 CP **Study Work** | No 1 | - **Total** | | 6 CP
12	**Weight of the module grade for the overall grade:** 5% (6 of 120 CP)
13	**Module Prerequisites:** none
14	**Presence:** Presence is strongly recommended to warrant learning success.
15	**Mobility/Acknowledgement:**

	Use of the module for other course programs	Master Business Administration, Master Information Systems, Master Mathematics, Master Physics
	Module Title english	Media Marketing
	English translation of module components from section 3	No 1: Media Marketing
		No 2: Tutorial on Media Marketing
16	**Responsible Lecturer:** Univ.-Prof. Dr. Thorsten Hennig-Thurau	**Department:** School of Business and Economics
17	**Misc.:**	

Entertainment Media Marketing (6 ECTS)

Term 2

Lecturer: Prof. Dr. Henning-Thurau

Link: https://www.marketingcenter.de/en/study/courses

<table>
<tr><td colspan="2">Module Title english:</td><td colspan="5">Entertainment Media Marketing</td></tr>
<tr><td colspan="2">Course Program:</td><td colspan="5"></td></tr>
<tr><td>1</td><td>Module No: MCM</td><td>State:</td><td colspan="3">Language of Instruction: English</td></tr>
<tr><td>2</td><td>Turn: each winter semester</td><td>Duration: 1 semester</td><td>Semester:</td><td>CP: 6</td><td>Workload (h): 180</td></tr>
<tr><td>3</td><td colspan="5">Module Structure:
<table>
<tr><th>No</th><th>Type</th><th>Course</th><th>State</th><th>Workload (h)</th><th></th></tr>
<tr><td></td><td></td><td></td><td></td><td>Presence (h + CH)</td><td>Self-Study (h)</td></tr>
<tr><td>1</td><td>Lecture</td><td>Entertainment Media Marketing</td><td>Compulsory</td><td>30 h (2 CH)</td><td>60</td></tr>
<tr><td>2</td><td>Exercise</td><td>Tutorial on Entertainment Media Marketing</td><td>Compulsory</td><td>30 h (2 CH)</td><td>60</td></tr>
</table></td></tr>
<tr><td>4</td><td colspan="5">Module Contents:
Main topics and learning objectives:
The module Entertainment Media Marketing deals with the particularities of Entertainment Media products, which are mainly consumed for hedonic benefits. In the module, we take both the consumers' and the managers' perspective by focusing on aspects such as hedonic consumption, branding and communication. Main topics: - Role of emotions, imagery, and multisensory cues - Factors influencing the success of hedonic media products - Importance of brands for entertainment media product success - Role of communication and information in hedonic media marketing: Cascades, Word of Mouth, and Third-Party Information Course objective: The aim of this module is that students understand the theoretical and practical implications of managing entertainment media products and are able to steer marketing activities accordingly.</td></tr>
<tr><td>5</td><td colspan="5">Learning outcomes:
Academic:
Upon completion of the course the student is able to… .. understand and discuss consumer behavior in an entertainment media context, the role of communication and information in hedonic media marketing and the factors influencing the success of hedonic media products with an emphasis on brands and branding strategies. .. understand the theoretical and practical implications of managing entertainment media products, evaluate and apply this knowledge and steer marketing activities accordingly.
Soft skills:
Upon completion of the course the student is able to… .. behave in a group constellation in a socially-desirable way; work effectively in a group on academic and practical problems; develop and</td></tr>
</table>

	coordinate strategies and decisions in a group and present them to an audience; deal with potential conflicts. .. organize a case analysis and corresponding presentation as well as a paper discussion in a group (project management). .. participate in and lead topic-specific discussions in English.
6	**Description of possible electives within the modules:** none
7	**Examination:** Examinations for every part of the module
8	**Relevant Work:** **No** | **Number and Type; Connection to Course** | **Duration** | **Part of final mark in %** 1 | Written work and presentations (in groups) | 4 x 3 pages and 2 x 20 min. | 33 % 2 | Written exam | 90 min. | 67 %
9	**Study Work:** **No** | **Number and Type; Connection to Course** | **Duration** 1 | none |
10	**Prerequisites for Credit Points:** The credit points will be granted after all relevant work and study work have been successfully completed.
11	**CP Assignment:** **Presence** | No 1 | 3.00 CP **Presence** | No 2 | 3.00 CP **Relevant Work** | No 1 | - **Relevant Work** | No 2 | - **Study Work** | No 1 | - **Total** | | 6 CP
12	**Weight of the module grade for the overall grade:** 5% (6 of 120 CP)
13	**Module Prerequisites:** none
14	**Presence:** Presence is strongly recommended to warrant learning success.
15	**Mobility/Acknowledgement:** **Use of the module for other course programs** | Master Business Administration **Module Title english** | Entertainment Media Marketing

	English translation of module components from section 3	No 1: Entertainment Media Marketing No 2: Tutorial on Entertainment Media Marketing
16	**Responsible Lecturer:** Univ.-Prof. Dr. Thorsten Hennig-Thurau	**Department:** School of Business and Economics
17	**Misc.:**	

Marketing Analytics and Data-Driven Business Strategies (12 ECTS)

Term 1+2 (Seminar)

Lecturer: Prof. Dr. Hennig-Thurau

Link: https://www.marketingcenter.de/en/study/courses

Course description:

CpV, CpO, channel ROI, SEO, LTV trackings – in a data-driven environment, today's marketers are wading through a jungle of marketing KPIs and analytic tools. In view of that, the seminar focuses on the possibilities and challenges of making data-informed business decisions. It will provide a comprehensive overview of various metrics and techniques, and will critically examine their application in the marketing and management discipline.

Dr. Christian Böing, CEO at STRATO AG and deputy CEO & CRO (Chief Revenue Officer) as well as CVO (Chief Venture Officer) at 1&1 IONOS, will be visiting Muenster to give practical insights on contemporary marketing analytics. He will shed light on STRATO's KPI-driven marketing strategy, and he will give insights on how to steer and lead a company's P&L (profit and loss). 1&1 IONOS is the leading European provider of cloud infrastructure, cloud services and hosting services, and STRATO is the 2nd largest hosting company in Germany. STRATO/1&1 IONOS offer products that range from domains, email and homepage packages, online storage to servers.

Seminar topics include KPI-driven product management, analyzing the performance of communication channels, steering direct sales and CRM, assessing branding strategies, evaluating internationalization strategies, and implementing company transformation processes. In groups of three, the participants will work on actual business issues that STRATO and/or 1&1 IONOS are dealing with and are able to discuss their solutions with the CEO.

[Syllabus to this seminar]

The course is given by **Dr. Christian Böing** (STRATO AG).

The course takes place at the **MCM, room 006** (1st floor).

Contact person: Ricarda Schauerte, M.Sc.

This course is part of the module **"Seminar Marketing I/II".**

Course grade: Written case study elaboration (30 p., group/individual) (50%) | **Presentation and discussion of case study solution (30 min.), active participation** (50%)
Please register at the examination office for the **early examination period**.

Credit points: **12 ECTS** (BWL PO 2010)

Applications for the seminar are to be made via the **general MCM application process** for seminars.

During the course, please communicate and stay updated via the course page on **Learnweb**. Announcements, lecture slides and any additional material will be published there.

The **password** for the course page on Learnweb will be sent to the admitted participants via email.

Additional remark: Since the seminar will contain confidential information about STRATO, we ask all participants to sign a non-disclosure agreement (NDA).

Literature Seminar (12 ECTS)

Seminar

Lecturer: Prof. Dr. Krafft

Link: https://www.marketingcenter.de/en/study/courses

Social Media and Political Marketing: Will Democracy Survive the Internet? (12 ECTS)

Term 1+2 (Seminar)

Lecturer: Prof. Dr. Kübler

Link: https://www.marketingcenter.de/en/study/courses

Marketing analytics: a practical prespective on the measurement of marketing performance (12 ECTS)

Seminar

Lecturer: Dr. Böing

Link: https://www.marketingcenter.de/en/study/courses

Seminar "Marketing Analytics" (12 ECTS)

Lecturer: Jun.-Prof. Dr. Kübler

Link: https://www.marketingcenter.de/en/study/courses

<table>
<tr><td colspan="2">Module Title english:</td><td colspan="4">Seminar Marketing II</td></tr>
<tr><td colspan="2">Course Program:</td><td colspan="4"></td></tr>
<tr><td>1</td><td>Module No: MCM</td><td>State:</td><td colspan="3">Language of Instruction: German or English</td></tr>
<tr><td>2</td><td>Turn: each winter semester</td><td>Duration: 1 semester</td><td>Semester:</td><td>CP: 12</td><td>Workload (h): 360</td></tr>
<tr><td>3</td><td colspan="5">Module Structure:
No | Type | Course | State | Workload (h)</td></tr>
</table>

					Presence (h + CH)	**Self-Study (h)**
	1	Seminar	Seminar Marketing	Compulsory	30 h (2 CH)	330

4

Module Contents:
Main topics and learning objectives:
Current questions in marketing will be treated by students through an individual academic paper and or case studies that are also relevant for practice. Students organize themselves in groups in order to exchange and discuss research results. The results will be presented and discussed. The subjects are from research of the chair/institute who is offering the seminar, in order to integrate current research results into the seminar and discuss it. Empirical and/or theoretical- methodical analysis from students and the integration of international aspects is supported.

5

Learning outcomes:
Academic:
Students are able to produce a scientific paper or a written case study solution and they can present and defend it in a critical discussion. They employ - depending on the research question - either qualitative-analytical or formal-methodical instruments.
Soft skills:
They master relevant skills, especially communication-, presentation- and rhetorical skills.

6

Description of possible electives within the modules:
none

7

Examination: Examinations for every part of the module

8

Relevant Work:

No	**Number and Type; Connection to Course**	**Duration**	**Part of final mark in %**
1	Academic paper or case studies, presentation, discussion, feed-back	approx. 12 pages and approx. 20 min.	100 %

9

Study Work: none

10

Prerequisites for Credit Points:
The credit points will be granted after all relevant work and study work have been successfully completed.

11

CP Assignment:

Presence	No 1	1.00 CP
Relevant Work	No 1	11.00 CP
Total		12 CP

12

Weight of the module grade for the overall grade:
10% (12 of 120 CP)

13

Module Prerequisites:
none

14	**Presence:** Attendance is mandatory. An attendance of 80% is required.	
15	**Mobility/Acknowledgement:**	
	Use of the module for other course programs	Master Business Administration
	Module Title english	Seminar Marketing II
	English translation of module components from section 3	No 1: Seminar Marketing
16	**Responsible Lecturer:** Univ.-Prof. Dr. Thorsten Hennig-Thurau, Professor Dr. Manfred Krafft, Professor Dr. Thorsten Wiesel	**Department:** School of Business and Economics
17	**Misc.:**	

IWM Seminar: DOiT! (12 ECTS)

Term 1+2 (Seminar)

Lecturer: Dr. Gensler-Wiesel

Link: https://www.marketingcenter.de/en/study/courses

Course description:

The events on **28.10.2019** and **18.11.2019** will take place in **HMB 110** (Heribert Meffert Library: Room 110).

The results will be presented on **20 + 21.01.2020** in the **MCM 006**.

Every year, hundreds of marketing-related studies are published in academic journals covering a wide range of topics. In this seminar, you have the opportunity to dive deeper in one topic that you are interested in and you want to know more about.

You select the topic, write a literature review about that topic, and present your insights addressing the following questions:

a) What do we already know from previous research? b) What gaps exist in the literature? c) What are the key learnings for managers? d) What will be the impact of increasing digitalization on the validity of the results?

Learning objectives

Main objective of this seminar is to improve your *academic writing skills*. After participating in this seminar, you are able to effectively summarize and categorize literature related to a specific marketing topic and to translate academic findings into managerial implications. Moreover, you train your *communication* and *presentation* skills.

Seminar Requirements

The seminar consists of two mandatory assignments: (1) Literature review covering the questions a) and b) (max. 15 pages; 50% of final grade) (2) Presentation of managerial implications and potential impact of digitalization (5 minutes; 50% of final grade)

Both assignments have to be passed to get 12 ECTS for the seminar.

Organizational issues

- How to apply? Please follow the MCM application process for seminars (email by Michael Zylla).
- Please note that submissions of papers and presentations after the submission deadline will not be accepted.
- For specific questions, please contact Prof. Dr. Sonja Gensler (s.gensler@uni-muenster.de).

During the course of the seminar, you can schedule individual **meetings** with your supervisor if you have any questions. Please contact your supervisor to arrange an appointment.

Syllabus for this seminar.

Contact person: **Dr. Sonja Gensler**

Please register at the examination office (**early registration period**).

Minor Entrepreneurship:

Entrepreneurship 2 (6 ECTS)

Term 2

Lecturer: Nico Wiegand

Link: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=320035&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

Module Title english:		Entrepreneurship 2			
Course Program:		Master Business Administration			
1	**Module No:** ENT2	**State:** Compulsory	**Language of Instruction:** English		
2	**Turn:** each winter semester	**Duration:** 1 semester	**Semester:** 1	**CP:** 0	**Workload (h):** 0

3 **Module Structure:**

No	Type	Course	State	Workload (h)	
				Presence (h + CH)	**SelfStudy (h)**
1	Lecture	Lecture Entrepreneurship 2	Compulsory	30 h (2 CH)	60
2	Exercise	Tutorial Entrepreneurship 2	Compulsory	30 h (2 CH)	60

4

Module Profile:
Purpose of the module/integration into curriculum:
This Module expands on the findings of the course Entrepreneurship I. Based on activities of Business Canvas and after successful idea generation and preperation of basic concept in particular activities of the market entry, the growth of the core business and options for diversification of the business segment will be discussed. Students learn which strategic decisions in relation to market positioning and the corresponding customer and channel management have to be made to establish a jung company long-term on the market. **Course content:**
Students learn basic strategies for positioning and developing a new established company. Inherent e.g.: - developing and realisation of Value Proposition (Go-to-Market) - scaling of the business model (Business Growth) - advancement of the business model (Business Development) Contents are conveyed within the theory based lecture, case studies and practical relevant guest lectures. Main objective of the course is to transform an existing business idea in a effective brand positioning. Additionally for product- and service-related value creation students discover the concepts of Brand and Customer Equity. They develop the skills necessary to use the concepts to establish and control the management of customers, sales and communication channels.

5

Learning outcomes:
Academic:
On completion of the course students are able to: - reflect relevant decision-making dimensions of the market entry and growth - analyse targeted and systematically the market conditions and - positioning and develop a jung company.
Soft skills:
- Practce-oriented case study discussions in small groups enhance the problem-solvingcompetence, collaborative teamwork and presentation and communication skills of the students. - Due to the systematically consideration of core decisions during company development the students built up self-confidence to starting up own businesses. - The interaction with jung founders and employees of Start-Ups succeeds socialization and built up leadership competence.

6

Description of possible electives within the modules:
none

7

Examination: Final Module Exam

8

Relevant Work:

No	Number and Type; Connection to Course	Duration	Part of final mark in %
1	written composition (in teams)	approx. 40 pages	100 %

9

Study Work: none

10

Prerequisites for Credit Points:
The credit points will be granted after all relevant work and study work have been successfully completed.

<table>
<tr><td>11</td><td colspan="3">CP Assignment:<table>
<tr><td rowspan="2">Presence (see No 3)</td><td>No 1</td><td>1.00 CP</td></tr>
<tr><td>No 2</td><td>1.00 CP</td></tr>
<tr><td>Relevant work (see No 8)</td><td>No 1</td><td>4.00 CP</td></tr>
<tr><td>Total</td><td></td><td>6 CP</td></tr>
</table></td></tr>
<tr><td>12</td><td colspan="3">Weight of the module grade for the overall grade:
0% (0 of 120 CP)</td></tr>
<tr><td>13</td><td colspan="3">Module Prerequisites:
none</td></tr>
<tr><td>14</td><td colspan="3">Presence:
none; Attendance is strongly recommended in order to enhance the learning success.</td></tr>
<tr><td>15</td><td colspan="3">Mobility/Acknowledgement:<table>
<tr><td>Use of the module for other course programs</td><td>Master Information Systems</td></tr>
</table></td></tr>
<tr><td>16</td><td colspan="2">Responsible Lecturer:
Professor Dr. Thorsten Wiesel</td><td>Department:
University of Münster, School of Business and Economics</td></tr>
<tr><td>17</td><td colspan="3">Misc.:</td></tr>
</table>

Economics:

Microeconomics (6 ECTS)

(Bachelor students are allowed to participate in this class!)

Term 1+2

Lecturer: Prof. Dr. Becker

Link: https://www.wiwi.uni-muenster.de/iff1/teaching

<table>
<tr><td colspan="2">Module Title english:</td><td colspan="4">Microeconomics</td></tr>
<tr><td colspan="2">Course Program:</td><td colspan="4"></td></tr>
<tr><td>1</td><td>Module No: BWL</td><td>State:</td><td colspan="3">Language of Instruction: English</td></tr>
<tr><td>2</td><td>Turn: each winter semester</td><td>Duration: 1 semester</td><td>Semester:</td><td>CP: 6</td><td>Workload (h): 180</td></tr>
<tr><td>3</td><td colspan="5">Module Structure:
<table>
<tr><th>No</th><th>Type</th><th>Course</th><th>State</th><th colspan="2">Workload (h)</th></tr>
<tr><td></td><td></td><td></td><td></td><td>Presence (h + CH)</td><td>Self-Study (h)</td></tr>
<tr><td>1</td><td>Lecture/ Exercise</td><td>Microeconomics</td><td>Compulsory</td><td>60 h (4 CH)</td><td>120</td></tr>
</table></td></tr>
<tr><td>4</td><td colspan="5">Module Contents:
Background and relations to other courses:
Knowledge of basic microeconomic theory is a cornerstone for large parts of the curriculum.
Main topics and learning objectives:
This course introduces students to microeconomic theory at an intermediate level. The course will cover the following subjects: Consumer theory, theory of the firm, partial and general equilibrium theory, as well as basics of game theory and information economics.</td></tr>
<tr><td>5</td><td colspan="5">Learning outcomes:
Academic:
During this module students will acquire knowledge of the formal methods of standard microeconomic theory which are essential for subsequent master-level courses. Students will be able to translate economic problems into a mathematical framework. Moreover, participants learn how to interpret results from such economic models.
Soft skills:
Students learn how to cope with basic economic problems in a formal model. By working on the problem sets and by reading the related literature students will acquire a larger degree of self-motivation and self-organization. As most of the literature is in English, language skills will be improved.</td></tr>
</table>

6 **Description of possible electives within the modules:**
none

7 **Examination:** Final Module Exam

8 **Relevant Work:**

No	Number and Type; Connection to Course	Duration	Part of final mark in %
1	Final exam	60 min.	100 %

9 **Study Work:** none

10 **Prerequisites for Credit Points:**
The credit points will be granted after all relevant work and study work have been successfully completed.

11 **CP Assignment:**

Presence	No 1	2.00 CP
Relevant Work	No 1	4.00 CP
Total		6 CP

12 **Weight of the module grade for the overall grade:**
5% (6 of 120 CP)

13 **Module Prerequisites:**
none

14 **Presence:**
Presence is strongly recommended to warrant learning success

15 **Mobility/Acknowledgement:**

Use of the module for other course programs	Master Business Administration, Master Economics, Master Public Policy, Master Mathematics, Master Human Geography
Module Title english	Microeconomics
English translation of module components from section 3	No 1: Microeconomics

16 **Responsible Lecturer:**
Professor Dr. Johannes Becker

Department:
School of Business and Economics

17 **Misc.:**

Macroeconomics (6 ECTS)

(Bachelor students are allowed to participate in this class!)

Term 1+2

Lecturers: Prof. Dr. Bohl, Prof. Dr. Kempa

Link: https://www.wiwi.uni-muenster.de/iioe/en/studies

Module Title english:	Macroeconomics				
Course Program:					
1	**Module No:** VWL	**State:**	**Language of Instruction:** English		
2	**Turn:** each winter semester	**Duration:** 1 semester	**Semester:**	**CP:** 6	**Workload (h):** 180

3 **Module Structure:**

No	Type	Course	State	Workload (h)	
				Presence (h + CH)	**Self-Study (h)**
1	Lecture/ Exercise	Macroeconomics	Compulsory	60 h (4 CH)	120

4 **Module Contents:**

Background and relations to other courses:

The course Macroeconomics gives an introduction to advanced topics and methods of modern macroeconomic theory. The module is based on the Bachelor courses in macroeconomics.

Main topics and learning objectives:

The course covers the topics growth theory and empirics and New Keynesian macroeconomics. Theoretical as well as empirical methods are discussed. The students gain an overall understanding of the interdependencies of different macroeocnomic subjects.

Themes	Learning objectives
Growth theory and empirics	The knowledge of growth theory is deepened and extended.
New Keynesian Macroeconomics	Introduction to the model structure of macroeconomic general equilibrium models. To deepen the knowledge of this class of models, detailed analyses are conducted by means of a two-period model. The students are enabled to understand the different mechanisms at work in this model and transfer the knowledge to more complex models.

5 **Learning outcomes:**

Academic:
The module conveys advanced methods in theoretical and quantitative macroeconomics, which are of special interest in various economic fields of work, such as in economic divisions of government departments, research institutes and firms. After completing the module, students are prepared for both further advanced studies in macroeconomics and for an employment in a comparable or related field of activity.

Soft skills:
The methodological knowledge enables the students to understand and solve a certain class of macroeconomic models on their own. The analysis and profound discussion of complex models strengthen the ability to solve problems and the ability for abstract thinking.

6 **Description of possible electives within the modules:**
none

7 **Examination:** Final Module Exam

8 **Relevant Work:**

No	Number and Type; Connection to Course	Duration	Part of final mark in %
1	final written exam	60 min.	100 %

9 **Study Work:** none

10 **Prerequisites for Credit Points:**
The credit points will be granted after all relevant work and study work have been successfully completed.

11 **CP Assignment:**

Presence	No 1	2.00 CP
Relevant Work	No 1	4.00 CP
Total		6 CP

12 **Weight of the module grade for the overall grade:**
5% (6 of 120 CP)

13 **Module Prerequisites:**
none

14 **Presence:**
Presence is strongly recommended to warrant learning success

15 **Mobility/Acknowledgement:**

Use of the module for other course programs	Master Business Administration, Master Economics, Master Public Policy, Master Mathematics, Master Human Geography
Module Title english	Macroeconomics
English translation of module components from	No 1: Macroeconomics

	section 3	
16	**Responsible Lecturer:** Professor Dr. Martin Bohl, Professor Dr. Bernd Kempa	**Department:** School of Business and Economics
17	**Misc.:**	

Advanced Microeconomics I (6 ECTS)

Term 1+2

Lecturer: Dr. Lingens

Link: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=318685&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

Module Title english:	Advanced Microeconomics I				
Course Program:					
1	**Module No:** VWL	**State:** Compulsory	**Language of Instruction:** English		
2	**Turn:** each winter semester	**Duration:** 1 semester	**Semester:** 1	**CP:** 6	**Workload (h):** 180

3 **Module Structure:**

No	Type	Course	State	Workload (h)	
				Presence (h + CH)	**Self-Study (h)**
1	Lecture/ Exercise	Advanced Microeconomics I	Elective	60 h (4 CH)	120

4 **Module Contents:**

Background and relations to other courses:

The focus of economics as a science is decision and decision problems. Making decisions without considering uncertainty is genarally not possible. The modul 'Fortgeschrittene Mikroökonomik/Advanced Microeconomics 1' lays out the foundation of these decisions under uncertainty can be systematically analyzed. This knowledge is important for a number of moduls for example the more finance oriented moduls such as 'Advanced Corporate Finance' or 'Derivative I'. Additionally, many methods and insights that are lay out in this module are important for understanding 'Dynaimc Macroeconomics'.

Main topics and learning objectives:

Together with the course “Advanced Microeconomics II”, the course “Advanced Microeconomics I” aims at a comprehensive and formal training in microeconomics. Its structure and topics are comparable to that of internationally renowned Graduate schools. “Advanced Microeconomics I” deals with the implications and effects of uncertainty. To this end, the foundations in the form of a preference ordering under uncertainty are laid out. Based on this we will discuss the classification of risk and the household's attitudes towrads risk. Students will learn different metrics that help in classifying these effects. Finally, we will discuss applications of the general structure (Savings Choice, Portfolio choice, Insurance decision). The choice of the Modul 'Advanced Microeconomics II' is helpful.

Themes	Learning objectives

	Expected utility theory	Understand how decisions under uncertainty can be modeled in microeconomics
	Measurement of uncertainty	Understand how different uncertainty situations can be compared
	Measurement of risk aversion	Get insights into the connection between risk aversion and the utility function
	Household behavior under uncertainty	Understand demand for insurance, portfolio selection and saving decisions and get to know about problems on insurance markets under uncertainty.
	Firm behavior under uncertainty	Understand how uncertainty changes profit maximization behavior of firms.

5

Learning outcomes:
Academic:
The module gives insights into advanced methods in microeconomic theory according to international standards. The module provides the basis for further academic work such as a doctoral thesis and is therefore of special use for students with interest in an academic career. As such, the module aims at two two core compentencies. For one, student methodologically learn how decision situation change (and how the mode structure changes) once uncertainty is taken into account. This is helpful when it comes to understanding different decision situations and context in which this is relevant. Second, content wise, students learn to now a number of applications of the general structure. These compentencies put students in a position to gain an integrated understanding of of key mircoeconomic concepts and the ability to understand and reflect modern litearture.
Soft skills:
Besides the pure economic skills, this module also aims at endowing students with a number of key skils which are selfstructured learning, ability to discuss and reflect and problem solvin competencies. The latter two skills are mainly the focus of the accompanying class in which problems sets related to the content of the lecture are discussed and solved.

6 **Description of possible electives within the modules:**
none

7 **Examination:** Final Module Exam

8 **Relevant Work:**

No	Number and Type; Connection to Course	Duration	Part of final mark in %
1	Final written exam	60 min.	100 %

9 **Study Work:** none

10 **Prerequisites for Credit Points:**
The credit points will be granted after all relevant work and study work have been successfully completed.

11 **CP Assignment:**

Presence	No 1	2.00 CP
Relevant Work	No 1	4.00 CP

	Total		6 CP
12	**Weight of the module grade for the overall grade:** 5% (6 of 120 CP)		
13	**Module Prerequisites:** none		
14	**Presence:** Presence is strongly recommended to warrant learning success		
15	**Mobility/Acknowledgement:**		
	Use of the module for other course programs	Master Business Administration, Master Economics, Master Mathematics, Master Human Geography	
	Module Title english	Advanced Microeconomics I	
	English translation of module components from section 3	No 1: Advanced Microeconomics I	
16	**Responsible Lecturer:** Dr. Jörg Peter Lingens	**Department:** School of Business and Economics	
17	**Misc.:**		

International Macroeconomics (6 ECTS)

(Bachelor students are allowed to participate in this class!)

Term 1+2

Lecturer. Prof. Dr. Kempa

Link: https://www.wiwi.uni-muenster.de/iioe/en/studies

Module Title english:	International Macroeconomics				
Course Program:					
1	**Module No:** VWL	**State:** Compulsory	**Language of Instruction:** English		
2	**Turn:** each winter semester	**Duration:** 1 semester	**Semester:** 1	**CP:** 6	**Workload (h):** 180

3 **Module Structure:**

No	Type	Course	State	Workload (h)	
				Presence (h + CH)	**Self-Study (h)**
1	Lecture	International Macroeconomics	Compulsory	30 h (2 CH)	90
2	Exercise	Tutorial International Macroeconomics	Compulsory	30 h (2 CH)	30

4 **Module Contents:**
Background and relations to other courses:
The course offers an introduction to advanced topics and methods in international finance. The module builds upon the Bachelor module Macroeconomics III.
Main topics and learning objectives:

Themes	Learning objectives
Modelling interdependencies in money, goods, and FX markets, intertemporal macroeconomics, new open economy models.	Theoretical and empirical methods in the field of international macroeconomics.

5 **Learning outcomes:**
Academic:
After completing the module, students have a profound knowledge of modern macroeconomics. They acquire knowledge about the specific challenges and interactions between the money, commodity and financial markets. The module deepens and broadens theoretical and quantitative methods in macroeconomics, which are relevant in many fields of Business and Economics, especially ministries, research institutes, and private enterprises. The module also prepares for an economics PhD thesis.
Soft skills:

	After completing the module, students are familiar with topics and methods of modern macroeconomics. Students are able to analyse and discuss current questions in international economics in a profound way. Thus, students strengthen both, their individual problem-solving ability and their capability for abstract and logical reasoning. Providing solutions to economic policy problems both individually and in the classroom promotes the co-operation, as well as organizational and communication skills.
6	**Description of possible electives within the modules:** none
7	**Examination:** Examinations for every part of the module
8	**Relevant Work:**

No	Number and Type; Connection to Course	Duration	Part of final mark in %
1	Final written exam	90 min.	70 %
2	Problem sets	3 x 6-10 pages	30 %

9	**Study Work:** none
10	**Prerequisites for Credit Points:** The credit points will be granted after all relevant work and study work have been successfully completed.
11	**CP Assignment:**

Presence	No 1	1.00 CP
	No 2	1.00 CP
Relevant Work	No 1	3.00 CP
	No 2	1.00 CP
Total		6 CP

12	**Weight of the module grade for the overall grade:** 5% (6 of 120 CP)
13	**Module Prerequisites:** none
14	**Presence:** Presence is strongly recommended to warrant learning success
15	**Mobility/Acknowledgement:**

Use of the module for other course programs	Master Business Administration, Master Economics, Master Mathematics, Master Human Geography
Module Title english	International Macroeconomics
English translation of module components from	No 1: International Macroeconomics

	section 3	No 2: Tutorial International Macroeconomics
16	**Responsible Lecturer:** Professor Dr. Bernd Kempa, Dr. Jana Riedel	**Department:** School of Business and Economics
17	**Misc.:**	

Business Cooperation: Mergers and Acquisitions (6 ECTS)

(Bachelor students are allowed to participate in this class!)

Term 1+2

Lecturer: Prof. Dr. Theurl

Link: http://www.wiwi.uni-muenster.de/06/nd/studium/lehrveranstaltungen/uebersicht/

<table>
<tr><td colspan="2">Module Title english:</td><td colspan="5">Business Cooperation: Mergers and Acquisitions</td></tr>
<tr><td colspan="2">Course Program:</td><td colspan="5"></td></tr>
<tr><td>1</td><td>Module No: VWL</td><td>State:</td><td colspan="3">Language of Instruction: German or English</td></tr>
<tr><td>2</td><td>Turn: each winter semester</td><td>Duration: 1 semester</td><td>Semester:</td><td>CP: 6</td><td>Workload (h): 180</td></tr>
<tr><td>3</td><td colspan="5">Module Structure:
<table>
<tr><th>No</th><th>Type</th><th>Course</th><th>State</th><th colspan="2">Workload (h)</th></tr>
<tr><td></td><td></td><td></td><td></td><td>Presence (h + CH)</td><td>Self-Study (h)</td></tr>
<tr><td>1</td><td>Lecture</td><td>Business Cooperation: Mergers and Acquisitions</td><td>Elective</td><td>45 h (3 CH)</td><td>75</td></tr>
<tr><td>2</td><td>Exercise</td><td>Tutorial: Business Cooperation: Mergers and Acquisitions</td><td>Elective</td><td>15 h (1 CH)</td><td>45</td></tr>
<tr><td>3</td><td>Lecture</td><td>Business Cooperation: Mergers and Acquisitions (english)</td><td>Elective</td><td>45 h (3 CH)</td><td>75</td></tr>
<tr><td>4</td><td>Exercise</td><td>Tutorial: Business Cooperation: Mergers and Acquisitions (english)</td><td>Elective</td><td>15 h (1 CH)</td><td>45</td></tr>
</table></td></tr>
<tr><td>4</td><td colspan="5">Module Contents:
Background and relations to other courses:
Mergers & Acquisitions are a widespread phenomenon in the world’s globalized economy. Merging and/or acquiring firms accelerate external corporate growth, facilitate foreign market entries and help to gain knowledge and new technologies. Thus, managing both the M&A process and the subsequent post merger integration has become an important task in the field of strategic management.The module is linked to other fields of economics and business administration. It draws on courses on institutional economics, theory of the firm and competition policy as well as courses on business cooperations, organization theory and strategic management. The course knowledge can be applied in a seminar on current M&A transactions.
Main topics and learning objectives:
Lecture and exercises aim to introduce students to the world of mergers & acquisitions. Therefore it starts with an overview of the historic and actual developments in the M&A market. Furthermore, motives for M&A and external influences on the market are presented. The course will put forward</td></tr>
</table>

the economic analysis of competitive impacts of acquisition activities and how those are covered by European and national law. Moreover, the challenges of M&A management, adequate management approaches as well as sucess and failure factors are discussed.

Themes	Learning objectives
1. Recent M&A trends	To learn about the latest developments in global M&A under the impact of the current financial crisis.
2. M&A history	To learn that M&A is a cyclical phenomenon and to understand the main economic drivers for each merger wave.
3. The economic impact of M&A	To understand the rationale for M&A and learn which external factors influence the market for M&A.
4. Regulation	To understand the economic purpose of governmental regulations and the relationship between European and national regulation.
5. M&A management – Requirements, contents, implementation	To understand the requirements for managing mergers & acquisitions. To derive the contents of M&A management. To learn different options for implementing M&A management in a company.
6. Post Merger Integration	To examine the factors which affect the successful integration of inbound acquisitions.

5

Learning outcomes:
Academic:
After completing that module, students have content-related competences in the area of Mergers & Acquisitions. They are able to recognize the macroeconomic consequences of a M&A transaction as well as the motives of a company sale or merger. They are familiar with the characteristics of the market for companies and able to interpret developments correctly. Students master the instruments for the steering of a M&A process and based on this knowledge, they are able to make the correct economic organizational choice.
Soft skills:
Students learn to analyse complex problems with multiple factors as well as abstract and integrated thinking. In the exercises, the practical solution competence for applied problems is encouraged.The self-responsible preparation of the exercises supports students in their development of an autonomous approach to problem solving. Additionally, the content of the course is applied in a real life context. For this purpose and throughout the course, specific case studies are referred to, so that students gain an understanding of the goals, effects and regulation of recent M&A transactions, as well as their best-practice management. The M&A module is available both in English and German language, which facilitates the students' improvement in a foreign language.

6

Description of possible electives within the modules:
Either the german course/exercise (No. 1 + No. 2) or the english course/exercise (No. 3 + No. 4) have to be absolved.

7

Examination: Final Module Exam

8

Relevant Work:

No	Number and Type; Connection to Course	Duration	Part of final mark in %
1	Final written exam (in German or English, depending on chosen course)	120 min.	100 %

9	**Study Work:** none
10	**Prerequisites for Credit Points:** The credit points will be granted after all relevant work and study work have been successfully completed.

11 **CP Assignment:**

Presence	No 1	1.50 CP
	No 2	0.50 CP
	No 3	1.50 CP
	No 4	0.50 CP
Relevant Work	No 1	4.00 CP
Total		8 CP

12	**Weight of the module grade for the overall grade:** 5% (6 of 120 CP)
13	**Module Prerequisites:** Basic knowledge of business cooperations.
14	**Presence:** Presence is strongly recommended to warrant learning success.

15 **Mobility/Acknowledgement:**

Use of the module for other course programs	Master Business Administration, Master Economics, Master Mathematics, Master Human Geography
Module Title english	Business Cooperation: Mergers and Acquisitions
English translation of module components from section 3	No 1: Business Cooperation: Mergers and Acquisitions
	No 2: Tutorial: Business Cooperation: Mergers and Acquisitions
	No 3: Business Cooperation: Mergers and Acquisitions (english)
	No 4: Tutorial: Business Cooperation: Mergers and Acquisitions (english)

16	**Responsible Lecturer:** Prof. Dr. Theresia Theurl	**Department:** School of Business and Economics
17	**Misc.:**	

Business Cooperation: Current Cases (6 ECTS)

Seminar: Please, refer to the chairs website. Registration in advance is necessary.

Link: http://www.wiwi.uni-muenster.de/06/nd/studium/lehrveranstaltungen/uebersicht/

Module Title english:	Business Cooperation: Current Cases				
Course Program:					
1	**Module No:** VWL 23	**State:**	**Language of Instruction:** German or English		
2	**Turn:** each semester	**Duration:** 1 semester	**Semester:**	**CP:** 6	**Workload (h):** 180

3 **Module Structure:**

No	Type	Course	State	Workload (h)	
				Presence (h + CH)	**Self-Study (h)**
1	Seminar	Seminar Business Cooperation: Current Cases	Compulsory	30 h (2 CH)	150

4 **Module Contents:**

Background and relations to other courses:
Students will learn to analyse actual business cases regarding cooperative activities with applied economic theories. The seminar draws on courses on business cooperations (Governance and Management), on institutional economics and on the theory of the firm.

Main topics and learning objectives:
The seminar trains students in applying their knowledge on business co-operation to cases. The cases are selected out of a diverse range of industries like the automotive industry, the service industry, the financial industry, or the sports industry. Students will learn how to analyze a co-operative arrangement. They have to write an individual essay on a case study. After writing their essay students have to present their case study. They also have to discuss the result of the case studies presented to them. The learning experience crucially depends on their motivation for a self-sustained analysis of the case given to them and their preparation of the meetings where the case studies will be presented. Research assistants advise and discuss problems with the students during the period of preparing their essay.

Themes	Learning objectives
Essay	Literature research; executing an economic analysis
Presentation	Presenting before an audience
Discussion moderation	Moderating an economic discussion
Discussion participation	Contributing adequate comments and questions

5

Learning outcomes:

Academic:

The students have to write an individualized seminar thesis. Through the content-related competences acquired during their self-studies they will be able to analyze a current case in a cooperation theoretical and solid way. Furthermore, they will learn the application of New Institutional Economics, Industrial Economics as well as business administrative and legal approaches towards relevant cases, which will improve their methodical skills. Through these approaches students are able to evaluate and prepare established assessments of actual topics in a self-contained and suitable way, not only in the research area of business cooperations. By writing their thesis, students will get in touch with the elements of scientific work. This includes focused evaluation of literature, literature based transformation of contents, the ability of consistent argumentation and their verification towards conclusiveness as well as the acquirement of scientific terms and the study of essential components of scientific work.

Soft skills:

Through the formation of small groups during the seminar students will furthermore learn fundamental key qualifications. Besides the ability of organizing and structural working, the module will also promote the aspect of time management, because there are strict deadlines regarding to the submission of thesis and presentation. Beyond this, competences in teamwork and cooperation will be strengthened through a joint presentation with a fellow student. In this way students will also practice their debating and presentation skills as they have to jointly present their thesis in front of a critical and constructive audience. Afterwards every student gets a detailed feedback during the conversation with the respective supervisor regarding his/her overall performance. Thereby the students will get a comprehensive impression concerning their problem-solving abilities and their communication skills. The module is available both in English and German language, which facilitates the students' improvement in a foreign language.

6

Description of possible electives within the modules:
none

7

Examination: Final Module Exam

8

Relevant Work:

No	Number and Type; Connection to Course	Duration	Part of final mark in %
1	Academic paper & presentation	15 pages + 90 min.	100 %

9

Study Work: none

10

Prerequisites for Credit Points:
The credit points will be granted after all relevant work and study work have been successfully completed.

11

CP Assignment:

Presence	No 1	1.00 CP
Relevant Work	No 1	5.00 CP
Total		6 CP

12

Weight of the module grade for the overall grade:
3.33% (6 of 180 CP)

13	**Module Prerequisites:** There are restrictions concerning the combination with other Business/Economics Electives, see § 7 of the Examinaton Rules.	
14	**Presence:** Presence is strongly recommended to warrant learning success.	
15	**Mobility/Acknowledgement:**	
	Use of the module for other course programs	Bachelor Business Administration, Bachelor Economics, Bachelor Politics and Economics, Bachelor Economics and Law, Dual Bachelor Economics, Bachelor Mathematics, Bachelor Geography
	Module Title english	Business Cooperation: Current Cases
	English translation of module components from section 3	No 1: Seminar Business Cooperation: Current Cases
16	**Responsible Lecturer:** Prof. Dr. Theresia Theurl	**Department:** School of Business and Economics
17	**Misc.:**	

International Public Economics (6 ECTS)

Term 1+2

Lecturer: Prof. Dr. Becker

Link: https://www.wiwi.uni-muenster.de/iff1/teaching

Module Title english:	International Public Economics				
Course Program:					
1	**Module No:** VWL MWP15	**State**	**Language of Instruction:** English		
2	**Turn:** each winter semester	**Duration:** 1 semester	**Semester:**	**CP:** 6	**Workload (h):** 180

3 **Module Structure:**

No	Type	Course	State	Workload (h)	
				Presence (h + CH)	**Self-Study (h)**
1	Lecture/ Exercise	Advanced Public Economics (Lecture with tutorial)	Compulsory	60 h (4 CH)	120

4 **Module Contents:**
Main topics and learning objectives:
In this course students will discuss scientific papers in public economics. The main focus is on the methodology of recent research in this field. This includes mathematical models and estimation procedures. The course aims at research-orientated master students and graduate students.

5 **Learning outcomes:**
Academic:
The course gives an overview of the most recent research papers and methods in public economics. Participants will be able to read, analyse and classify scientific papers. Learning how to work with formal models and apply recent estimation techniques is an important requirement for the students' own research within a master or doctoral thesis.
Soft skills:
Participants will learn how to think at a highly formal and abstract level.

6 **Description of possible electives within the modules:**
none

7 **Examination:** Final Module Exam

8 **Relevant Work:**

No	Number and Type; Connection to Course	Duration	Part of final mark in %

	1	8 home assignments to be handed in during the course	approx. 3 pages each	100 %

9 **Study Work:** none

10 **Prerequisites for Credit Points:**
The credit points will be granted after all relevant work and study work have been successfully completed.

11 **CP Assignment:**

Presence	No 1	2.00 CP
Relevant Work	No 1	4.00 CP
Total		6 CP

12 **Weight of the module grade for the overall grade:**
5% (6 of 120 CP)

13 **Module Prerequisites:**
Good knowledge in microeconomic theory and econometrics, strong interest in scientific research, participation in the course 'Public Economics' is recommended but not required.

14 **Presence:**
Presence is strongly recommended to warrant learning success.

15 **Mobility/Acknowledgement:**

Use of the module for other course programs	Master Business Administration, Master Economics, Master Public Policy, Master Mathematics, Master Human Geography
Module Title english	International Public Economics
English translation of module components from section 3	No 1: Advanced Public Economics (Lecture with tutorial)

16 **Responsible Lecturer:**
Professor Dr. Johannes Becker

Department:
School of Business and Economics

17 **Misc.:**

Microeconometrics (6 ECTS)

Terms 1 + 2

Lecturer: Dr. Böhm

Link: https://www.wiwi.uni-muenster.de/inwire/studium/Veranstaltungen

Module Title english:	Applied Microeconometrics				
Course Program:					
1	**Module No:** VWL	**State:** Compulsory	**Language of Instruction:** English		
2	**Turn:** each winter semester	**Duration:** 1 semester	**Semester:** 1	**CP:** 6	**Workload (h):** 180

3 **Module Structure:**

No	Type	Course	State	Workload (h)	
				Presence (h + CH)	**Self-Study (h)**
1	Lecture	Microeconometrics	Compulsory	30 h (2 CH)	60
2	Exercise	Tutorial Microeconometrics	Compulsory	30 h (2 CH)	60

4 **Module Contents:**

Background and relations to other courses:
This course builds on the courses statistics, empirical methods, advanced statistics and econometrics I & II.

Main topics and learning objectives:
The course introduces the most common methods used in modern microeconometric applications and shows how these methods can be implemented using statistical software.

Themes	Learning objectives
Instrumental variables Regression Discontinuity Design Panel-data models Quantile regression Limited dependent variables	During the lectures I will introduce econometric methods and their applications. In the tutorial, we will implement those methods using real world data.

5 **Learning outcomes:**

Academic:
Participants should be able (i) to identify appropriate estimation methods in specific economic applications and (ii) implement those methods practically using statistical software.

Soft skills:
You get experience in analyzing complex economic problems by conducting small scale econometric projects independently.

6 **Description of possible electives within the modules:**
none

7 **Examination:** Final Module Exam

8 **Relevant Work:**

No	Number and Type; Connection to Course	Duration	Part of final mark in %
1	Final written exam	90 min.	100 %

9 **Study Work:** none

10 **Prerequisites for Credit Points:**
The credit points will be granted after all relevant work and study work have been successfully completed.

11 **CP Assignment:**

Presence	No 1	1.00 CP
	No 2	1.00 CP
Relevant Work	No 1	4.00 CP
Total		6 CP

12 **Weight of the module grade for the overall grade:**
5% (6 of 120 CP)

13 **Module Prerequisites:**
Recommended: Statistics, Empirical Methods (Master's level), Advanced Statistics, Econometrics (Bachelor's level)

14 **Presence:**
Presence is strongly recommended.to warrant learning success

15 **Mobility/Acknowledgement:**

Use of the module for other course programs	Master Business Administration, Master Economics, Master Mathematics, Master Human Geography
Module Title english	Applied Microeconometrics
English translation of module components from section 3	No 1: Microeconometrics
	No 2: Tutorial Microeconometrics

16 **Responsible Lecturer:**
Dr. Tobias Böhm

Department:
School of Business and Economics

17 **Misc.:**

Time Series Analysis (6 ECTS)

(Bachelor students are allowed to participate in this class!)

Term 1+2

Lecturer: Dr. Segnon

Link: https://www.wiwi.uni-muenster.de/oeew/de/studium/veranstaltungen-sose-2020

<table>
<tr><td colspan="2">Module Title english:</td><td colspan="4">Time Series Analysis</td></tr>
<tr><td colspan="2">Course Program:</td><td colspan="4"></td></tr>
<tr><td>1</td><td>Module No: VWL</td><td>State: Compulsory</td><td colspan="3">Language of Instruction: English</td></tr>
<tr><td>2</td><td>Turn: each winter semester</td><td>Duration: 1 semester</td><td>Semester: 1</td><td>CP: 6</td><td>Workload (h): 180</td></tr>
<tr><td>3</td><td colspan="5">Module Structure:
<table>
<tr><th>No</th><th>Type</th><th>Course</th><th>State</th><th>Workload (h)</th><th></th></tr>
<tr><td></td><td></td><td></td><td></td><td>Presence (h + CH)</td><td>Self-Study (h)</td></tr>
<tr><td>1</td><td>Lecture</td><td>Time Series Analysis</td><td>Compulsory</td><td>30 h (2 CH)</td><td>60</td></tr>
<tr><td>2</td><td>Exercise</td><td>Time Series Analysis</td><td>Compulsory</td><td>30 h (2 CH)</td><td>60</td></tr>
</table></td></tr>
<tr><td>4</td><td colspan="5">Module Contents:
Background and relations to other courses:
This module introduces the basic methodological devices required for understanding the time series analysis approaches used in empirical economics.
Main topics and learning objectives:
Topics: Univariate times series; stochastic processes; stationarity; moment functions; ergodicity; random walks; white noise; ARMA processes; estimation methods; unit root tests; GACRH processes.
Learning goals: Active and passive comprehension of the methods of time series analysis.</td></tr>
<tr><td>5</td><td colspan="5">Learning outcomes:
Academic:
The students are statistically and numerically literate. They recognize the importance and value of statistical thinking, training, and approach to problem solving. They are familiar with a variety of examples where econometrics or statistics help accurately explain abstract phenomena. They can recognize and appreciate the connections between theory and applications. Students learn to independently read time series literature of various types, including survey articles, scholarly books, and online sources.
Soft skills:
Logic and Critical Thinking: Students have a facility with abstract reasoning, including the ability to abstract from concrete situations and make ideas precise by formulating them statistically. They can analyze, test, and interpret technical arguments, and form independent judgements. This includes their own arguments and those of others, in both academic and non-academic contexts. Problem solving: The students use their training in time series analysis to help guide possible lines of inquiry.</td></tr>
</table>

	They solve complex problems by identifying feasible divisions into simpler sub-problems. They gather and organize relevant information such as related problems, examples and counterexamples. They sharpen time series questions as a problem solving strategy. They identify suitable existing methods of analysis and assess their strengths and weaknesses in the context of the problem being considered. They construct abstract models using appropriate economic and statistical tools. They use computers and software as exploratory, visualization, modelling and computational tools. The students can engage their creativity in the quest for novel or elegant solutions. Communication: The students accept comments and feedback, and learn from them. They can explain fundamental concepts from time series analysis to non-experts. They can justify choices made during problem solving and interpretation of results. The students present the results and assessment of a problem solving strategy. They communicate logical arguments both orally and in writing to a range of audiences.
6	**Description of possible electives within the modules:** none
7	**Examination:** Final Module Exam
8	**Relevant Work:** **No** | **Number and Type; Connection to Course** | **Duration** | **Part of final mark in %** 1 | Final written exam | 90 min. | 100 %
9	**Study Work:** none
10	**Prerequisites for Credit Points:** The credit points will be granted after all relevant work and study work have been successfully completed.
11	**CP Assignment:** **Presence** | No 1 | 1.00 CP **Presence** | No 2 | 1.00 CP **Relevant Work** | No 1 | 4.00 CP **Total** | | 6 CP
12	**Weight of the module grade for the overall grade:** 5% (6 of 120 CP)
13	**Module Prerequisites:** Recommended: Sound knowledge of the basics of statistics and econometrics (modules Statistics, Empirical Economics, Advanced Statistics, Econometrics at the Bachelor level, Empirical Methods at the Master level).
14	**Presence:** Presence is strongly recommended to warrant learning success
15	**Mobility/Acknowledgement:** **Use of the module for other course programs** | Master Business Administration, Master

		Economics, Master Mathematics, Master Human Geography
	Module Title english	Time Series Analysis
	English translation of module components from section 3	No 1: Time Series Analysis
		No 2: Time Series Analysis
16	**Responsible Lecturer:** Prof. Dr. Mark Trede, Professor Dr. Bernd Wilfling	**Department:** School of Business and Economics
17	**Misc.:**	

Seminar Advanced Monetary Theory and Policy (6 ECTS)

(Bachelor students are allowed to participate in this class)

Lecturer: Prof. Dr. Bohl

A registration in advance is necessary, the number of participants is limited.

Link: https://www.wiwi.uni-muenster.de/me/de/studium/vorlesungen

<table>
<tr><td colspan="2">Module Title english:</td><td colspan="5">Current Topics in Monetary Economics</td></tr>
<tr><td colspan="2">Course Program:</td><td colspan="5"></td></tr>
<tr><td>1</td><td>Module No: VWL</td><td>State:</td><td colspan="3">Language of Instruction: English</td></tr>
<tr><td>2</td><td>Turn: each winter semester</td><td>Duration: 1 semester</td><td>Semester:</td><td>CP: 6</td><td>Workload (h): 180</td></tr>
<tr><td>3</td><td colspan="5">Module Structure:
<table>
<tr><th>No</th><th>Type</th><th>Course</th><th>State</th><th>Workload (h)</th><th></th></tr>
<tr><td></td><td></td><td></td><td></td><td>Presence (h + CH)</td><td>Self-Study (h)</td></tr>
<tr><td>1</td><td>Seminar</td><td>Seminar Advanced Monetary Theory and Policy</td><td>Compulsory</td><td>30 h (2 CH)</td><td>150</td></tr>
</table></td></tr>
<tr><td>4</td><td colspan="5">Module Contents:
Main topics and learning objectives:
Students are expected to combine skills acquired in other by accomplishing an applied and independent case study (term paper) on a current research topic. Theoretical, empirical and methodological aspects have to be combined and the results of the individual papers have to be presented and discussed in front of the class.</td></tr>
<tr><td>5</td><td colspan="5">Learning outcomes:
Academic:
This module enables students to empirically apply knowledge from previous lectures.
Soft skills:
The seminar’s participants write a term paper and present their findings in front of the class. Hence, key skills for successful and scientific research are acquired and extended. Special focus is given to the critical examination and discussion of the students’ findings.</td></tr>
<tr><td>6</td><td colspan="5">Description of possible electives within the modules:
none</td></tr>
<tr><td>7</td><td colspan="5">Examination: Examinations for every part of the module</td></tr>
<tr><td>8</td><td colspan="5">Relevant Work:</td></tr>
</table>

	No	**Number and Type; Connection to Course**	**Duration**	**Part of final mark in %**
	1	Term paper	10-15 pages	80 %
	2	Presentation	20 min.	20 %

9	**Study Work:**		
	No	**Number and Type; Connection to Course**	**Duration**
	1	none	

10	**Prerequisites for Credit Points:** The credit points will be granted after all relevant work and study work have been successfully completed.

11	**CP Assignment:**		
	Presence	No 1	6.00 CP
	Relevant Work	No 1	-
		No 2	-
	Study Work	No 1	-
	Total		6 CP

12	**Weight of the module grade for the overall grade:** 5% (6 of 120 CP)
13	**Module Prerequisites:** none
14	**Presence:** Presence is strongly recommended to warrant learning success.

15	**Mobility/Acknowledgement:**	
	Use of the module for other course programs	Master Business Administration, Master Economics, Master Mathematics, Master Human Geography
	Module Title english	Current Topics in Monetary Economics
	English translation of module components from section 3	No 1: Seminar Advanced Monetary Theory and Policy

16	**Responsible Lecturer:** Professor Dr. Martin Bohl	**Department:** School of Business and Economics
17	**Misc.:**	

Dynamic Macroeconomics: Economic Growth (6 ECTS)

Term 1+2

Lecturer: Prof. Dr. Pfister

Link: https://www.wiwi.uni-muenster.de/cqe/de/studium/vorlesungen

Selected Topics in Econometrics, Statistics and Empirical Economics II (6 ECTS)

Module Title english:	Selected Topics in Econometrics, Statistics and Empirical Economics II				
Course Program:					
1	**Module No:** vwl	**State:** Compulsory	**Language of Instruction:** English		
2	**Turn:** each semester	**Duration:** 1 semester	**Semester:**	**CP:** 6	**Workload (h):** 180

3 **Module Structure:**

No	Type	Course	State	Workload (h)	
				Presence (h + CH)	**Self-Study (h)**
1	Lecture	Course on Selected Topics in Econometrics, Statistics and Empirical Economics II	Elective	30 h (2 CH)	60
2	Exercise	Class on Selected Topics in Econometrics, Statistics and Empirical Economics II	Elective	30 h (2 CH)	60
3	Seminar	Seminar on Selected Topics in Econometrics, Statistics and Empirical Economics II	Elective	30 h (2 CH)	150

4 **Module Contents:**
Background and relations to other courses:
This course builds on the basic courses in econometrics.
Main topics and learning objectives:
Selected current topics in econometrics, statistics or empirical economics.

Themes	Learning objectives
Current topics in econometrics, statistics or empirical economics.	To understand and to be able to apply advanced econometric methods.

5 **Learning outcomes:**
Academic:
Knowledge of current literature and research, reproduction of relevant papers, perform elementary own research
Soft skills:

	Clear Thinking
6	**Description of possible electives within the modules:** You have to visit either the lectures and classes and sit the final written exam, or the seminar and write and present a paper
7	**Examination:** Examinations for every part of the module

8 **Relevant Work:**

No	Number and Type; Connection to Course	Duration	Part of final mark in %
1	Final Written Exam	90 min.	100 %
2	OR (visit of Seminar): paper	ca. 20 pages	50 %
3	Presentation	45 min.	50 %

9 **Study Work:**

No	Number and Type; Connection to Course	Duration
1	none	

10 **Prerequisites for Credit Points:**
The credit points will be granted after all relevant work and study work have been successfully completed.

11 **CP Assignment:**

Presence	No 1	3.00 CP
	No 2	3.00 CP
	No 3	6.00 CP
Relevant Work	No 1	-
	No 2	-
	No 3	-
Study Work	No 1	-
Total		12 CP

12 **Weight of the module grade for the overall grade:**
5% (6 of 120 CP)

13 **Module Prerequisites:**
Recommended: Good basic knowledge in Econometrics/Statistics (Modules Statistics, Empiricao Economics, Advanced Statistics, Econometrics from Bachelor's level, Empirical Methods from Master's level)

14 **Presence:**
Attendance is recommended.

15 **Mobility/Acknowledgement:**

	Use of the module for other course programs	Master Business Administration, Master Economics, Master Mathematics, Master Human Geography
	Module Title english	Selected Topics in Econometrics, Statistics and Empirical Economics II
	English translation of module components from section 3	No 1: Course on Selected Topics in Econometrics, Statistics and Empirical Economics II
		No 2: Class on Selected Topics in Econometrics, Statistics and Empirical Economics II
		No 3: Seminar on Selected Topics in Econometrics, Statistics and Empirical Economics II
16	**Responsible Lecturer:** Prof. Dr. Mark Trede, Professor Dr. Bernd Wilfling	**Department:** School of Business and Economics
17	**Misc.:**	

Advanced Time Series Analysis – Models with latent variables (6 ECTS)

Term 1+2

Lecturer: Dr. Beccarini

Link: https://www.wiwi.uni-muenster.de/oeew/de/studium/veranstaltungen-sose-2020

Dynamic Optimization (6 ECTS)

Term 1+2

Lecturer: Prof. Dr. Trede

Link: https://www.wiwi.uni-muenster.de/oeew/de/studium/veranstaltungen-sose-2020

Introduction to R (6 ECTS)

Term 1 (September)

Lecturer: Prof. Dr. Trede

Link: https://www.wiwi.uni-muenster.de/oeew/de/studium/veranstaltungen-wise-20192020

Economics of Fairness and Cooperation (6 ECTS)

Term 1+2

Lecturer: Prof. Dr. Löschel

Link: https://www.wiwi.uni-muenster.de/ceres/en/studies/courses

Seminar Econooimcs and Philosophy of Happiness (6 ECTS)

Term 1+2

Lecturer: Prof. Dr. Löschel

Link: https://www.wiwi.uni-muenster.de/ceres/en/studies/courses

Econometric Impact Evaluation (6 ECTS)

online

Term 1+2

Lecturer: Prof. Dr. Trede

Link: https://www.wiwi.uni-muenster.de/oeew/de/studium/veranstaltungen-wise-20192020

Multivariate Time series analysis (6 ECTS)

Term 1+2

Lecturer: Dr. Segnon

Link: https://www.wiwi.uni-muenster.de/oeew/de/studium/veranstaltungen-wise-20192020

Introduction to STATA (6 ECTS)

Term 1 (September)

Lecturer: Jingjing Lyu

Link: https://www.wiwi.uni-muenster.de/oeew/de

Information Systems:

Information Management: Managing the Information Age Organization (6 ECTS)

Term 1+2

Lecturer: Dr. Schellhammer, Prof. Dr. Klein

Link: https://www.wi.uni-muenster.de/de/studierende/lehrangebot

Module Title english:	Information Management: Managing the Information Age Organization				
Course Program:					
1	**Module No:** WI	**State:**	**Language of Instruction:** English		
2	**Turn:** each winter semester	**Duration:** 1 semester	**Semester:**	**CP:** 6	**Workload (h):** 180

3 **Module Structure:**

No	Type	Course	State	Workload (h)	
				Presence (h + CH)	**Self-Study (h)**
1	Lecture	Managing the Information Age Organization	Compulsory	30 h (2 CH)	90
2	Exercise	Tutorial on Managing the Information Age Organization	Compulsory	30 h (2 CH)	30

4 **Module Contents:**

Background and relations to other courses:

The lecture Managing the Information Age Organization assumes that students have a basic understanding of Business Administration, Management Studies, and business applications of information technology as conveyed in Bachelor Programs in IS and related fields.

Main topics and learning objectives:

The lecture provides students with a sound understanding of management and management theories as well as with the foundations of the information society. On the basis of this understanding, students are confronted with management challenges prevalent in the information age. While doing this, special emphasis is laid on how information technology affects the capabilities of an organization to compete in the information economy. Teaching is conducted through traditional lectures complemented with case study work and discussions in the classroom. Additional reading material is provided in order to allow students to review parts of the content at their leisure and to extend their knowledge in areas of personal interest.

5 **Learning outcomes:**

Academic:

After attending the course students should be familiar with the foundations of management, i.e. (strategic) planning, controlling, organization, and leadership. They should understand the specific conditions organizations are exposed to in the “Information Age” and be able to explain the technological, social and economic phenomena constituting it. Furthermore, they are expected to have an idea of how the information age challenges traditional management concepts and what appropriate responses to these challenges might look like.

Soft skills:

The course introduces students to the analysis of case studies in small groups and furthers their ability to actively participate in classroom discussions.

6 **Description of possible electives within the modules:**
The module can be taken as part of the track Information Management or as an elective. Within the electives a minimum of 2 seminars has to be taken.

7 **Examination:** Final Module Exam

8 **Relevant Work:**

No	Number and Type; Connection to Course	Duration	Part of final mark in %
1	Final written exam	up to 120 min.	100 %

9 **Study Work:** none

10 **Prerequisites for Credit Points:**
The credit points will be granted after all relevant work and study work have been successfully completed.

11 **CP Assignment:**

Presence	No 1	1.00 CP
	No 2	1.00 CP
Relevant Work	No 1	4.00 CP
Total		6 CP

12 **Weight of the module grade for the overall grade:**
5% (6 of 120 CP)

13 **Module Prerequisites:**
none

14 **Presence:**
Presence is strongly recommended to warrant learning success

15 **Mobility/Acknowledgement:**

Use of the module for other course programs	Master Business Administration, Master Information Systems
Module Title english	Information Management: Managing the Information Age Organization
English translation of module components from section 3	No 1: Managing the Information Age Organization
	No 2: Tutorial on Managing the Information Age Organization

16 **Responsible Lecturer:**
Prof. Dr. Stefan Klein, Dr. Stefan Schellhammer

Department:
School of Business and Economics

17 **Misc.:**

Information Management: Tasks and Techniques (6 ECTS)

Term 1+2

Dozent: Dr. Teubner

Link: https://www.wi.uni-muenster.de/de/studierende/lehrangebot

<table>
<tr><td colspan="2">Module Title english:</td><td colspan="5">Information Management: Tasks and Techniques</td></tr>
<tr><td colspan="2">Course Program:</td><td colspan="5"></td></tr>
<tr><td>1</td><td>Module No: WI</td><td>State: Compulsory</td><td colspan="4">Language of Instruction: English</td></tr>
<tr><td>2</td><td>Turn: each winter semester</td><td>Duration: 1 semester</td><td>Semester:</td><td>CP: 6</td><td colspan="2">Workload (h): 180</td></tr>
<tr><td>3</td><td colspan="6">Module Structure:
<table>
<tr><th>No</th><th>Type</th><th>Course</th><th>State</th><th>Workload (h)</th><th></th></tr>
<tr><td></td><td></td><td></td><td></td><td>Presence (h + CH)</td><td>Self-Study (h)</td></tr>
<tr><td>1</td><td>Lecture</td><td>Tasks and Techniques</td><td>Compulsory</td><td>30 h (2 CH)</td><td>90</td></tr>
<tr><td>2</td><td>Exercise</td><td>Exercise on Tasks and Techniques</td><td>Compulsory</td><td>30 h (2 CH)</td><td>30</td></tr>
</table></td></tr>
<tr><td>4</td><td colspan="6">Module Contents:
Background and relations to other courses:
The course requires a sound understanding of both management studies and information processing in business. This course interlinks with the course “Managing the Information Age Organization”, which deepens the students’ understanding of management basics that this course builds upon. In order to provide students from a non IS-background with the managerial understanding of information processing necessary for participating successfully in this course, an extensive script on this subject is provided at the beginning of the semester.
Main topics and learning objectives:
The lecture provides students with an overview of executives’ duties in managing an organization’s information and communication capabilities. These duties include tasks such as strategic information planning, strategy implementation, as well as sourcing and organizing the information function. These tasks are structured in a comprehensive framework based on management theory. While identifying critical IM tasks and responsibilities, the course presents methods and techniques that can be applied to deal with them. Class discussions on case studies give students the opportunity to consolidate their newly acquired knowledge and apply the techniques presented to typical problems. In addition, occasional discussions with IT executives allow students to reflect their conceptual knowledge in light of real world practices.</td></tr>
<tr><td>5</td><td colspan="6">Learning outcomes:
Academic:
The course provides students with skills indispensable for an IT executive. In particular, students will obtain a comprehensive overview of the field of IT management and get acquainted with the typical tasks IT managers are charged with. They will also get to know prominent frameworks and</td></tr>
</table>

techniques to solve IM tasks as proposed in textbooks.
Soft skills:
In addition to expertise in the fields mentioned above, students will deepen their skills in constructively analyzing and solving case studies in both classroom settings and as part of individual assignments.

6 **Description of possible electives within the modules:**
The module can be taken as part of the track Information Management or as an elective. Within the electives a minimum of 2 seminars has to be taken.

7 **Examination:** Final Module Exam

8 **Relevant Work:**

No	Number and Type; Connection to Course	Duration	Part of final mark in %
1	Final written exam	up to 120 min.	100 %

9 **Study Work:**

No	Number and Type; Connection to Course	Duration
1	Answering case-study questions	10 pages

10 **Prerequisites for Credit Points:**
The credit points will be granted after all relevant work and study work have been successfully completed.

11 **CP Assignment:**

Presence	No 1	1.00 CP
	No 2	1.00 CP
Relevant Work	No 1	3.00 CP
Study Work	No 1	1.00 CP
Total		6 CP

12 **Weight of the module grade for the overall grade:**
5% (6 of 120 CP)

13 **Module Prerequisites:**
none

14 **Presence:**
Presence is strongly recommended to warrant learning success

15 **Mobility/Acknowledgement:**

Use of the module for other course programs	Master Business Administration, Master Information Systems
Module Title english	Information Management: Tasks and Techniques

	English translation of module components from section 3	No 1: Tasks and Techniques No 2: Exercise on Tasks and Techniques
16	**Responsible Lecturer:** Prof. Dr. Stefan Klein, Dr. Alexander Teubner	**Department:** School of Business and Economics
17	**Misc.:**	

Process Management: Information Modeling (6 ECTS)

Term 1+2

Lecturer: several

Link: https://www.wi.uni-muenster.de/de/studierende/lehrangebot

Module Title english:	Process Management: Information Modeling				
Course Program:					
1	**Module No:** WI	**State:**	**Language of Instruction:** English		
2	**Turn:** each winter semester	**Duration:** 1 semester	**Semester:**	**CP:** 6	**Workload (h):** 180

3 **Module Structure:**

No	Type	Course	State	Workload (h)	
				Presence (h + CH)	**Self-Study (h)**
1	Lecture	Information Modeling	Compulsory	30 h (2 CH)	60
2	Exercise	Exercise on Information Modeling	Compulsory	30 h (2 CH)	60

4 **Module Contents:**

Background and relations to other courses:

The lecture is on one of the core topic areas in Information Systems and Business Process Management: Conceptual Modeling (i.e., process modeling, data modeling, organizational modeling etc.) with a focus on the use and reuse of conceptual models in business. Hence, the focus is not on how to create a conceptual model, but on what are the preconditions of models to really be usable in practice and on approaches and methodologies supporting model use and reuse, especially model analysis. The lecture therefore provides a theoretical basis for courses applying modeling techniques, such as PM2, PM3, BI1, ISD1, ISD2, ISD3, PR1, PR2, and PR3.

Main topics and learning objectives:

Themes	Learning objectives
Meta modeling / meta meta modeling / meta modeling tools	To be able to design modeling languages with meta models, and to be able to design modeling tools and meta modeling tools with meta model and meta model-based databases.
Modeling frameworks	To be able to provide an overview of modeling frameworks, to be able to evaluate and compare them, and to be able to apply selected parts of them.
Model variant management	To be able to apply selected approaches on model variant management onto models of different modeling languages.

	Model disambiguation	To know why unambiguous models are a precondition for actually using them for business purposes, and to apply selected methodologies on model disambiguation.
	Model analysis	To know different areas of model analysis, for instance process improvement, process compliance, model transformation, model comparison, model integration, and to be able to apply selected approaches on model analysis. The focus is on pattern-based model querying.
	Process mining	To be able to explain the purpose and the basics of process mining and to apply selected process mining approaches.
	Domain-specific modeling	To explain domain-specific modeling and to be able to argue both in favor and against the usage of such modeling approaches.

5

Learning outcomes:
Academic:
Impart a broad and profound understanding of the main tasks and challenges of conceptual modeling in Business Process Management. Facilitate understanding of different modeling and model analysis approaches and judge their appropriateness for specific contexts of application.
Soft skills:
The ability to organize small working groups independently and to give presentations in front of a large audience.

6

Description of possible electives within the modules:
The module can be taken as part of the track Process Management or as an elective. Within the electives a minimum of 2 seminars has to be taken.

7

Examination: Examinations for every part of the module

8

Relevant Work:

No	Number and Type; Connection to Course	Duration	Part of final mark in %
1	Final Written Exam	120 min.	100 %

9

Study Work:

No	Number and Type; Connection to Course	Duration
1	10 exercises (case studies) in groups from 5 - 6 students, 4 presentations per participant	4-8 pages/case study, ca. 20 min/presentation

10

Prerequisites for Credit Points:
The credit points will be granted after all relevant work and study work have been successfully completed.

11

CP Assignment:

Presence	No 1	1.00 CP
	No 2	1.00 CP
Relevant Work	No 1	3.00 CP

	Study Work	No 1	1.00 CP
	Total		6 CP

12	**Weight of the module grade for the overall grade:** 5% (6 of 120 CP)
13	**Module Prerequisites:** Understand basics of conceptual modeling, that is, process modeling and data modeling.
14	**Presence:** Presence is strongly recommended to warrant learning success

15 **Mobility/Acknowledgement:**

Use of the module for other course programs	Master Business Administration, Master Information Systems
Module Title english	Process Management: Information Modeling
English translation of module components from section 3	No 1: Information Modeling
	No 2: Exercise on Information Modeling

16	**Responsible Lecturer:** Prof. Dr. Dr. h.c. Dr. h.c. Jörg Becker	**Department:** School of Business and Economics
17	**Misc.:** Besides conceptual work, the course includes work with selected Business Process Managment tools related to conceptual modeling: Process modeling tools, process analysis tools, and process mining tools.	

Business Networks: Inter-Organization Systems (6 ECTS)

Term 1+2

Lecturer: Prof. Dr. Klein

Link: https://www.wi.uni-muenster.de/de/studierende/lehrangebot

Module Title english:	Business Networks: Interorganizational Systems				
Course Program:					
1	**Module No:** WI	**State:**	**Language of Instruction:** English		
2	**Turn:** each winter semester	**Duration:** 1 semester	**Semester:**	**CP:** 6	**Workload (h):** 180

3 **Module Structure:**

No	Type	Course	State	Workload (h)	
				Presence (h + CH)	**Self-Study (h)**
1	Lecture	Interorganizational Systems	Compulsory	30 h (2 CH)	45
2	Exercise	Exercise on Interorganizational Systems	Compulsory	30 h (2 CH)	75

4 **Module Contents:**

Main topics and learning objectives:

Networks have become ubiquitous forms of organizing in and between economy, public administration and society at large. On the backdrop of this development, this module introduces interorganizational systems and networks in a business context, yet with linkages to public administration (e.g. customs) and social networks. It aims to explore the contingencies and strategies that lie behind the evolution and use of interorganizational information infrastructures and applications (IOS). Further, students will examine the impact of IOS on distributed forms of value generation such as electronic markets and various types of networks. Drawing on case examples as well as theoretical concepts, a life cycle perspective of IOS management will be introduced. The implications of IOS will be discussed from various perspectives such as industry transformation, intermediation, strategic management, organization, information management, IS development and standardization. This discussion will be informed by theories addressing networking issues such as institutional economics, collective action or organization theory.

Themes	Learning objectives
Transaction cost economics, strategic lenses on networks, organizational and governance issues, managing (in) a collaborative environment, standardization, ecosystems and infrastructures,	The students will acquire a repertoire of theories and concepts to study corporate networks and learn how to apply them to selected cases of networks in order to explain their design and evolution. They will understand contingencies of network design and key dimensions of network management. This enables them to contribute to theoretical and empirical research as well as to create and shape practical socio-technical systems based on

	well-founded principles.

5

Learning outcomes:
Academic:
Upon completion of this course, students will
a) be able to distinguish different approaches to govern economic activities and different types of interorganizational network arrangements.
b) They will be able to discuss the suitability of networks for different economic tasks and environments. c) They will comprehend dilemmas involved in the development of standards.
d) They will be able to reflect on approaches for managing in a dynamic, networked environment, including the facilitation of collaboration and ambidexterity.
e) The participants will develop a repertoire of theoretical approaches and be able to apply them to explain cases of IOS and interorganizational infrastructures across various industries.
Soft skills:
a) In addition to providing students with the capabilities to deal with academic concepts and literature reflectively, the course helps to further the students' ability to take an active part in discussions. This ability is based on a combination of reading, thinking, writing, discussing and listening skills. b) Moreover, students will develop skills in applying these techniques to practical problems. c) Course assignments will be organized as group work, so that students can practice their collaboration skills and learn techniques for efficient collaboration.

6

Description of possible electives within the modules:
The module can be taken as part of the track Business Networks or as an elective. Within the electives a minimum of 2 seminars has to be taken.

7

Examination: Examinations for every part of the module

8

Relevant Work:

No	Number and Type; Connection to Course	Duration	Part of final mark in %
1	Written Exam	120 min.	50 %
2	In groups of 3 - 5 students: Reflexion on readings by presentation, written report and comments on reading	Ca. 15 min., ca 5 pages, ca 6 pages	50 %

9

Study Work: none

10

Prerequisites for Credit Points:
The credit points will be granted after all relevant work and study work have been successfully completed.

11

CP Assignment:

Presence	No 1	1.00 CP
	No 2	1.00 CP
Relevant Work	No 1	2.00 CP
	No 2	2.00 CP
Total		6 CP

12	**Weight of the module grade for the overall grade:** 5% (6 of 120 CP)	
13	**Module Prerequisites:** none	
14	**Presence:** Presence is strongly recommended to warrant learning success	
15	**Mobility/Acknowledgement:**	
	Use of the module for other course programs	Master Business Administration, Master Information Systems
	Module Title english	Business Networks: Interorganizational Systems
	English translation of module components from section 3	No 1: Interorganizational Systems
		No 2: Exercise on Interorganizational Systems
16	**Responsible Lecturer:** Prof. Dr. Stefan Klein	**Department:** School of Business and Economics
17	**Misc.:**	

Business Intelligence: Management Information Systems and Data Warehousing (6 ECTS)

Term 1+2

Lecturer: Prof. Dr. Dr. h.c. Becker

Link: https://www.wi.uni-muenster.de/de/studierende/lehrangebot

<table>
<tr><td colspan="2">Module Title english:</td><td colspan="5">Business Intelligence: Management Information Systems and Data Warehousing</td></tr>
<tr><td colspan="2">Course Program:</td><td colspan="5"></td></tr>
<tr><td>1</td><td>Module No: WI</td><td>State:</td><td colspan="4">Language of Instruction: English</td></tr>
<tr><td>2</td><td>Turn: each winter semester</td><td>Duration: 1 semester</td><td>Semester:</td><td>CP: 6</td><td>Workload (h): 180</td></tr>
<tr><td>3</td><td colspan="5">Module Structure:
<table>
<tr><th>No</th><th>Type</th><th>Course</th><th>State</th><th colspan="2">Workload (h)</th></tr>
<tr><td></td><td></td><td></td><td></td><td>Presence (h + CH)</td><td>Self-Study (h)</td></tr>
<tr><td>1</td><td>Lecture</td><td>Management Information Systems and Data Warehousing</td><td>Compulsory</td><td>30 h (2 CH)</td><td>60</td></tr>
<tr><td>2</td><td>Exercise</td><td>Exercises on Management Information Systems and Data Warehousing</td><td>Compulsory</td><td>30 h (2 CH)</td><td>60</td></tr>
</table></td></tr>
<tr><td>4</td><td colspan="5">Module Contents:
Background and relations to other courses:
This module is embedded into the Business Intelligence track in a way that it complements the Data Analytics courses from a business and system perspective. In contrast to the other two modules in this track, Management Information Systems and Data Warehousing (MIS+DWH) does not focus on statistical methods. It can be seen as an extension to the Data Management course from the Bachelor degree, as the design of Data Warehouse systems is linked to understanding the modeling of databases and underlying analytical processes (e.g., OLAP). The Data Integration course is seen as a valuable supplement: while in MIS+DWH the focus is set on activities within the Data Warehouse, Data Integration is mostly concerned with getting the data from various sources into one system, which is the Data Warehouse in this case.
Main topics and learning objectives:
Business Intelligence (BI) refers to a variety of methods and techniques for the analysis of business data such as Data Warehousing (DWH), Reporting, Online Analytical Processing (OLAP), and Data Mining. This module addresses the methodical design and implementation of Data Warehouse systems in support of management’s decision making, particularly via appropriate use of multidimensional schema design, ETL, and OLAP techniques. All relevant concepts are demonstrated from both a theoretical and a practical perspective. In this course, traditional lectures are complemented by student presentations that provide additional content. In addition, exercises and</td></tr>
</table>

case studies provide sample opportunities to perform the various development phases in (pseudo-) practical settings. The practical perspective is enriched by guest lectures from the field.

Themes	Learning objectives
Data Warehousing Fundamentals	To define architectures and use cases of Data Warehousing and Management Information Systems and to assess their roles for companies
OLAP Processing and Optimization	To compare differences between OLTP and OLAP; to contrast OLAP workloads and demonstrate appropriate OLAP optimization techniques
ETL Design	To compare different ETL processes and tools; to design simple ETL processes
OLAP Modeling	To describe the role of functional dependencies for the identification of multidimensional structures; to design multidimensional structures
OLAP Modeling Approaches	To assess different OLAP modeling approaches; to demonstrate conceptual modeling of scenarios according to an appropriate approach
OLAP Implementation	To describe the architecture and functionality of OLAP systems; to implement reports with a standard BI platform according to a case study
Modern Architectures	To characterize modern architectures addressing hardware trends (multi/many core, in-memory), novel data requirements (Big Data, streaming data), and increased user expectations (situational BI)
Project Management	To compare different approaches to engage in MIS/DWH projects; to evaluate different BI strategies in organizations and understand their implementation
Information Management	To understand Data Science concepts; to be able to apply information needs analyses

5

Learning outcomes:
Academic:
The students learn to know common methods and practices as well as technological foundations for creation and maintenance of Data Warehouse and Management Information Systems. The students will develop an understanding of the most common terms in the domain and will be able to critically reflect on these.
Soft skills:
Through exercises and presentations, students are able to develop the following soft skills: • Presentation techniques • Team work • Ability to communicate and collaborate • Autonomous working • Time management • Application of theoretical concepts in practical settings

6

Description of possible electives within the modules:
The module can be taken as part of the track Business Intelligence or as an elective. Within the electives a minimum of 2 seminars has to be taken.

7

Examination: Examinations for every part of the module

8

Relevant Work:

No	Number and Type; Connection to Course	Duration	Part of final mark in %
1	Final Written Exam	120 min.	100 %

9 **Study Work:**

No	Number and Type; Connection to Course	Duration
1	4 Exercises	each 10 pages
2	1 presentation	20 minutes

10 **Prerequisites for Credit Points:**
The credit points will be granted after all relevant work and study work have been successfully completed.

11 **CP Assignment:**

Presence	No 1	1.00 CP
	No 2	1.00 CP
Relevant Work	No 1	2.50 CP
Study Work	No 1	1.00 CP
	No 2	0.50 CP
Total		6 CP

12 **Weight of the module grade for the overall grade:**
5% (6 of 120 CP)

13 **Module Prerequisites:**
none

14 **Presence:**
Presence is strongly recommended to warrant learning success

15 **Mobility/Acknowledgement:**

Use of the module for other course programs	Master Business Administration, Master Information Systems
Module Title english	Business Intelligence: Management Information Systems and Data Warehousing
English translation of module components from section 3	No 1: Management Information Systems and Data Warehousing
	No 2: Exercises on Management Information Systems and Data Warehousing

16 **Responsible Lecturer:**
Prof. Dr. Dr. h.c. Dr. h.c. Jörg Becker, Prof. Dr. Gottfried Vossen

Department:
School of Business and Economics

17 **Misc.:**

Business Intelligence: Data Analytics – I (6 ECTS)

(Bachelor students are allowed to participate in this class)

Term 1+2

Lecturer: Prof. Dr. Trautmann

Link: https://www.wi.uni-muenster.de/de/studierende/lehrangebot

Module Title english:	Business Intelligence: Data Analytics - I				
Course Program:					
1	**Module No:** WI	**State:**	**Language of Instruction:** English		
2	**Turn:** each winter semester	**Duration:** 1 semester	**Semester:**	**CP:** 6	**Workload (h):** 180

3 **Module Structure:**

No	Type	Course	State	Workload (h)	
				Presence (h + CH)	**Self-Study (h)**
1	Lecture	Data Analytics I	Compulsory	30 h (2 CH)	60
2	Exercise	Exercise on Data Analytics - I	Compulsory	30 h (2 CH)	60

4 **Module Contents:**

Background and relations to other courses:

The track “Business Intelligence” offers a way to start a career in Data Science, Database Management and the like. The students are supposed to be familiar with the basic concepts from probability theory and statistics and the Statistical Programming Language R.

Main topics and learning objectives:

The lecture focusses on multivariate statistical methods in the context of Data Science. The main topics are data preprocessing and unsupervised learning. Practical exercises using the statistical Software R are integrated into the lecture and a tutorial.

Themes	Learning objectives
Data Preprocessing	Data quality analysis and data cleaning a-priori to quantitative analysis
Unsupervised Learning	Clustering, Dimensionality Reduction Techniques

5 **Learning outcomes:**

Academic:

The student is supposed to have an understanding of state of the art techniques in Data Science, specifically unsupervised learning, as well as the ability to choose and implement (in R) an appropriate technique for a given practical task.

	Soft skills: Team work, presentation techniques
6	**Description of possible electives within the modules:** The module can be taken as part of the track Business Intelligence or as an elective. Within the electives a minimum of 2 seminars has to be taken.
7	**Examination:** Examinations for every part of the module
8	**Relevant Work:**

No	Number and Type; Connection to Course	Duration	Part of final mark in %
1	Final Written Exam	120 min.	100 %

9	**Study Work:** none
10	**Prerequisites for Credit Points:** The credit points will be granted after all relevant work and study work have been successfully completed.
11	**CP Assignment:**

Presence	No 1	1.00 CP
	No 2	1.00 CP
Relevant Work	No 1	4.00 CP
Total		6 CP

12	**Weight of the module grade for the overall grade:** 5% (6 of 120 CP)
13	**Module Prerequisites:** none
14	**Presence:** Presence is recommended to warrant learning success.
15	**Mobility/Acknowledgement:**

Use of the module for other course programs	Master Business Administration, Master Information Systems
Module Title english	Business Intelligence: Data Analytics - I
English translation of module components from section 3	No 1: Data Analytics I
	No 2: Exercise on Data Analytics - I

16	**Responsible Lecturer:** Prof. Dr. Heike Trautmann	**Department:** School of Business and Economics
17	**Misc.:**	

Information Systems Development: Logic Specification and Programming (6 ECTS)

(Bachelor students are allowed to participate in this class)

Term 1+2

Lecturer: Prof. Dr. Kuchen

Link: https://www.wi.uni-muenster.de/de/studierende/lehrangebot

Module Title english:	Information Systems Development: Logic Specification and Programming				
Course Program:					
1	**Module No:** WI	**State:**	**Language of Instruction:** English		
2	**Turn:** each winter semester	**Duration:** 1 semester	**Semester:**	**CP:** 6	**Workload (h):** 180

3 **Module Structure:**

No	Type	Course	State	Workload (h)	
				Presence (h + CH)	**Self-Study (h)**
1	Lecture	Logic Specification and Programming	Compulsory	30 h (2 CH)	45
2	Exercise	Exercise on Logic Specification and Programming	Compulsory	30 h (2 CH)	75

4 **Module Contents:**

Background and relations to other courses:

It is assumed that the students have some experience with programming and software development as taught in the bachelor program. Depending on the subject of the intended master thesis, the taught material can be helpful.

Main topics and learning objectives:

The course consists of lectures providing the theoretical background and of accompanying biweekly exercises.

Themes	Learning objectives
Logics	Expressing the relationships between real-world entities in logic. Knowing how to transform a logic specification into an executable Prolog program.
Prolog	Knowing the features of the logic programming language Prolog, such as Horn-rules, unification, SLD-resolution, backtracking, negation, and cut. Being able to program in Prolog.
Constraint Solving	Expressing real-world relationships as constraints over a suitable domain.

		Knowing how to solve such constraints using a constraint solver from Prolog.
	Business Rules Management Systems	Knowing how to express volatile business logic by rules. Including these rules into a business rules management system (BRMS) such as Drools. Knowing how the BRMS evaluates the rules. Integrating a BRMS into an information system.
	Temporal Logics and Model Checking	Expressing temporal relationships by temporal logics such as CTL and LTL. Knowing how to automatically check information systems for compliance with a temporal specification. Being able to apply a model checker to guarantee the correctness of program.
	Datalog and Deductive Databases	Knowing the syntax and semantics of the logic database-query language Datalog. Being able to query deductive databases.

5

Learning outcomes:
Academic:
The students learn to specify complex real-world relationships using logic and to transform such a specification into an executable logic program possibly including constraints or to handle it using model checking.
Soft skills:
The exercises are solved in teams of 3-5 students. Hence, the students get some experience with teamwork.

6

Description of possible electives within the modules:
none

7

Examination: Examinations for every part of the module

8

Relevant Work:

No	Number and Type; Connection to Course	Duration	Part of final mark in %
1	Final written exam	120 min.	100 %

9

Study Work:

No	Number and Type; Connection to Course	Duration
1	every two weeks exercise solved in groups	ca 15 pages/exercise, in total ca 120 pages

10

Prerequisites for Credit Points:
The credit points will be granted after all relevant work and study work have been successfully completed.

11

CP Assignment:

Presence	No 1	1.00 CP
	No 2	1.00 CP
Relevant Work	No 1	3.00 CP
Study Work	No 1	1.00 CP

	Total		6 CP
12	**Weight of the module grade for the overall grade:** 5% (6 of 120 CP)		
13	**Module Prerequisites:** none		
14	**Presence:** Presence is strongly recommended to warrant learning success		
15	**Mobility/Acknowledgement:**		
	Use of the module for other course programs	Master Business Administration, Master Information Systems	
	Module Title english	Information Systems Development: Logic Specification and Programming	
	English translation of module components from section 3	No 1: Logic Specification and Programming	
		No 2: Exercise on Logic Specification and Programming	
16	**Responsible Lecturer:** Prof. Dr. Herbert Kuchen	**Department:** School of Business and Economics	
17	**Misc.:** The module can be taken as part of the track Information Systems Development or as an elective.		

Information Systems Development: Data Integration (6 ECTS)

Term 1+2

Lecturer: Prof. Dr.Gieseke

Link: https://www.wi.uni-muenster.de/de/studierende/lehrangebot

Module Title english:	Information Systems Development: Data Integration				
Course Program:					
1	**Module No:** WI	**State:**	**Language of Instruction:** English		
2	**Turn:** each winter semester	**Duration:** 1 semester	**Semester:**	**CP:** 6	**Workload (h):** 180

3 **Module Structure:**

No	Type	Course	State	Workload (h)	
				Presence (h + CH)	**Self-Study (h)**
1	Lecture	Data Integration	Compulsory	30 h (2 CH)	60
2	Exercise	Exercise on Data Integration	Compulsory	30 h (2 CH)	60

4 **Module Contents:**

Background and relations to other courses:

Data Integration is a core requirement for diverse information system development tasks, ranging from Web search and mash-ups to data warehousing and business intelligence. In this course, a collection of tools and techniques is presented that can be applied in modern data integration tasks; these range from view construction and query processing in heterogeneous distributed databases to schema mapping and matching, Web services and mash-up APIs. In this course, lectures are complemented by student presentations that provide additional content. In addition, exercises provide ample opportunities to apply the various techniques in realistic and practical settings.

Main topics and learning objectives:

Students will become able to explain the problems, issues, solutions, techniques, and tools relating to data integration. They will be able not only to locate and present relevant sources and research in the area, but also to apply data integration techniques in practical scenarios. Moreover, they will be familiarized with the current research literature in the field.

Themes	Learning objectives
Introduction, Background, Architectures	To discuss the problems, issues, solutions, techniques, and tools relating to data integration
Web Crawling, Search Engines	To discuss and apply integration on the Web as the currently most dominating integration application
Social media analysis, advertising,	To discuss and apply techniques for social media analysis,

	and recommendation	advertising, and recommender systems
	Data cleansing, data fusion, data quality	To apply basic activities in data integration
	Schema matching, schema mapping	To explain and apply approaches to match and map data between various data sources
	GaV/LaV Modeling	To apply traditional database techniques (in this case queries and views) in the novel context of data integration

5

Learning outcomes:
Academic:
In the oral presentation, the student should demonstrate the ability • to select, engage with, assess, and apply pieces of literature, • to build a concise, yet coherent argument, and • to identify open issues. In the written examination, the student should demonstrate the ability • to integrate and apply several concepts, • to apply the concepts to a data integration scenario.
Soft skills:
Through exercises and presentations, students are able to develop the following soft skills: - Presentation techniques - Team work - Ability to communicate and collaborate - Autonomous working - Time management - Application of theoretical concepts in practical settings

6

Description of possible electives within the modules:
The module can be taken as part of the track Information Systems Development or as an elective. Within the electives a minimum of 2 seminars has to be taken.

7

Examination: Examinations for every part of the module

8

Relevant Work:

No	Number and Type; Connection to Course	Duration	Part of final mark in %
1	Written exam	120 min.	60 %
2	Case study exercise with presentation	ca 40 pages, 30 min.	40 %

9

Study Work: none

10

Prerequisites for Credit Points:
The credit points will be granted after all relevant work and study work have been successfully completed.

11

CP Assignment:

Presence	No 1	1.00 CP
	No 2	1.00 CP
Relevant Work	No 1	2.50 CP
	No 2	1.50 CP
Total		6 CP

12

Weight of the module grade for the overall grade:

	5% (6 of 120 CP)	
13	**Module Prerequisites:** Basic database knowledge	
14	**Presence:** Presence is recommended.	
15	**Mobility/Acknowledgement:**	
	Use of the module for other course programs	Master Business Administration, Master Information Systems
	Module Title english	Information Systems Development: Data Integration
	English translation of module components from section 3	No 1: Data Integration
		No 2: Exercise on Data Integration
16	**Responsible Lecturer:** Prof. Dr. Gottfried Vossen	**Department:** School of Business and Economics
17	**Misc.:**	

Logistics, Production and Retail: Supply Chain Management and Logistigs (6 ECTS)

Term 1+2

Lecturer: Prof. Dr. Hellingrath

Link: https://www.wi.uni-muenster.de/de/studierende/lehrangebot

Module Title english:		Logistics, Production and Retail: Supply Chain Management			
Course Program:					
1	**Module No:** WI	**State:**	**Language of Instruction:** English		
2	**Turn:** each winter semester	**Duration:** 1 semester	**Semester:**	**CP:** 6	**Workload (h):** 180

3 **Module Structure:**

No	Type	Course	State	Workload (h)	
				Presence (h + CH)	**Self-Study (h)**
1	Lecture	Supply Chain Management	Compulsory	30 h (2 CH)	60
2	Exercise	Exercise on Supply Chain Management	Compulsory	30 h (2 CH)	60

4 **Module Contents:**

Background and relations to other courses:

Supply chains focus onto value creation networks of often legally independent companies that are tightly connected via different linkages or flows (e.g. material, information and financial flows). The course “Supply Chain Management (SCM)” elaborates those linkages across companies and specifically addresses issues of supply chain design, planning, coordination and optimization. Collaborative process concepts integrating the different business activities of the companies in the supply chain are investigated in detail. For each lectured topic related IT-Systems are introduced and their application in Supply Chain Management is discussed. Furthermore, the different modes of usage and architectures of Information Systems in Supply Chain Management are examined. Case studies carried out with the help of SCM tools currently used in practice underline the practical aspects of the contents taught.

Main topics and learning objectives:

The production and retail module studies companies in the context of the intra- and inter-organizational processes of all acting companies in a supply chain. The Supply Chain Management course encompasses topics like the principle tasks of designing, planning, and executing a supply chain under the usage of different modelling approaches and related information systems. It complements the other industry-driven courses of the module (Production Planning and Control, Retail) by introducing general Supply Chain concepts interlinking the activities of retail and production. The adaption of these concepts to specific industry sectors is part of the other courses of the track.

Themes	Learning objectives
Basic Principles of Supply Chain Management	To learn about basic terms, ideas, challenges and targets of Supply Chain Management.
Supply Chain Modeling	To learn about the basic elements to be modeled in a supply chain. To understand the intention and objectives of modeling supply chains and to be able to create such a model.
Supply Chain Design	To learn about the relevant influencing factors for supply chain design decisions and to understand design options and principles.
Supply Chain Planning	To understand the core tasks of supply chain planning and the methods being used for demand planning, network planning, supply planning, production planning and distribution planning as well as the objectives and key indicators of order promising.
Supply Chain Execution	To learn about the scope of supply chain execution. To get a basic understanding of the basic concepts and functions of Supply Chain Event Management.
IT-Systems in Supply Chain Management	To get an idea of features and characteristics of different SCM software systems.

5

Learning outcomes:
Academic:
The course's major academic outcome is a broad and profound understanding of supply chains' challenges, targets, and related concepts for managing supply chain activities. Furthermore, a profound knowledge in actual methods and concepts of supply chain design, modeling, planning, and optimization should be obtained.
Soft skills:
Students are encouraged to prepare the contents of the lecture and exercise and to perform follow-up work in teams. This is supported by a Learnweb discussion forum that is guided by the chair. Case studies that accompany the lecture especially in Supply Chain Design and Planning provide the opportunity for students to get acquainted to selected SCM tools and to apply them in a realistic scenario. The case studies are organized as group work and thus promote the students' ability to cooperate in teams. The intermediary results are presented regularly by the groups in front of the complete audience. This enhances the students' presentation and discussion skills.

6

Description of possible electives within the modules:
The module can be taken as part of the track Logistics, Production and Retail or as an elective. Within the electives a minimum of 2 seminars has to be taken.

7

Examination: Examinations for every part of the module

8

Relevant Work:

No	Number and Type; Connection to Course	Duration	Part of final mark in %
1	Final written exam	120 min.	100 %

9

Study Work:

No	Number and Type; Connection to Course	Duration
1	Case Study: Supply Chain Design (in group) and presentation	approx. 40 pages & approx.

			30 min.
	2	Case Study: Supply Chain Planning (in group) and presentation	approx. 40 pages & approx. 30 min.

10	**Prerequisites for Credit Points:** The credit points will be granted after all relevant work and study work have been successfully completed.

11 **CP Assignment:**

Presence	No 1	1.00 CP
	No 2	1.00 CP
Relevant Work	No 1	2.00 CP
Study Work	No 1	1.00 CP
	No 2	1.00 CP
Total		6 CP

12	**Weight of the module grade for the overall grade:** 5% (6 of 120 CP)
13	**Module Prerequisites:** none
14	**Presence:** Presence is strongly recommended to warrant learning success

15 **Mobility/Acknowledgement:**

Use of the module for other course programs	Master Business Administration, Master Information Systems
Module Title english	Logistics, Production and Retail: Supply Chain Management
English translation of module components from section 3	No 1: Supply Chain Management
	No 2: Exercise on Supply Chain Management

16	**Responsible Lecturer:** Prof. Dr.-Ing. Bernd Hellingrath	**Department:** School of Business and Economics
17	**Misc.:**	

Logistics, Production and Retail: Production Planning and Control (6 ECTS)

(Bachelor students are allowed to participate in this class)

Term 1+2

Lecturer: Dr. Taratukhin

Link: https://www.wi.uni-muenster.de/de/studierende/lehrangebot

Module Title english:		Logistics, Production and Retail: Production Planning and Control			
Course Program:					
1	**Module No:** WI	**State:**	**Language of Instruction:** English		
2	**Turn:** each winter semester	**Duration:** 1 semester	**Semester:**	**CP:** 6	**Workload (h):** 180

3 **Module Structure:**

No	Type	Course	State	Workload (h)	
				Presence (h + CH)	**Self-Study (h)**
1	Lecture	Production Planning and Control	Compulsory	30 h (2 CH)	60
2	Exercise	Exercise on Production Planning and Control	Compulsory	30 h (2 CH)	60

4 **Module Contents:**

Background and relations to other courses:

In the "Production Planning and Control" (PPC) course the process and data modeling concepts are adapted to the manufacturing sector. An integrated perspective is taken within the course by presenting processes, functions, data structures and information flows relevant to this domain. Furthermore, the potential of current data analytics approaches is discussed while taking a business process management perspective. The PPC course is complementary to the courses "Retail" and "Supply Chain Management".

Main topics and learning objectives:

The students gain a comprehensive overview of typical tasks in production planning and control, such as product offering planning, product costing, demand forecasting, materials requirements planning, production scheduling, and inventory and capacity management. Moreover, the students learn to apply the methods and techniques to perform these tasks. Additionally, the students learn about current trends and issues in PPC and how to assess them critically.

Themes	Learning objectives
Production Planning	To understand and be able to apply the concepts related to demand management, materials requirements planning, inventory control and capacity management.
Production Control	To understand and be able to apply the concepts related to production control.
IT Systems for PPC	To understand how IT (Information Technology) systems can support production planning and control and to gain hands-on experience with an

		Enterprise Resource Planning (ERP) system.
	Data Modeling in PPC	To understand the underlying data structures and information requirements in production planning and control.
	Smart Manufacturing	To understand how innovative technologies and services influence production processes and how the results of data analytics can be interpreted in the context of production planning and control.

5

Learning outcomes:
Academic:
The students understand the PPC processes and how information systems support them. They understand the cross-departmental integration of processes and data structures. They deepen their knowledge in process and data modeling. They are able to apply the methods and techniques to perform various PPC tasks.
Soft skills:
The exercises comprise both individual work and team-based group work. The students apply and improve their capabilities in group work, presentation and discussion.

6

Description of possible electives within the modules:
The module can be taken as part of the track Logistics, Production and Retail or as an elective. Within the electives a minimum of 2 seminars has to be taken.

7

Examination: Final Module Exam

8

Relevant Work:

No	Number and Type; Connection to Course	Duration	Part of final mark in %
1	Final Written Exam	120 min.	100 %

9

Study Work:

No	Number and Type; Connection to Course	Duration
1	Case study work (in groups, presentation and written submission)	30 min., 5 pages

10

Prerequisites for Credit Points:
The credit points will be granted after all relevant work and study work have been successfully completed.

11

CP Assignment:

Presence	No 1	1.00 CP
	No 2	1.00 CP
Relevant Work	No 1	3.00 CP
Study Work	No 1	1.00 CP
Total		6 CP

12

Weight of the module grade for the overall grade:
5% (6 of 120 CP)

13	**Module Prerequisites:** none	
14	**Presence:** Presence is strongly recommended to warrant learning success	
15	**Mobility/Acknowledgement:**	
	Use of the module for other course programs	Master Business Administration, Master Information Systems
	Module Title english	Logistics, Production and Retail: Production Planning and Control
	English translation of module components from section 3	No 1: Production Planning and Control
		No 2: Exercise on Production Planning and Control
16	**Responsible Lecturer:** Prof. Dr. Dr. h.c. Dr. h.c. Jörg Becker	**Department:** School of Business and Economics
17	**Misc.:**	

Seminar Electives (6 ECTS)

Links:

- https://studium.uni-muenster.de/qisserver/rds?state=wtree&search=1&trex=step&root120202=219543%7C214770%7C219869%7C211757%7C211652&P.vx=kurz
- https://www.wi.uni-muenster.de/de/studierende/lehrangebot

Project Seminars (12 ECTS)

Links:

- https://studium.uni-muenster.de/qisserver/rds?state=wtree&search=1&trex=step&root120202=219543%7C214770%7C219869%7C211757%7C218426&P.vx=kurz
- https://www.wi.uni-muenster.de/de/studierende/lehrangebot