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Please keep in mind the year of validity.

FACULTY OF MANAGEMENT,
ECONOMICS AND SOCIAL
SCIENCES

UNIVERSITY OF COLOGNE

VICE DEAN OF STUDIES
DEPARTMENT

Valid for students of the
Examination Regulations
2015

(enrolment for
winter semester 2020/21 at
the latest)



MODULE CATALOGUE

INTERNATIONAL MANAGEMENT

MASTER OF SCIENCE

IN ACCORDANCE WITH THE EXAMINATION REGULATIONS FOR THE SINGLE MAJOR
MASTER PROGRAMME IN INTERNATIONAL MANAGEMENT

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List of abbreviations

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

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1 Master in International Management (CEMS MIM)

The Master in International Management (CEMS MIM) prepares students for the challenges of international competition. The aim of the programme is for students to gradually amass a profound knowledge of the subjects covered as well as acquiring social skills and the ability to seamlessly transfer research findings into practice. Cooperation in and with intercultural teams plays a pivotal role on the programme, and the focus is on a career in a multinational or global company or institution.

In line with these objectives, the programme has an international outlook and places a strong emphasis on application in practice. In addition to subjects, skill seminars and business projects that take an international approach, the programme includes a term at a CEMS institution of higher education in another country.

1.1 Content and objectives of the programme

An additional modern language is a required part of the curriculum. The programme includes a term abroad plus practical components, which are conducted in collaboration with businesses and enable students to apply what they have learnt. This approach ensures that they amass extensive international and practical experience. The practical nature of the programme is underlined by the Business Project (consulting project), carried out in close cooperation with a company. There are also special, compulsory seminars on leadership and social skills. As well as learning the basics of international management, the students specialise in another area of Business Administration or Economics offered at the University of Cologne.

1.2 Requirements

To be accepted for this master programme, applicants must have successfully completed a bachelor programme, on which they earned at least 180 ECTS credits, or an equivalent programme. They must have obtained an overall mark of at least 2,5 upon completion of said programme. The programme must also meet the following requirements:

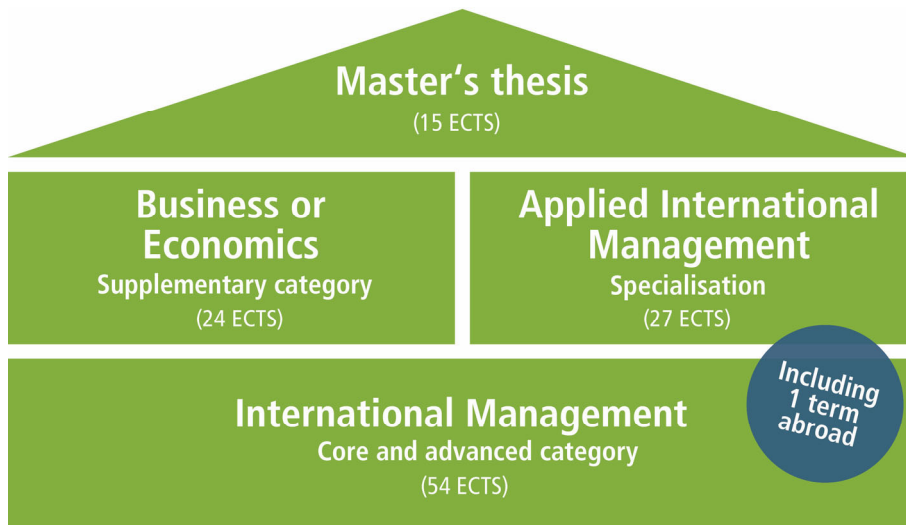
- at least 16 ECTS credits in the field of Economics and at least 48 ECTS credits in the field of Business Administration and/or Management Studies, plus
- at least 10 ECTS credits in the field of Statistics and/or Mathematics (methodological expertise only, no user expertise).

As today's international business environment requires the ability to communicate in English, the programme is delivered entirely in English. Students must prove that they have C1 Level English skills and a command of a second foreign language defined by **CEMS**.

In addition to the result of the bachelor programme or the programme recognised as equivalent, the selection process is based on the result of an aptitude test (English-language TM-WISO or GMAT) and a selection interview conducted in English.

1.3 Programme structure

The programme is divided into four terms. Students spend the first two terms in Cologne, where they learn the basics of international management. In the second year, one of the terms is spent on a compulsory placement at one of the CEMS academic partner institutions. Which term this is depends on capacity. Individual study plans vary depending on which term the student spends abroad (see the curriculum shown in 3.1).



1.4 Integrated Study Abroad Semester: Process

An integral part of the study programme is the provision of part of the credit points abroad at one of the CEMS partner universities. The WiSo Faculty is part of the CEMS network with 31 CEMS partner universities worldwide, which forms the basis for numerous international activities and offers an attractive portfolio of international study opportunities and exchange programmes.

Students of the CEMS MIM Master's programme spend their second semester abroad and are free of tuition fees. The allocation of the semester abroad takes place in January of the first academic year. The selection is based on the personal scores of the Master's application and the preference list of the respective students. The number of foreign semester slots per CEMS University depends on the annual slot availability. You can find the exact step-by-step procedure for the distribution of semesters abroad in this [document](#).

The [CEMS Office Cologne \(ZIB WiSo\)](#) coordinates all activities concerning international cooperation and exchange for CEMS students. The CEMS Core Courses completed abroad and certain courses in the field of the electives are credited by the examination office of the WiSo Faculty upon application to the CEMS Office Cologne. The respective study plan depends on the semester studied abroad (see study plan in 3.1).

1.5 Sample study plan

1st year: International Management at UoC				
Term	EC/ CC	Module	Section	ECTS
1	CC	CM Supply Chain Management	Core and advanced	6
1	CC	CM Corporate Development	Core and advanced	6
1	CC	CM International Financial Management	Core and advanced	6
1	EC	1-2 modules from the supplementary section	Supplementary	12
				Total: 30
2	EC	1-2 modules from the supplementary section	Supplementary	12
2	CC	CM CEMS Case Studies	Specialisation	12
				Total: 24
2nd year: CEMS year (semester abroad in term 3 or 4)				
3	CC	SpM CEMS Global Strategy	Core and advanced	6
3	CC	SpM CEMS Leadership and Business Skills*	Core and advanced	6
3	EC	2 or 3 modules from the electives	Core and advanced	12-18
(3	CC	Master's thesis	Master's thesis	15)
				Total: 24-45
4	CC	SpM CEMS Global Leadership	Core and advanced	6
4	CC	SpM CEMS Business Project	Specialisation	15
(4	EC	1 module from the electives	Core and advanced	6)
(4	CC	Master's thesis	Master's thesis	15)
				Total: 21 - 32

*The Core module Leadership and Business Skills consists of several seminars and must be completed during the entire CEMS year (3rd and 4th semester).

1.6 Modules with mid-term examinations

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

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

2 Support for students

2.1 Calculation of the overall mark

The marks for each examination are determined by the respective examiners. The overall mark for the master's degree combines the marks for the various categories, weighted based on the respective number of ECTS credits attainable and each section's contribution towards the overall mark for the examinations for which marks are given. The marks for the subject categories are calculated as the mean of the examination results in line with the weighting for each examination in terms of the ECTS credits it contributes to the overall mark for the examinations in the respective section for which marks are given. If the result of a module examination is calculated based on several components, the mark is calculated based on a weighting given in the module description. The overall mark for the degree is calculated as the weighted arithmetic mean of the marks for the subject categories and the mark for the master's thesis. On the International Management programme, the weighting for the contributions to the overall mark are as follows:

- a) Mark for core and advanced subjects: 48 of 114 ECTS credits
- b) Mark for specialisations: 27 of 114 ECTS credits
- c) Mark for supplementary subjects: 24 of 114 ECTS credits
- d) Mark for master's thesis: 15 of 114 ECTS credits.

2.2 Rules for failed attempts

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

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

components. All components marked “mangelhaft (5,0)” or “nicht bestanden” (fail) must be retaken.

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

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

2.3 Subject-specific advice and examination advice

The **WiSSPo** provides general advice on studies, including the possibilities available and the requirements, for all programmes offered by the WiSo Faculty. Further services include the issuing of transcripts of records in German and English, ranking certificates and letters of assignment to the appropriate term of the programme and the application for advanced / higher semester. The **WiSSPo** is also the first place to turn to for students with other questions and problems related to their studies. It can be contacted by phone, in person and, of course, e-mail. Please note the opening hours and contact details on the homepage.

The **CEMS Office Cologne** helps with all topics concerning the CEMS MIM programme and gives advice on study planning, credit transfer of CEMS requirements and all other questions concerning the CEMS programme.

Further **Subject-specific advice** is provided during the designated times by the University’s faculty members and associated teaching staff (“akademische Mitarbeiter/innen”) involved in the teaching on the programme. The designated times are announced by means of notices in the institutes and on the departments’/institutes’ websites.

Legally binding information concerning examinations and examination procedures is provided by the **WiSo Faculty Examination Offices**.

2.4 Other sources of information and advice

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

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

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

The Faculty's **Credit Transfer Centre** (**Zentrum für die Anrechnung auswärtiger Leistungen**) is responsible for recognising credits accumulated in other institutions. This applies both to credits students have gained at other higher education institutions in Germany or abroad prior to studying at the WiSo Faculty, and to (advance) transfer of credits that students plan to accumulate abroad or have already accumulated abroad as part of a WiSo Faculty programme. This system makes individual inquiries to departments/institutes and examination offices unnecessary.

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

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

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

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

The WiSo student council represents the interests of all students from the WiSo faculty. In addition to advice from fellow students it also provides a variety of useful services for studying at the WiSo faculty. Any information can be found at **wiso-buero.de** or by directly writing an email to **wiso-buero@uni-koeln.de**.

3 Curriculum and module descriptions

3.1 Core and advanced section

In accordance with section 28(1), No. 1 of the Examination Regulations, the examination candidate must obtain 54 ECTS credits in the core and advanced section.

Group	Module	ECTS	CC/EC	Required ECTS
CEMS Core	SpM CEMS Global Strategy	6	CC	36
	SpM CEMS Global Leadership	6	CC	
	CM Supply Chain Management	6	CC	
	SpM CEMS Leadership and Business Skills	6	CC	
	CM Corporate Development	6	CC	
	CM International Financial Management	6	CC	
Elective	SpM Business Ethics	6	EC	18
	SpM Strategic Management	6	EC	
	CM Personal Development	6	EC	
	Specialisation module Competition Policy	6	EC	
	SuM Advanced Economic Psychology II	6	EC	
	SuM Advanced Economic Psychology I	6	EC	
	SuM Introduction to Economic Psychology	12	EC	
	SpM Selected Issues in International Management I	6	EC	
	SpM Selected Issues in International Management II	6	EC	
	SpM Marketing in Specific Contexts II	6	EC	
	Specialisation Module Financial Theory	12	EC	
	Specialisation Module Operative Supply Chain Planning	6	EC	
	Specialisation Module Project Management	6	EC	
	SpM Digital Strategy and Marketing	6	EC	
	Studies Abroad in Management I (Master)	6	EC	
	Studies Abroad in Management II (Master)	6	EC	
Studies Abroad in Management III (Master)	6	EC		

3.2 Specialisation section

In accordance with section 28(1), No. 2 of the Examination Regulations, the examination candidate must obtain 27 ECTS credits in the specialisation section.

Group	Module	ECTS	CC/EC	Required ECTS
CEMS Exclusives	SpM CEMS Business Project	15	CC	27
	CM Case Studies	12	CC	

3.3 Supplementary section

In accordance with section 28(1), No. 3 of the Examination Regulations, the examination candidate must obtain 24 ECTS credits in a sub-group of the supplementary section.

Group	Module	ECTS	CC/EC	Required ECTS
Accounting, Taxation and Finance	SpM Controlling I	6	EC	24
	SpM Controlling II	6	EC	
	SpM Advanced Accounting	6	EC	
	SpM Selected Issues in Accounting & Taxation I	6	EC	
	Specialisation Module Financial Theory	12	EC	
	Specialisation Module Financial Institutions Management	12	EC	
	Specialisation Module Finance 2	6	EC	
	Specialisation Module Value-Based Management in Insurance	6	EC	
	Specialisation Module Finance 6	6	EC	
	Specialisation module Finance 8	6	EC	
Corporate Development	SpM Business Ethics	6	EC	24
	SpM Strategic Human Resource Management	6	EC	
	SpM Strategic Management	6	EC	
	CM People Analytics & Econometrics	6	EC	
	SpM Strategic Development	6	EC	
Marketing	SpM Marketing in Specific Contexts I	6	EC	24
	SpM Marketing in Specific Contexts III	6	EC	
	SpM Brand Management	6	EC	
	SpM Marketing Performance Management	6	EC	

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	SpM Business Project	12	EC	
	SpM Customer Management	6	EC	
Supply Chain Management	Specialisation Module Project Management	6	EC	24
	CM Supply Chain Analytics I	6	EC	
	CM Supply Chain Analytics II	6	EC	
	SpM Selected Issues in Behavioural Supply Chain Management	6	EC	
	SpM Supply Chain Operations	6	EC	
	SpM Supply Chain Innovation	6	EC	
	SpM Service Management	6	EC	
Economics	CM Microeconomics (Business Administration)	6	EC	24
	CM Macroeconomics	6	EC	
	Specialisation Module Behavioral Economics	6	EC	
	Specialisation Module Seminar Design and Behavior	6	EC	
	Specialisation module: Seminar Markets and Institutions	6	EC	
	SuM Energy and Climate Change I	6	EC	
	SpM Media Economics	6	EC	
	Specialisation Module Seminar in Macroeconomics and Public Policy	6	EC	
	SpM Markets and Economic Policy II	6	EC	

3.4 Extracurricular course programme

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

3.5 Master's thesis

The master's thesis, which carries 15 ECTS credits, is written towards the end of the programme. It is intended to show that the student is capable of conducting academic work and reflecting on a specific problem related to the subject matter covered by the programme, using the necessary methods and within a specified period. Students must take no longer than three months to write their master's thesis. Students have to oblige by the thesis rules and requirements of their supporting professor. Detailed information concerning the master's thesis is included in the Examination Regulations.

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

The master's thesis must be written in English. During the first six weeks after registration of the master's thesis, students can hand in an abstract and table of contents to the corresponding department. The CEMS programme allows a partial crediting of the master thesis as a research project. Therefore students need a written confirmation from the department that they have fulfilled the requirements of the abstract and content overview within the given timeline. The students will then hand in this confirmation to the CEMS Office Cologne to receive accreditation for the CEMS certificate. These partial credits for CEMS are only valid if the master thesis is successfully completed.

For further questions, feel free to contact the **CEMS Office Cologne**.

3.6 Module descriptions

3.6.1 Core and Advanced Section International Management

SpM CEMS Global Strategy					
Module Code 1289MSCGS1	Workload 180h	ECTS Credits 6	Module Language English	Module Availability every 2nd term - winter term	Duration 1 Term
1	Courses Global Strategy		Contact Hours 60h	Self-Studies 120h	Course Language English
2	Module Content <ul style="list-style-type: none"> • Key research questions in International Business Strategy • Theoretical approaches in International Business Strategy • Current developments in selected areas of International Business Strategy • Research designs and case studies in the field of International Business Strategy • Empirical and quantitative research in International Business Strategy 				
3	Learning Objectives Students... ... understand advanced, specialized theories / methods. ... analyse current questions and challenges. ... assess and discuss findings and research results of specialized theories / methods. ... collect, systematize and synthesize independently literature on selected scientific questions. ... prepare independently a research design for a question. ... communicate continuously and purposefully in diverse teams. ... solve team-internal conflicts and target divergences independently. ... justify and defend (independently developed) positions or problem solutions. ... discuss scientific topics in a professional manner and appropriate to the situation with (non-) specialists. ... present scientific results in a way that is appropriate for the target audience. ... develop work processes for real problems and challenges. ... use techniques of scientific work and good scientific practice.				
4	Teaching and Learning Methods lecture seminar				
5	Module Entry Requirements none				
6	Mode of End-Of-Module Examination Combined examination: WT (60), PRES, TP Written test: PO				
7	Prerequisites for Awarding of Credit Points Passing the examination				
8	Other Programmes that Use the Module Master of Science International Management: Core and Advanced Section International Management				

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

SpM CEMS Global Leadership					
Module Code 1253MSCGL1	Workload 180h	ECTS Credits 6	Module Language English	Module Availability every 2nd term - summer term	Duration 1 Term
1	Courses Global Leadership		Contact Hours 60h	Self-Studies 120h	Course Language English
2	Module Content <ul style="list-style-type: none"> • Key research questions in intercultural management • Theoretical approaches in intercultural management • Developments in the various disciplines involved in intercultural management • Research designs in intercultural management • Empirical and qualitative research on intercultural management issues 				
3	Learning Objectives Students... ... understand advanced, specialized theories / methods. ... analyse current questions and challenges. ... assess and discuss findings and research results of specialized theories / methods. ... collect and analyse data material for selected scientific questions using quantitative / qualitative methods. ... collect, systematize and synthesize independently literature on selected scientific questions. ... prepare independently a research design for a question. ... communicate continuously and purposefully in diverse teams. ... solve team-internal conflicts and target divergences independently. ... justify and defend (independently developed) positions or problem solutions. ... discuss scientific topics in a professional manner and appropriate to the situation with (non-) specialists. ... present scientific results in a way that is appropriate for the target audience. ... act responsibly considering ecological, social and ethical criteria. ... develop work processes for real problems and challenges.				
4	Teaching and Learning Methods lecture practice				
5	Module Entry Requirements none				
6	Mode of End-Of-Module Examination Combined examination: PRES, PO				
7	Prerequisites for Awarding of Credit Points Passing the examination				
8	Other Programmes that Use the Module Master of Science International Management: Core and Advanced Section International Management				
9	Module Manager Univ.-Prof. Dr. Matthias Heinz				
10	Miscellaneous				

CM Supply Chain Management					
Module Code 1271MBSCM1	Workload 180h	ECTS Credits 6	Module Language English	Module Availability every 2nd term - winter term	Duration 1 Term
1	Courses Supply Chain Management for CEMS MIM		Contact Hours 45h	Self-Studies 135h	Course Language English
2	Module Content <ul style="list-style-type: none"> • Supply chain strategy • Supply chain process design • Network design • Inventory management • Contract design • Capacity and revenue management • Information processing in supply chains • Behavioral Operations 				
3	Learning Objectives Students... ... understand advanced, specialized theories / methods of Strategic Supply Chain Management. ... analyse current questions and challenges of Strategic Supply Chain Management. ... assess and discuss findings and research results of specialized theories / methods. ... communicate continuously and purposefully in diverse teams. ... justify and defend (independently developed) positions or problem solutions. ... act responsibly considering ecological, social and ethical criteria. ... critically evaluate current social developments and develop alternative solutions.				
4	Teaching and Learning Methods lecture practice				
5	Module Entry Requirements none				
6	Mode of End-Of-Module Examination Written test: PO				
7	Prerequisites for Awarding of Credit Points Passing the examination				
8	Other Programmes that Use the Module Master of Science International Management: Core and Advanced Section International Management				
9	Module Manager Univ.-Prof. Dr. Fabian Sting				
10	Miscellaneous				

SpM CEMS Leadership and Business Skills					
Module Code 1015MSCLB1	Workload 180h	ECTS Credits 6	Module Language English	Module Availability every term	Duration 2 Terms
1	Courses Leadership and Business Skills		Contact Hours 120h	Self-Studies 60h	Course Language English
2	Module Content <ul style="list-style-type: none"> • Management skills • Business skills • Responsible leadership • Business communication 				
3	Learning Objectives Students... <ul style="list-style-type: none"> ... distinguish, discover, and analyse management skills. ... apply those skills in topic-related case studies. ... communicate the learnings by presenting the results of the case studies. ... reflect on their own notions of leadership and compare them with research findings. ... develop an understanding of the leadership role in different intercultural environments. 				
4	Teaching and Learning Methods seminar				
5	Module Entry Requirements none				
6	Mode of End-Of-Module Examination Combined examination: PRES, TP				
7	Prerequisites for Awarding of Credit Points Passing the examination. Part of the seminars have to be done during the term abroad at one of the CEMS partner universities.				
8	Other Programmes that Use the Module Master of Science International Management: Core and Advanced Section International Management				
9	Module Manager Univ.-Prof. Dr. Marc Fischer				
10	Miscellaneous The seminar consists of several seminars offered throughout the CEMS year (the second master year).				

CM Corporate Development					
Module Code	Workload	ECTS Credits	Module Language	Module Availability	Duration
1253MBCDV1	180h	6	English	every 2nd term - winter term	1 Term
1	Courses Advanced Corporate Development		Contact Hours 30h	Self-Studies 150h	Course Language English
2	Module Content Examples of topics that will be covered include: Management, strategy and organisation in multinational companies, drivers of corporate development, such as company and product life cycle, disruptive innovation, dynamic capabilities, aspiration levels and performance feedback				
3	Learning Objectives Students... ... understand advanced, specialized theories / methods in the areas of enterprise configuration and development, strategic management. ... analyse current questions and challenges in the area of corporate development issues (strategy, organisation, HR, business ethics, etc.). ... assess and discuss findings and research results of specialized theories / methods. ... communicate continuously and purposefully in diverse teams. ... justify and defend (independently developed) positions or problem solutions. ... present scientific results in a way that is appropriate for the target audience. ... develop work processes for real problems and challenges.				
4	Teaching and Learning Methods lecture practice				
5	Module Entry Requirements none				
6	Mode of End-Of-Module Examination Combined examination: WT (60), PRES				
7	Prerequisites for Awarding of Credit Points Passing the examination				
8	Other Programmes that Use the Module Master of Science International Management: Core and Advanced Section International Management				
9	Module Manager N.N.				
10	Miscellaneous				

CM International Financial Management					
Module Code 1259MBIFM1	Workload 180h	ECTS Credits 6	Module Language English	Module Availability every 2nd term - winter term	Duration 1 Term
1	Courses International Financial Management		Contact Hours 60h	Self-Studies 120h	Course Language English
2	Module Content <ul style="list-style-type: none"> • Basics of International Financial Management • Global financial markets and institutions • Management of FX Exposure • Management of multinational companies 				
3	Learning Objectives Students... ... understand fundamental theories and methods in the area of international finance. ... analyse current questions and challenges in the area of international finance. ... discuss scientific topics in a professional manner and appropriate to the situation with (non-) specialists. ... evaluate their own action processes in self- and external reflection and identify development potentials.				
4	Teaching and Learning Methods lecture practice				
5	Module Entry Requirements none				
6	Mode of End-Of-Module Examination Written test: WT (60)				
7	Prerequisites for Awarding of Credit Points Passing the examination				
8	Other Programmes that Use the Module Master of Science International Management: Core and Advanced Section International Management				
9	Module Manager Area Finance				
10	Miscellaneous				

SpM Business Ethics					
Module Code 1253MSBET1	Workload 180h	ECTS Credits 6	Module Language English	Module Availability every 2nd term - winter term	Duration 1 Term
1	Courses Managing Business Ethics in Markets and Organisations		Contact Hours 60h	Self-Studies 120h	Course Language English
2	Module Content This module introduces basic business ethics concepts and applies them to decision making of managers and employees. It draws on standard ethics theories, like teleology, deontology, virtue ethics and fairness concepts. Business decisions in organisations and markets are discussed and evaluated in the light of these foundations. Case studies are employed to illustrate and apply the theoretical concepts.				
3	Learning Objectives Students... ... understand advanced, specialized theories / methods. ... analyse current questions and challenges. ... assess and discuss findings and research results of specialized theories / methods. ... solve team-internal conflicts and target divergences independently. ... justify and defend (independently developed) positions or problem solutions. ... evaluate their own action processes in self- and external reflection and identify development potentials. ... act responsibly considering ecological, social and ethical criteria. ... critically evaluate current social developments and develop alternative solutions.				
4	Teaching and Learning Methods lecture practice				
5	Module Entry Requirements none				
6	Mode of End-Of-Module Examination Written test: WT (60)				
7	Prerequisites for Awarding of Credit Points Passing the module examination				
8	Other Programmes that Use the Module Master of Science Business Administration - Supply Chain Management: Supplementary Section Supply Chain Management Master of Science Information Systems: Supplementary Section Information Systems Master of Science Business Administration - Marketing: Supplementary Section Marketing Master of Science Business Administration - Accounting and Taxation: Supplementary Section Accounting and Taxation Master of Science Economics: Supplementary Section Master of Science Gesundheitsökonomie: Supplementary Section Health Economics Master of Science International Management:				

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	<p>Core and Advanced Section International Management Supplementary Section International Management Master of Education Wirtschaftspädagogik/Lehramt an Berufskollegs: Supplementary Section Business Education Master of Arts Medienwissenschaft: MA Media Management and Economics Master of Science Economic Research: Supplementary Section Economic Research Master of Science Business Administration - Corporate Development: Specialization Section Corporate Development Master of Arts Regionalstudien China - Betriebswirtschaftslehre: Business Administration Master Regional Studies China</p>
9	<p>Module Manager Univ.-Prof. Dr. Bernd Irlenbusch</p>
10	<p>Miscellaneous This module can contain courses which takes place either until the middle of the semester (1. term) or from the middle of the semester (2. term). The required examinations are generally offered after the respective term.</p>

SpM Strategic Management					
Module Code 1253MSSMG1	Workload 180h	ECTS Credits 6	Module Language English	Module Availability every 2nd term - winter term	Duration 1 Term
1	Courses Strategic Management (1. Term)		Contact Hours 60h	Self-Studies 120h	Course Language English
2	Module Content <ul style="list-style-type: none"> • Fundamentals of strategic management • Basic concepts and tools for analysing strategic positioning for companies on the market • Basic concepts and tools for analysing competition • Applying theoretical concepts on strategic positioning and competition in case studies 				
3	Learning Objectives Students... <ul style="list-style-type: none"> ... analyse current questions and challenges. ... assess and discuss findings and research results of specialized theories / methods. ... collect and analyse data material for selected scientific questions using quantitative / qualitative methods. ... communicate continuously and purposefully in diverse teams. ... solve team-internal conflicts and target divergences independently. ... justify and defend (independently developed) positions or problem solutions. ... present scientific results in a way that is appropriate for the target audience. ... evaluate their own action processes in self- and external reflection and identify development potentials. ... act responsibly considering ecological, social and ethical criteria. ... critically evaluate current social developments and develop alternative solutions. ... develop work processes for real problems and challenges. 				
4	Teaching and Learning Methods lecture practice				
5	Module Entry Requirements none				
6	Mode of End-Of-Module Examination Written test: WT (60)				
7	Prerequisites for Awarding of Credit Points Passing the module examination				
8	Other Programmes that Use the Module Master of Science Business Administration - Supply Chain Management: Supplementary Section Supply Chain Management Master of Science Information Systems: Supplementary Section Information Systems Master of Science Business Administration - Marketing: Supplementary Section Marketing Master of Science Business Administration - Accounting and Taxation: Supplementary Section Accounting and Taxation Master of Science Economics: Supplementary Section				

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	<p>Master of Science Gesundheitsökonomie: Supplementary Section Health Economics</p> <p>Master of Science International Management: Core and Advanced Section International Management Supplementary Section International Management</p> <p>Master of Education Wirtschaftspädagogik/Lehramt an Berufskollegs: Supplementary Section Business Education</p> <p>Master of Arts Medienwissenschaft: MA Media Management and Economics</p> <p>Master of Science Economic Research: Supplementary Section Economic Research</p> <p>Master of Science Business Administration - Corporate Development: Specialization Section Corporate Development</p> <p>Master of Arts Regionalstudien China - Betriebswirtschaftslehre: Business Administration Master Regional Studies China</p>
9	<p>Module Manager Univ.-Prof. Dr. Matthias Heinz</p>
10	<p>Miscellaneous</p>

CM Personal Development					
Module Code 1015MBPDV1	Workload 180h	ECTS Credits 6	Module Language English	Module Availability every 2nd term - summer term	Duration 1 Term
1	Courses Personal Development		Contact Hours 30h	Self-Studies 150h	Course Language English
2	Module Content <ul style="list-style-type: none"> • Models of leadership, communication, presentation, strategy, analysis and reflection • Rules, processes and techniques of communication, presentation, strategy development, analysis and reflection • Requirements, influencing factors and success criteria regarding the social and methodological aspects of management tasks • Challenges, difficulties and solutions for managers 				
3	Learning Objectives Students... ... analyse the social and methodical aspects of management tasks faced by companies based on specific situations. ... are familiar with the various dimensions of management tasks and are able to distinguish between management task functions in the areas of leadership, communication, presentation, strategy analysis and reflection. ... analyse the requirements for typical management challenges, select suitable methods and practise managing the situation using those methods. ... evaluate their own action processes by reflecting their one's own role and the roles of others and identify development potentials. ... identify additional requirements and suggest ways of enhancing specific methods ... develop work processes for standard challenges.				
4	Teaching and Learning Methods seminar				
5	Module Entry Requirements none				
6	Mode of End-Of-Module Examination Combined examination: PRES, TP				
7	Prerequisites for Awarding of Credit Points Passing the examination				
8	Other Programmes that Use the Module Master of Science International Management: Core and Advanced Section International Management				
9	Module Manager CEMS Programm Manager				
10	Miscellaneous				

Specialisation module Competition Policy					
Module Code 1289SMCP00	Workload 180h	ECTS Credits 6	Module Language English	Module Availability irregular	Duration 1 Term
1	Courses Competition Policy		Contact Hours 60h	Self-Studies 120h	Course Language English
2	Module Content <ul style="list-style-type: none"> • Institutional background: competition policy in Germany, the EU and the US • Market power: theory and measurement • Unilateral abuse of market power: horizontal and vertical restraints on competition • Multilateral abuse of market power: cartels and implicit agreements 				
3	Learning Objectives Students... <ul style="list-style-type: none"> ... recognise, based on models of competition theory, how competitive markets work. ... discuss the causes of market power and its effects in terms of welfare economics. ... assess, evaluate and debate cases that illustrate competition policy in practice and use competition theory to analyse them. 				
4	Teaching and Learning Methods lecture practice				
5	Module Entry Requirements No recommendations				
6	Mode of End-Of-Module Examination Written test: WT (90)				
7	Prerequisites for Awarding of Credit Points Passing the written test.				
8	Other Programmes that Use the Module <p>Master of Science Business Administration - Supply Chain Management: Supplementary Section Supply Chain Management</p> <p>Master of Science Information Systems: Supplementary Section Information Systems</p> <p>Master of Arts Politikwissenschaft: Supplementary Section Political Science</p> <p>Master of Science Business Administration - Finance: Supplementary Section Finance</p> <p>Master of Science Business Administration - Corporate Development: Supplementary Section Corporate Development</p> <p>Master of Science Mathematik: Economics</p> <p>Master of Science Economics: Specialization Section Economics Supplementary Section</p> <p>Master of Arts Regionalstudien China - Volkswirtschaftslehre: Economics Master Regional Studies China</p> <p>Master of Science Wirtschaftsmathematik: Economics</p> <p>Master of Science International Management: Core and Advanced Section International Management</p>				

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	<p>Master of Arts Regionalstudien Ost- und Mitteleuropa - Volkswirtschaftslehre: Economics Master Regional Studies Eastern Europe</p> <p>Master of Science Economic Research: Supplementary Section Economic Research</p> <p>Master of Science Geographie: Economics Master Geography</p> <p>Master of Arts Regionalstudien Lateinamerika - Volkswirtschaftslehre: Economics Master Regional Studies Latin America</p>
9	<p>Module Manager Univ.-Prof. Dr. Christoph Schottmüller</p>
10	<p>Miscellaneous</p>

SuM Advanced Economic Psychology II					
Module Code 1320MEAEP2	Workload 180h	ECTS Credits 6	Module Language English	Module Availability every 2nd term - winter term	Duration 1 Term
1	Courses Organisational Behaviour		Contact Hours 30h	Self-Studies 150h	Course Language English
2	Module Content <ul style="list-style-type: none"> • Basic concepts in organisational behaviour • Situational influences on organisational behaviour • Interindividual differences in organisational behaviour • Current developments in organisation research 				
3	Learning Objectives Students... <ul style="list-style-type: none"> ... analyse current questions and challenges in organisational behaviour. ... assess and discuss findings and research results of specialized theories / methods. ... collect, systematize and synthesize independently literature on selected scientific questions. ... write an academic paper on a selected topic and achieve thereby their own scientific contribution. ... justify and defend (independently developed) positions or problem solutions. ... act responsibly considering ecological, social and ethical criteria. ... use techniques of scientific work and good scientific practice. 				
4	Teaching and Learning Methods seminar				
5	Module Entry Requirements Recommendation: Introduction to Economic Psychology				
6	Mode of End-Of-Module Examination Combined examination: PRES, TP				
7	Prerequisites for Awarding of Credit Points Passing the module examination				
8	Other Programmes that Use the Module <p>Master of Science International Management: Core and Advanced Section International Management</p> <p>Master of Science Business Administration - Marketing: Supplementary Section Marketing</p> <p>Master of Science Business Administration - Corporate Development: Supplementary Section Corporate Development</p>				
9	Module Manager Univ.-Prof. Dr. Erik Hölzl				
10	Miscellaneous				

SuM Advanced Economic Psychology I					
Module Code 1320MEAEP1	Workload 180h	ECTS Credits 6	Module Language English	Module Availability every 2nd term - winter term	Duration 1 Term
1	Courses Consumer Behaviour		Contact Hours 30h	Self-Studies 150h	Course Language English
2	Module Content <ul style="list-style-type: none"> • Basic concepts in consumer behaviour • Situational influences on consumer behaviour • Interindividual differences in consumer behaviour • Current developments in consumer research 				
3	Learning Objectives Students... <ul style="list-style-type: none"> ... analyse current questions and challenges in consumer behaviour. ... assess and discuss findings and research results of specialized theories / methods. ... collect, systematize and synthesize independently literature on selected scientific questions. ... write an academic paper on a selected topic and achieve thereby their own scientific contribution. ... justify and defend (independently developed) positions or problem solutions. ... act responsibly considering ecological, social and ethical criteria. ... use techniques of scientific work and good scientific practice. 				
4	Teaching and Learning Methods seminar				
5	Module Entry Requirements Recommendation: Introduction to Economic Psychology				
6	Mode of End-Of-Module Examination Combined examination: PRES, TP				
7	Prerequisites for Awarding of Credit Points Passing the module examination				
8	Other Programmes that Use the Module <p>Master of Science International Management: Core and Advanced Section International Management</p> <p>Master of Science Business Administration - Marketing: Supplementary Section Marketing</p> <p>Master of Science Business Administration - Corporate Development: Supplementary Section Corporate Development</p>				
9	Module Manager Univ.-Prof. Dr. Erik Hölzl				
10	Miscellaneous				

SuM Introduction to Economic Psychology					
Module Code 1320MEIEP1	Workload 360h	ECTS Credits 12	Module Language English	Module Availability every 2nd term - winter term	Duration 1 Term
1	Courses Introduction to Economic Psychology		Contact Hours 60h	Self-Studies 300h	Course Language English
2	Module Content <ul style="list-style-type: none"> • Basic concepts in economic psychology • Economic psychology and its application in consumer markets, labour markets, and financial markets • Economic psychology and its application in macroeconomic contexts • Current developments in applied economic psychology 				
3	Learning Objectives Students... <ul style="list-style-type: none"> ... understand advanced, specialized theories / methods in economic psychology. ... collect, systematize and synthesize independently literature on selected scientific questions. ... justify and defend (independently developed) positions or problem solutions. ... use techniques of scientific work and good scientific practice. 				
4	Teaching and Learning Methods seminar				
5	Module Entry Requirements none				
6	Mode of End-Of-Module Examination Combined examination: WT (60), PRES				
7	Prerequisites for Awarding of Credit Points Passing the module examination				
8	Other Programmes that Use the Module <p>Master of Science Economics: Supplementary Section</p> <p>Master of Science International Management: Core and Advanced Section International Management</p> <p>Master of Science Business Administration - Marketing: Supplementary Section Marketing</p> <p>Master of Science Business Administration - Corporate Development: Supplementary Section Corporate Development</p>				
9	Module Manager Univ.-Prof. Dr. Erik Hölzl				
10	Miscellaneous				

SpM Selected Issues in International Management I					
Module Code 1015MSINM1	Workload 180h	ECTS Credits 6	Module Language English	Module Availability irregular	Duration 1 Term
1	Courses Selected Issues in International Management 1		Contact Hours 60h	Self-Studies 120h	Course Language English
2	Module Content Topics in International Management				
3	Learning Objectives Students... ... analyse current issues in the field of international management.				
4	Teaching and Learning Methods lecture practice				
5	Module Entry Requirements none				
6	Mode of End-Of-Module Examination Written test: WT (60)				
7	Prerequisites for Awarding of Credit Points Passing the examination				
8	Other Programmes that Use the Module Master of Science International Management: Core and Advanced Section International Management				
9	Module Manager CEMS Programm Manager				
10	Miscellaneous				

SpM Selected Issues in International Management II						
Module Code 1015MSINM2		Workload 180h	ECTS Credits 6	Module Language English	Module Availability irregular	Duration 1 Term
1	Courses Selected Issues in International Management 2			Contact Hours 30h	Self-Studies 150h	Course Language English
2	Module Content Topics in International Management					
3	Learning Objectives Students... ... analyse current issues in the field of international management.					
4	Teaching and Learning Methods seminar Research project					
5	Module Entry Requirements none					
6	Mode of End-Of-Module Examination Combined examination: PRES, TP					
7	Prerequisites for Awarding of Credit Points depending on course choice					
8	Other Programmes that Use the Module Master of Science International Management: Core and Advanced Section International Management					
9	Module Manager CEMS Programm Manager					
10	Miscellaneous					

SpM Marketing in Specific Contexts II					
Module Code 1266MSMSC2	Workload 180h	ECTS Credits 6	Module Language English	Module Availability every 2nd term - winter term	Duration 1 Term
1	Courses a) Retailing b) Practical Applications in Retailing		Contact Hours a) 45h b) 45h	Self-Studies a) 135h b) 135h	Course Language a) English b) English
2	Module Content The module covers key questions and challenges of retailing strategy and operations. It consists of both conceptual and applied elements, including presentations by students, case studies, discussions and guest speakers from industry. Students are expected to engage in their own reading of the literature in addition to attending lectures and participating in exercises. Furthermore, they are expected to organize their learning processes independently.				
3	Learning Objectives Students... ... understand advanced, specialized theories, concepts, and methods in the domain of retailing. ... analyse current questions and challenges in the area of retailing. ... assess and discuss findings and research results of specialized theories / methods.				
4	Teaching and Learning Methods lecture practice				
5	Module Entry Requirements Recommendation: Basic knowledge of marketing				
6	Mode of End-Of-Module Examination Written test: WT (60)				
7	Prerequisites for Awarding of Credit Points Passing the written examination of one course. A course is to be attended; the written examination relates to the content of one course.				
8	Other Programmes that Use the Module Master of Science Business Administration - Supply Chain Management: Supplementary Section Supply Chain Management Master of Science Business Administration - Corporate Development: Supplementary Section Corporate Development Master of Science Business Administration - Accounting and Taxation: Supplementary Section Accounting and Taxation Master of Science Economics: Supplementary Section Master of Science International Management: Core and Advanced Section International Management Master of Education Wirtschaftspädagogik/Lehramt an Berufskollegs: Supplementary Section Business Education Master of Science Business Administration - Marketing: Specialization Section Marketing Master of Arts Regionalstudien China - Betriebswirtschaftslehre: Business Administration Master Regional Studies China				

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9	Module Manager Univ.-Prof. Dr. Werner Reinartz
10	Miscellaneous This module may consist of at least one course that takes place either until the middle of the semester (1. term) or from the middle of the semester onwards (2. term). You can find this information in the KLIPS entry of the corresponding course. The corresponding examinations of courses that take place in the 1. term are often offered in the middle of the semester.

Specialisation Module Financial Theory					
Module Code 1259SFITh0	Workload 360h	ECTS Credits 12	Module Language English	Module Availability every 2nd term - winter term	Duration 1 Term
1	Courses a) Capital Market Theory (1. Term) b) Corporate Finance Theory (1. Term)		Contact Hours a) 60h b) 60h	Self-Studies a) 120h b) 120h	Course Language a) English b) English
2	Module Content <ul style="list-style-type: none"> • Capital markets and consumption • Investment decisions given certainty and uncertainty • Portfolio theory • Asset pricing models • Analysis and valuation of forwards, futures, and options • Equity valuation models (in particular Discounted Cash Flow methods, models of residual income, Multiples approach) • Impact of financial policies • M&A activities and defensive strategies • Aspects of balancing of accounts and financial realisation of mergers and acquisitions 				
3	Learning Objectives Students... ... analyse investment decisions. ... understand asset pricing models. ... determine the value of securities and derivatives. ... use different methods of valuing companies and individual assets. ... learn how to analyse annual accounts in order to extract value relevant information. ... recognize different theories explaining M&A-activities. ... analyse manager interests in mergers and acquisitions.				
4	Teaching and Learning Methods lecture practice				
5	Module Entry Requirements no recommendations				
6	Mode of End-Of-Module Examination Written test: PO				
7	Prerequisites for Awarding of Credit Points Passing the written test. Both courses must be attended; the examination refers to topics of both courses.				
8	Other Programmes that Use the Module Master of Science Business Administration - Supply Chain Management: Supplementary Section Supply Chain Management Master of Science Information Systems: Supplementary Section Information Systems Master of Science Business Administration - Marketing: Supplementary Section Marketing Master of Science Business Administration - Corporate Development: Supplementary Section Corporate Development				

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	<p>Master of Science Business Administration - Accounting and Taxation: Supplementary Section Accounting and Taxation</p> <p>Master of Science Mathematik: MA Business and Economics Sciences Mathematics</p> <p>Master of Science Economics: Supplementary Section</p> <p>Master of Science Wirtschaftsmathematik: MA Business and Economics Sciences Mathematics</p> <p>Master of Science International Management: Core and Advanced Section International Management Supplementary Section International Management</p> <p>Master of Science Business Administration - Finance: Specialization Section Finance</p> <p>Master of Education Wirtschaftspädagogik/Lehramt an Berufskollegs: Supplementary Section Business Education</p> <p>Master of Science Geographie: Business Administration Master Geography</p> <p>Master of Arts Regionalstudien China - Betriebswirtschaftslehre: Business Administration Master Regional Studies China</p>
9	<p>Module Manager Univ.-Prof. Dr. Dieter Hess Univ.-Prof. Dr. Alexander Kempf Dr. Alexander Pütz</p>
10	<p>Miscellaneous</p>

Specialisation Module Operative Supply Chain Planning					
Module Code 1271OSCP01	Workload 180h	ECTS Credits 6	Module Language German and English	Module Availability every 2nd term - winter term	Duration 1 Term
1	Courses Production Management		Contact Hours 45h	Self-Studies 135h	Course Language German
2	Module Content <ul style="list-style-type: none"> • Supply Chain Design • Demand Planning • Program Planning • Lotsizing and Scheduling • Inventory Management 				
3	Learning Objectives Students... ... acquire knowledge about the problems that occur in production planning and supply chain management and methods for solving them. ... learn about the relationships between the relevant decision variables and ... are able to develop, implement and evaluate proposals for practical solutions to specific decision problems, based on solid theoretical foundations. ... work cooperatively in teams, ... discuss and present Supply Chain Management topics, ... recognize the consequences of decision-making, ... learn to act in a responsible as well as sustainable way and ... organize autonomously their learning and working processes.				
4	Teaching and Learning Methods lecture practice				
5	Module Entry Requirements none				
6	Mode of End-Of-Module Examination Written test: WT (60)				
7	Prerequisites for Awarding of Credit Points Passing the written test.				
8	Other Programmes that Use the Module Master of Science Business Administration - Supply Chain Management: Specialization Section Supply Chain Management Master of Science Mathematik: MA Business and Economics Sciences Mathematics Master of Science Economics: Supplementary Section Master of Science Wirtschaftsmathematik: MA Business and Economics Sciences Mathematics Master of Science International Management: Core and Advanced Section International Management Master of Education Wirtschaftspädagogik/Lehramt an Berufskollegs: Supplementary Section Business Education				

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	<p>Master of Science Information Systems: Supplementary Section Information Systems</p> <p>Master of Science Business Administration - Marketing: Supplementary Section Marketing</p> <p>Master of Science Business Administration - Corporate Development: Supplementary Section Corporate Development</p> <p>Master of Science Business Administration - Accounting and Taxation: Supplementary Section Accounting and Taxation</p> <p>Master of Science Geographie: Business Administration Master Geography</p> <p>Master of Arts Regionalstudien China - Betriebswirtschaftslehre: Business Administration Master Regional Studies China</p>
9	<p>Module Manager AD Dr. Johannes Antweiler Univ.-Prof. Dr. Horst Tempelmeier</p>
10	<p>Miscellaneous Guided and structured self-study in working groups with active presentation of results. Registration in ILIAS is required. Mandatory reading will be announced in ILIAS.</p>

Specialisation Module Project Management					
Module Code 1271SMPrjM	Workload 180h	ECTS Credits 6	Module Language English	Module Availability every 2nd term - summer term	Duration 1 Term
1	Courses Project Management		Contact Hours 60h	Self-Studies 120h	Course Language English
2	Module Content <ul style="list-style-type: none"> • Project Definition and Scoping • Project Risk Analysis and Risk Management • Resource Allocation and Budgeting • Project Scheduling • Project Monitoring • Project Portfolio Management • Managing Human Behaviour in Projects 				
3	Learning Objectives Students... ... understand the strategic relevance of project management across industries. ... understand, recognise, and discuss the importance of project complexity, project uncertainty and human behavior in managing projects. ... engage in group and class discourses to evaluate how different project planning and execution approaches are contingent on project environments ... reflect on their own developed project management skills by applying these in project groups and case studies. Critically reflect on own and peer developed project management solutions. ... apply modern methods of project planning and project execution such as agile or help-based project management systems ... apply real options thinking to determine the value of uncertain projects. ... recommend project approaches to cope with uncertainty, complexity, and human behavior while accounting for the multidimensional goals of project stakeholders				
4	Teaching and Learning Methods lecture practice				
5	Module Entry Requirements Recommended: at least 12 ECTS credits from the group Foundation Knowledge				
6	Mode of End-Of-Module Examination Written test: PO				
7	Prerequisites for Awarding of Credit Points Passing the written test.				
8	Other Programmes that Use the Module Master of Science Business Administration - Supply Chain Management: Specialization Section Supply Chain Management Master of Science Mathematik: MA Business and Economics Sciences Mathematics Master of Science Economics: Supplementary Section Master of Science Wirtschaftsmathematik: MA Business and Economics Sciences Mathematics				

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	<p>Master of Science International Management: Core and Advanced Section International Management Supplementary Section International Management</p> <p>Master of Education Wirtschaftspädagogik/Lehramt an Berufskollegs: Supplementary Section Business Education</p> <p>Master of Science Information Systems: Supplementary Section Information Systems</p> <p>Master of Science Business Administration - Marketing: Supplementary Section Marketing</p> <p>Master of Science Business Administration - Corporate Development: Supplementary Section Corporate Development</p> <p>Master of Science Business Administration - Accounting and Taxation: Supplementary Section Accounting and Taxation</p> <p>Master of Science Geographie: Business Administration Master Geography</p> <p>Master of Arts Regionalstudien China - Betriebswirtschaftslehre: Business Administration Master Regional Studies China</p>
9	<p>Module Manager Univ.-Prof. Dr. Fabian Sting</p>
10	<p>Miscellaneous</p>

SpM Digital Strategy and Marketing					
Module Code 1266MSDSM1	Workload 180h	ECTS Credits 6	Module Language English	Module Availability every 2nd term - summer term	Duration 1 Term
1	Courses Digital Strategy and Marketing		Contact Hours 45h	Self-Studies 135h	Course Language English
2	Module Content The emergence of the internet, mobile devices, the ability to automate tasks and the abundance of data is dramatically changing society and businesses. This module exposes students to a wide range of issues and questions related to this "digital" transformation. The module consists of both conceptual as well as applied tools and frameworks to understand business models and the organization of industries. The module aims at covering both the supply side (infrastructure, operations, etc.) as well as the demand side (customer, marketing, etc.). Students are expected to share their own knowledge and to use ongoing events (e.g., new companies, current news, IPOs, etc.) to apply the concepts they learn.				
3	Learning Objectives Students... ... understand economic and strategic frameworks related to industrial organization, business models, and tactical decisions. ... analyse current questions and challenges related to the ongoing changes in business and society as a result of digital technologies. ... assess and discuss findings and research results of specialised theories / methods. ... justify and defend (independently developed) positions or problem solutions. ... act responsibly considering ecological, social and ethical criteria. ... critically evaluate current social developments and develop alternative solutions.				
4	Teaching and Learning Methods lecture practice				
5	Module Entry Requirements Recommendation: basic knowledge of marketing and economics				
6	Mode of End-Of-Module Examination Written test: WT (60)				
7	Prerequisites for Awarding of Credit Points Passing the module examination				
8	Other Programmes that Use the Module Master of Science International Management: Core and Advanced Section International Management Master of Science Information Systems: Specialization Section Information Systems Master of Arts Medienwissenschaft: MA Media Management and Economics Master of Science Business Administration - Marketing: Specialization Section Marketing				
9	Module Manager Univ.-Prof. Dr. Hernán Bruno				

10	Miscellaneous This module may consist of at least one course that takes place either until the middle of the semester (1. term) or from the middle of the semester onwards (2. term). You can find this information in the KLIPS entry of the corresponding course. The corresponding examinations of courses that take place in the 1. term are often offered in the middle of the semester.
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Studies Abroad in Management I (Master)					
Module Code 1014SAIM01	Workload 180h	ECTS Credits 6	Module Language	Module Availability every term	Duration 1 Term
1	Courses		Contact Hours	Self-Studies	Course Language
2	Module Content depending on course selection				
3	Learning Objectives Students... ... describe approaches to business administration, economics and social sciences from an international perspective. ... explain international issues in the areas of business administration, economics and social science. ... discuss and compare different theories and approaches in business administration, economics and social science. ... develop new intellectual perspectives with regard to their own education. ... are better equipped to deal with the dynamic, global dimensions of their professional future in an effective manner.				
4	Teaching and Learning Methods depending on course choice				
5	Module Entry Requirements depending on course selection				
6	Mode of End-Of-Module Examination TR - depending on course selection				
7	Prerequisites for Awarding of Credit Points depending on course selection				
8	Other Programmes that Use the Module Master of Science International Management: Core and Advanced Section International Management				
9	Module Manager				
10	Miscellaneous Language: can be held in English or in any language offered at the host university. This module can be studied at a higher education institution in another country. There is a standardised crediting procedure for such cases. Information about course crediting (deadlines and procedures) can be obtained from the Credit Transfer Centre (WiSo Credit Transfer Centre: https://www.anrechnungswiso.uni-koeln.de/) This module can also be taken as part of a summer school organised by the WiSo Faculty. In this case, students must register for the examination in accordance with the rules of the WiSo Faculty prior to embarking on the module.				

Studies Abroad in Management II (Master)					
Module Code 1014SAIM02	Workload 180h	ECTS Credits 6	Module Language	Module Availability every term	Duration 1 Term
1	Courses		Contact Hours	Self-Studies	Course Language
2	Module Content depending on course selection				
3	Learning Objectives Students... ... describe approaches to business administration, economics and social sciences from an international perspective. ... explain international issues in the areas of business administration, economics and social science. ... discuss and compare different theories and approaches in business administration, economics and social science. ... develop new intellectual perspectives with regard to their own education. ... are better equipped to deal with the dynamic, global dimensions of their professional future in an effective manner.				
4	Teaching and Learning Methods depending on course choice				
5	Module Entry Requirements depending on course selection				
6	Mode of End-Of-Module Examination TR - depending on course selection				
7	Prerequisites for Awarding of Credit Points depending on course selection				
8	Other Programmes that Use the Module Master of Science International Management: Core and Advanced Section International Management				
9	Module Manager				
10	Miscellaneous Language: can be held in English or in any language offered at the host university. This module can be studied at a higher education institution in another country. There is a standardised crediting procedure for such cases. Information about course crediting (deadlines and procedures) can be obtained from the Credit Transfer Centre (WiSo Credit Transfer Centre: https://www.anrechnungswiso.uni-koeln.de/) This module can also be taken as part of a summer school organised by the WiSo Faculty. In this case, students must register for the examination in accordance with the rules of the WiSo Faculty prior to embarking on the module.				

Studies Abroad in Management III (Master)					
Module Code 1014SAIM03	Workload 180h	ECTS Credits 6	Module Language	Module Availability every term	Duration 1 Term
1	Courses		Contact Hours	Self-Studies	Course Language
2	Module Content depending on course selection				
3	Learning Objectives Students... ... describe approaches to business administration, economics and social sciences from an international perspective. ... explain international issues in the areas of business administration, economics and social science. ... discuss and compare different theories and approaches in business administration, economics and social science. ... develop new intellectual perspectives with regard to their own education. ... are better equipped to deal with the dynamic, global dimensions of their professional future in an effective manner.				
4	Teaching and Learning Methods depending on course choice				
5	Module Entry Requirements depending on course selection				
6	Mode of End-Of-Module Examination TR - depending on course selection				
7	Prerequisites for Awarding of Credit Points depending on course selection				
8	Other Programmes that Use the Module Master of Science International Management: Core and Advanced Section International Management				
9	Module Manager				
10	Miscellaneous Language: Can be offered in English or in any language possible at the host university. This module can be studied at a higher education institution in another country. There is a standardised crediting procedure for such cases. Information about course crediting (deadlines and procedures) can be obtained from the Credit Transfer Centre (WiSo Credit Transfer Centre: https://www.anrechnungswiso.uni-koeln.de/)				

3.6.2 Specialisation Section International Management

SpM CEMS Business Project					
Module Code 1015MSCBP1	Workload 450h	ECTS Credits 15	Module Language English	Module Availability every 2nd term - summer term	Duration 1 Term
1	Courses CEMS Business Project		Contact Hours 60h	Self-Studies 390h	Course Language English
2	Module Content The Business Project is a consultancy-like project that aims to make a contribution to a business case of a company with the analytical results and advice. The main part of the Business Project consists of the student group's project work process and the group's interaction with the case company. A number of supplementary input will be held during the semester, providing students with background knowledge and skills that may be applied in the specific setting of their project: <ul style="list-style-type: none"> • Kick off meeting • mid-term competition • final presentation 				
3	Learning Objectives Students... ... work on a predefined, real-life business project, in which they apply the expertise they have acquired. ... learn, under academic supervision, how knowledge is transferred from research to business. ... take on significant responsibility in a team. ... conduct an applied project independently and apply the latest research findings to real-life business issues. ... produce documentation of the methods they use.				
4	Teaching and Learning Methods Research project				
5	Module Entry Requirements none				
6	Mode of End-Of-Module Examination Combined examination: PRES, TP				
7	Prerequisites for Awarding of Credit Points Passing the examination				
8	Other Programmes that Use the Module Master of Science International Management: Specialization Section International Management				
9	Module Manager Univ.-Prof. Dr. Marc Fischer				
10	Miscellaneous				

CM Case Studies					
Module Code 1015MBCST1	Workload 360h	ECTS Credits 12	Module Language English	Module Availability every 2nd term - summer term	Duration 1 Term
1	Courses a) Case Studies in Accounting b) Case Studies in Marketing		Contact Hours a) 60h b) 60h	Self-Studies a) 300h b) 300h	Course Language a) English b) English
2	Module Content Current business administration issues				
3	Learning Objectives Students... ... learn how to conduct case studies. ... apply research findings, under academic supervision, to real-life business administration issues. ... use the results to derive recommendations for management. ... present their findings in written form and in oral presentations.				
4	Teaching and Learning Methods seminar				
5	Module Entry Requirements none				
6	Mode of End-Of-Module Examination Combined examination: PRES, TP				
7	Prerequisites for Awarding of Credit Points Passing the module examination of one course. A course is to be attended; the examination relates to the content of one course.				
8	Other Programmes that Use the Module Master of Science International Management: Specialization Section International Management				
9	Module Manager Univ.-Prof. Dr. Marc Fischer				
10	Miscellaneous				

3.6.3 Supplementary Section International Management

SpM Controlling I					
Module Code 1016MSCON1	Workload 180h	ECTS Credits 6	Module Language English	Module Availability every 2nd term - winter term	Duration 1 Term
1	Courses Operative Controlling (1. Term)		Contact Hours 45h	Self-Studies 135h	Course Language English
2	Module Content <ul style="list-style-type: none"> • Fundamentals of controlling • Theory, strategies and methods to support controlling activities • Controlling instruments 				
3	Learning Objectives Students... <ul style="list-style-type: none"> ... understand advanced, specialized theories / methods in the area of operative controlling. ... communicate continuously and purposefully in diverse teams. ... discuss scientific topics in a professional manner and appropriate to the situation with (non-) specialists. ... develop work processes for real problems and challenges. 				
4	Teaching and Learning Methods lecture practice				
5	Module Entry Requirements Recommendation: Basic knowledge of internal and external accounting, investment, financing and decision theory				
6	Mode of End-Of-Module Examination Written test: WT (60)				
7	Prerequisites for Awarding of Credit Points Passing the module examination				
8	Other Programmes that Use the Module Master of Science Business Administration - Supply Chain Management: Supplementary Section Supply Chain Management Master of Science Business Administration - Marketing: Supplementary Section Marketing Master of Science Business Administration - Corporate Development: Supplementary Section Corporate Development Master of Science Economics: Supplementary Section Master of Science Gesundheitsökonomie: Supplementary Section Health Economics Master of Science International Management: Supplementary Section International Management Master of Science Business Administration - Finance: Supplementary Section Finance Master of Science Information Systems:				

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	<p>Supplementary Section Information Systems Master of Education Wirtschaftspädagogik/Lehramt an Berufskollegs: Supplementary Section Business Education Master of Science Business Administration - Accounting and Taxation: Specialization Section Accounting and Taxation Supplementary Section Accounting and Taxation Master of Arts Regionalstudien China - Betriebswirtschaftslehre: Business Administration Master Regional Studies China</p>
9	<p>Module Manager Univ.-Prof. Dr. Carsten Homburg</p>
10	<p>Miscellaneous This course ends in the middle of the semester (1. term). The exam is offered at the end of the course.</p>

SpM Controlling II					
Module Code 1016MSCON2	Workload 180h	ECTS Credits 6	Module Language English	Module Availability every 2nd term - winter term	Duration 1 Term
1	Courses Strategic Controlling (2. Term)		Contact Hours 45h	Self-Studies 135h	Course Language English
2	Module Content <ul style="list-style-type: none"> • Introduction to strategic controlling • Conventional cost management instruments • More recent cost management instruments • Benchmarking 				
3	Learning Objectives Students... <ul style="list-style-type: none"> ... understand advanced, specialized theories / methods in the area of strategic controlling. ... communicate continuously and purposefully in diverse teams. ... discuss scientific topics in a professional manner and appropriate to the situation with (non-) specialists. ... develop work processes for real problems and challenges. 				
4	Teaching and Learning Methods lecture practice				
5	Module Entry Requirements Recommendation: Basic knowledge of internal and external accounting, investment, financing and decision theory				
6	Mode of End-Of-Module Examination Written test: WT (60)				
7	Prerequisites for Awarding of Credit Points Passing the module examination				
8	Other Programmes that Use the Module <p>Master of Science Business Administration - Supply Chain Management: Supplementary Section Supply Chain Management</p> <p>Master of Science Business Administration - Marketing: Supplementary Section Marketing</p> <p>Master of Science Business Administration - Corporate Development: Supplementary Section Corporate Development</p> <p>Master of Science Economics: Supplementary Section</p> <p>Master of Science Gesundheitsökonomie: Supplementary Section Health Economics</p> <p>Master of Science International Management: Supplementary Section International Management</p> <p>Master of Science Business Administration - Finance: Supplementary Section Finance</p> <p>Master of Science Information Systems: Supplementary Section Information Systems</p> <p>Master of Education Wirtschaftspädagogik/Lehramt an Berufskollegs:</p>				

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	<p>Supplementary Section Business Education Master of Science Business Administration - Accounting and Taxation: Specialization Section Accounting and Taxation Supplementary Section Accounting and Taxation Master of Arts Regionalstudien China - Betriebswirtschaftslehre: Business Administration Master Regional Studies China</p>
9	<p>Module Manager Univ.-Prof. Dr. Carsten Homburg</p>
10	<p>Miscellaneous This course starts in the middle of the semester (2. term). The exam is offered at the end of the course.</p>

SpM Advanced Accounting					
Module Code	Workload	ECTS Credits	Module Language	Module Availability	Duration
1016MSAAC1	180h	6	English	every 2nd term - summer term	1 Term
1	Courses Value-based Controlling		Contact Hours 45h	Self-Studies 135h	Course Language English
2	Module Content <ul style="list-style-type: none"> • Basics of value-based controlling (including traditional financial indicators) • Characteristics of capital markets • Effect of capital structure on business value • Shareholder value approach • Discounted cash flow (DCF) method • Value-based indicators and their steering • Working capital management, especially cash management • Risk measurement and risk management • Implementation of a value-based strategy • The Ohlson model 				
3	Learning Objectives Students... ... understand advanced, specialized theories / methods. ... analyse current questions and challenges. ... collect, systematize and synthesize independently literature on selected scientific questions. ... justify and defend (independently developed) positions or problem solutions. ... discuss scientific topics in a professional manner and appropriate to the situation with (non-) specialists. ... act responsibly considering ecological, social and ethical criteria. ... critically evaluate current social developments and develop alternative solutions.				
4	Teaching and Learning Methods lecture practice				
5	Module Entry Requirements Recommendation: Basic knowledge of internal and external accounting, investment and financing				
6	Mode of End-Of-Module Examination Written test: WT (60)				
7	Prerequisites for Awarding of Credit Points Passing the module examination				
8	Other Programmes that Use the Module Master of Science Business Administration - Supply Chain Management: Supplementary Section Supply Chain Management Master of Science Business Administration - Marketing: Supplementary Section Marketing Master of Science Business Administration - Corporate Development: Supplementary Section Corporate Development Master of Science Economics: Supplementary Section Master of Science Gesundheitsökonomie:				

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	<p>Supplementary Section Health Economics</p> <p>Master of Science International Management: Supplementary Section International Management</p> <p>Master of Science Business Administration - Finance: Supplementary Section Finance</p> <p>Master of Science Information Systems: Supplementary Section Information Systems</p> <p>Master of Education Wirtschaftspädagogik/Lehramt an Berufskollegs: Supplementary Section Business Education</p> <p>Master of Science Business Administration - Marketing: Specialization Section Marketing</p> <p>Master of Science Business Administration - Accounting and Taxation: Specialization Section Accounting and Taxation Supplementary Section Accounting and Taxation</p> <p>Master of Arts Regionalstudien China - Betriebswirtschaftslehre: Business Administration Master Regional Studies China</p>
9	<p>Module Manager Univ.-Prof. Dr. Carsten Homburg</p>
10	<p>Miscellaneous</p>

SpM Selected Issues in Accounting & Taxation I					
Module Code	Workload	ECTS Credits	Module Language	Module Availability	Duration
1016MSSIS1	180h	6	German and English	every 2nd term - summer term	1 Term
1	Courses a) Tax Accounting b) Financial Service and Real Estate Taxation c) Taxation of Family Business d) Selected Issues in Controlling I e) Annual Audit f) Special Audits		Contact Hours a) 30h b) 30h c) 30h d) 30h e) 30h f) 30h	Self-Studies a) 60h b) 60h c) 60h d) 60h e) 60h f) 60h	Course Language a) English b) English c) German d) English e) German f) German
2	Module Content Selected Issues in managerial accounting, financial accounting, auditing or business taxation				
3	Learning Objectives Students... ... understand advanced, specialized theories or methods in accounting or taxation. ... analyse current questions and challenges in accounting or taxation. ... assess and discuss findings and research results of specialized theories / methods. ... justify and defend (independently developed) positions or problem solutions. ... discuss topics in a professional manner and appropriate to the situation with specialists. ... develop work processes for real problems and challenges.				
4	Teaching and Learning Methods lecture				
5	Module Entry Requirements none				
6	Mode of End-Of-Module Examination Written test: PO				
7	Prerequisites for Awarding of Credit Points Passing the module examination: Two lectures must be taken. The exam covers the content of two lectures.				
8	Other Programmes that Use the Module Master of Science Business Administration - Supply Chain Management: Supplementary Section Supply Chain Management Master of Science Business Administration - Marketing: Supplementary Section Marketing Master of Science Business Administration - Corporate Development: Supplementary Section Corporate Development Master of Science Economics: Supplementary Section Master of Science International Management: Supplementary Section International Management Master of Science Business Administration - Finance: Supplementary Section Finance Master of Science Information Systems: Supplementary Section Information Systems Master of Education Wirtschaftspädagogik/Lehramt an Berufskollegs:				

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	<p>Supplementary Section Business Education Master of Science Business Administration - Accounting and Taxation: Specialization Section Accounting and Taxation Supplementary Section Accounting and Taxation</p>
9	<p>Module Manager Area Accounting and Taxation</p>
10	<p>Miscellaneous</p>

Specialisation Module Financial Theory					
Module Code 1259SFITh0	Workload 360h	ECTS Credits 12	Module Language English	Module Availability every 2nd term - winter term	Duration 1 Term
1	Courses a) Capital Market Theory (1. Term) b) Corporate Finance Theory (1. Term)		Contact Hours a) 60h b) 60h	Self-Studies a) 120h b) 120h	Course Language a) English b) English
2	Module Content <ul style="list-style-type: none"> • Capital markets and consumption • Investment decisions given certainty and uncertainty • Portfolio theory • Asset pricing models • Analysis and valuation of forwards, futures, and options • Equity valuation models (in particular Discounted Cash Flow methods, models of residual income, Multiples approach) • Impact of financial policies • M&A activities and defensive strategies • Aspects of balancing of accounts and financial realisation of mergers and acquisitions 				
3	Learning Objectives Students... ... analyse investment decisions. ... understand asset pricing models. ... determine the value of securities and derivatives. ... use different methods of valuing companies and individual assets. ... learn how to analyse annual accounts in order to extract value relevant information. ... recognize different theories explaining M&A-activities. ... analyse manager interests in mergers and acquisitions.				
4	Teaching and Learning Methods lecture practice				
5	Module Entry Requirements no recommendations				
6	Mode of End-Of-Module Examination Written test: PO				
7	Prerequisites for Awarding of Credit Points Passing the written test. Both courses must be attended; the examination refers to topics of both courses.				
8	Other Programmes that Use the Module Master of Science Business Administration - Supply Chain Management: Supplementary Section Supply Chain Management Master of Science Information Systems: Supplementary Section Information Systems Master of Science Business Administration - Marketing: Supplementary Section Marketing Master of Science Business Administration - Corporate Development: Supplementary Section Corporate Development				

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	<p>Master of Science Business Administration - Accounting and Taxation: Supplementary Section Accounting and Taxation</p> <p>Master of Science Mathematik: MA Business and Economics Sciences Mathematics</p> <p>Master of Science Economics: Supplementary Section</p> <p>Master of Science Wirtschaftsmathematik: MA Business and Economics Sciences Mathematics</p> <p>Master of Science International Management: Core and Advanced Section International Management Supplementary Section International Management</p> <p>Master of Science Business Administration - Finance: Specialization Section Finance</p> <p>Master of Education Wirtschaftspädagogik/Lehramt an Berufskollegs: Supplementary Section Business Education</p> <p>Master of Science Geographie: Business Administration Master Geography</p> <p>Master of Arts Regionalstudien China - Betriebswirtschaftslehre: Business Administration Master Regional Studies China</p>
9	<p>Module Manager Univ.-Prof. Dr. Dieter Hess Univ.-Prof. Dr. Alexander Kempf Dr. Alexander Pütz</p>
10	<p>Miscellaneous</p>

Specialisation Module Financial Institutions Management					
Module Code 1259SFIMa0	Workload 360h	ECTS Credits 12	Module Language English	Module Availability every 2nd term - winter term	Duration 1 Term
1	Courses a) Insurance Economics b) Risk Management (2. Term)		Contact Hours a) 60h b) 60h	Self-Studies a) 120h b) 120h	Course Language a) English b) English
2	Module Content Module content 1. Risk Management <ul style="list-style-type: none"> • Risk control on perfect and imperfect financial markets • Risk and risk measures • Management of liquidity risk • Management of interest rate risk • Management of default risk 2. Insurance Economics <ul style="list-style-type: none"> • Insurance demand theory • Production theory in insurance • Market balance in regard to information symmetry and asymmetry • Basics of sector-specific tariff calculation and reserve creation • Claim settlement • Introduction to solvency standards 				
3	Learning Objectives Students... ... analyse various risk measures in terms of effective risk/return management. ... apply risk measures to decision-making problems in bank operations. ... assess regulatory standards intended to limit risk. ... are familiar with the methods for measuring market and default risks. ... assess instruments for controlling market and default risks. ... analyse insurance supply and demand. ... can explain information symmetry and asymmetry. ... assess the institutional parameters for insurance markets. ... calculate premiums and reserves in life and indemnity insurance.				
4	Teaching and Learning Methods lecture practice				
5	Module Entry Requirements no recommendations				
6	Mode of End-Of-Module Examination Written test: PO				
7	Prerequisites for Awarding of Credit Points Passing the written test. Both courses must be attended; the examination refers to topics of both courses.				
8	Other Programmes that Use the Module Master of Science Business Administration - Supply Chain Management:				

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	<p>Supplementary Section Supply Chain Management</p> <p>Master of Science Information Systems: Supplementary Section Information Systems</p> <p>Master of Science Business Administration - Marketing: Supplementary Section Marketing</p> <p>Master of Science Business Administration - Corporate Development: Supplementary Section Corporate Development</p> <p>Master of Science Business Administration - Accounting and Taxation: Supplementary Section Accounting and Taxation</p> <p>Master of Science Mathematik: MA Business and Economics Sciences Mathematics</p> <p>Master of Science Economics: Supplementary Section</p> <p>Master of Science Gesundheitsökonomie: Supplementary Section Health Economics</p> <p>Master of Science Wirtschaftsmathematik: MA Business and Economics Sciences Mathematics</p> <p>Master of Science International Management: Supplementary Section International Management</p> <p>Master of Science Business Administration - Finance: Specialization Section Finance</p> <p>Master of Education Wirtschaftspädagogik/Lehramt an Berufskollegs: Supplementary Section Business Education</p> <p>Master of Science Geographie: Business Administration Master Geography</p> <p>Master of Arts Regionalstudien China - Betriebswirtschaftslehre: Business Administration Master Regional Studies China</p>
9	<p>Module Manager</p> <p>Univ.-Prof. Dr. Thomas Hartmann-Wendels Univ.-Prof. Dr. Heinrich R. Schradin</p>
10	<p>Miscellaneous</p>

Specialisation Module Finance 2					
Module Code 1259SMFi09	Workload 180h	ECTS Credits 6	Module Language German and English	Module Availability every 2nd term - summer term	Duration 1 Term
1	Courses Fixed Income Management		Contact Hours 60h	Self-Studies 120h	Course Language English
2	Module Content <ul style="list-style-type: none"> • Market for Fixed Income securities • Trading strategies • Types of bonds and risk factors • Yield curves • Bond valuation and management • Interest rate derivatives 				
3	Learning Objectives Students... <ul style="list-style-type: none"> ... outline how the Fixed Income market operates. ... analyse various investment styles and their prospects of success. ... value bonds and bond portfolios. ... calculate the risks involved in bonds. ... weigh the anticipated return against the risk taken in order to ensure professional and responsible risk management. ... compare portfolio management strategies. ... answer critical questions confidently. ... work on practical exercises in small groups to discuss the knowledge and methods learned in class. ... agree on suitable methods for solving the practical exercises within the small groups and justify their decision. ... students reflect their own learning success by solving case studies independently. 				
4	Teaching and Learning Methods lecture practice				
5	Module Entry Requirements Recommended: Specialisation Module Financial Theory				
6	Mode of End-Of-Module Examination Written test: WT (60)				
7	Prerequisites for Awarding of Credit Points Passing the written test.				
8	Other Programmes that Use the Module Master of Science Business Administration - Supply Chain Management: Supplementary Section Supply Chain Management Master of Science Information Systems: Supplementary Section Information Systems Master of Science Business Administration - Marketing: Supplementary Section Marketing Master of Science Business Administration - Corporate Development: Supplementary Section Corporate Development				

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	<p>Master of Science Business Administration - Accounting and Taxation: Supplementary Section Accounting and Taxation</p> <p>Master of Science Mathematik: MA Business and Economics Sciences Mathematics</p> <p>Master of Science Wirtschaftsmathematik: MA Business and Economics Sciences Mathematics</p> <p>Master of Science International Management: Supplementary Section International Management</p> <p>Master of Science Business Administration - Finance: Specialization Section Finance Supplementary Section Finance</p> <p>Master of Education Wirtschaftspädagogik/Lehramt an Berufskollegs: Supplementary Section Business Education</p> <p>Master of Science Geographie: Business Administration Master Geography</p> <p>Master of Arts Regionalstudien China - Betriebswirtschaftslehre: Business Administration Master Regional Studies China</p>
9	<p>Module Manager Univ.-Prof. Dr. Alexander Kempf Dr. Alexander Pütz</p>
10	<p>Miscellaneous</p>

Specialisation Module Value-Based Management in Insurance					
Module Code 1259SMVB00	Workload 180h	ECTS Credits 6	Module Language English	Module Availability irregular	Duration 1 Term
1	Courses Value-Based Management in Insurance - Theory and Practice		Contact Hours 60h	Self-Studies 120h	Course Language English
2	Module Content <ul style="list-style-type: none"> • Introduction in Insurance Management • Insurance Risk and Production Technology • Risk Modelling and Risk Measurement • Risk Management and Shareholder Wealth • Risk-based Capital Allocation • Decision-making in a Value-Based Management Framework • Trends and Challenges in the Insurance Industry • Trends and Challenges in the Insurance Industry 				
3	Learning Objectives Students... <ul style="list-style-type: none"> ... learn methods for managing and evaluating insurance companies. ... learn methods of value-based management in insurance companies. ... model cash flows of insurance companies. ... analyze the risk situation of insurance companies. ... assess different methods for calculating the capital requirements. ... assess different methods for risk capital allocation. ... learn fundamentals of asset liability management. 				
4	Teaching and Learning Methods lecture practice				
5	Module Entry Requirements none				
6	Mode of End-Of-Module Examination Written test: WT (60)				
7	Prerequisites for Awarding of Credit Points Passing the written examination.				
8	Other Programmes that Use the Module <p>Master of Science Business Administration - Supply Chain Management: Supplementary Section Supply Chain Management</p> <p>Master of Science Information Systems: Supplementary Section Information Systems</p> <p>Master of Science Business Administration - Marketing: Supplementary Section Marketing</p> <p>Master of Science Business Administration - Corporate Development: Supplementary Section Corporate Development</p> <p>Master of Science Business Administration - Accounting and Taxation: Supplementary Section Accounting and Taxation</p> <p>Master of Science Mathematik: MA Business and Economics Sciences Mathematics</p> <p>Master of Science Economics: Supplementary Section</p>				

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	<p>Master of Science Wirtschaftsmathematik: MA Business and Economics Sciences Mathematics</p> <p>Master of Science International Management: Supplementary Section International Management</p> <p>Master of Science Business Administration - Finance: Specialization Section Finance Supplementary Section Finance</p> <p>Master of Education Wirtschaftspädagogik/Lehramt an Berufskollegs: Supplementary Section Business Education</p>
9	<p>Module Manager Dr. Muhammed Altuntas Univ.-Prof. Dr. Heinrich R. Schradin</p>
10	<p>Miscellaneous</p>

Specialisation Module Finance 6					
Module Code	Workload	ECTS Credits	Module Language	Module Availability	Duration
1259SMFi06	180h	6	German and English	every 2nd term - summer term	1 Term
1	Courses a) Banking, Pricing & Analytics (winter term) b) Empirical Finance		Contact Hours a) 60h b) 60h	Self-Studies a) 120h b) 120h	Course Language a) German b) English
2	<p>Module Content</p> <p>Empirical Analytics:</p> <ul style="list-style-type: none"> • Selected basic and advanced econometric methods, particularly OLS, FGLS, panel and time series • Test methods for assessing the quality of estimated and forecast results • Use of regression models as part of analysis of theoretical models and estimation/forecasting of parameters for issues of relevance in the real world <p>Banking, Pricing & Analytics (winter term):</p> <ul style="list-style-type: none"> • Profitability analysis in banks • Risk-based capital allocation • Rating/scoring models • IRBA and pool rating systems • Credit pricing • Funds transfer pricing models • Maturity transformation risks • Cash flow modelling • Risk management reporting • Business performance planning 				
3	<p>Learning Objectives</p> <p>Students...</p> <ul style="list-style-type: none"> ... are familiar with strategies with which to collect, prepare and evaluate corporate data. ... distinguish between selected econometric methods based on this knowledge. ... interpret analysis strategies in order to evaluate the influence of specific factors on corporate performance. ... independently produce regression analyses for selected applications (e.g. for testing capital market models, estimating capital costs and valuing companies) in exercises and case studies. ... discuss their findings in groups. 				
4	<p>Teaching and Learning Methods</p> <p>lecture practice</p>				
5	<p>Module Entry Requirements</p> <p>Recommended: Basic knowledge of statistics</p>				
6	<p>Mode of End-Of-Module Examination</p> <p>Combined examination: OE, PR</p>				
7	<p>Prerequisites for Awarding of Credit Points</p> <p>Passing the written test in one course.</p>				
8	<p>Other Programmes that Use the Module</p> <p>Master of Science International Management: Supplementary Section International Management</p>				

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	<p>Master of Science Business Administration - Finance: Specialization Section Finance Supplementary Section Finance</p> <p>Master of Arts Regionalstudien China - Betriebswirtschaftslehre: Business Administration Master Regional Studies China</p>
9	<p>Module Manager Univ.-Prof. Dr. Dieter Hess</p>
10	<p>Miscellaneous The course "Banking, Pricing & Analytics" is an additional offer which can only be made in the winter term.</p>

Specialisation module Finance 8					
Module Code 1259SMFi08	Workload 180h	ECTS Credits 6	Module Language German and English	Module Availability every 2nd term - summer term	Duration 1 Term
1	Courses Asset Management		Contact Hours 60h	Self-Studies 120h	Course Language English
2	Module Content <ul style="list-style-type: none"> • Investment process and design of equity funds • Trading strategies for equity funds • Risk factors 				
3	Learning Objectives Students... <ul style="list-style-type: none"> ... outline the institutional framework related to asset management. ... analyse various investment styles and their prospects of success. ... value stock, bonds and combined stock/bond portfolios. ... calculate the risks involved in stocks and bonds. ... weigh the anticipated return against the risk taken in order to ensure professional and responsible risk management. ... compare portfolio management strategies. ... answer critical questions confidently. ... work on practical exercises in small groups to discuss the knowledge and methods learned in class. ... agree on suitable methods for solving the practical exercises within the small groups and justify their decision. ... reflect their own learning success by solving case studies independently. 				
4	Teaching and Learning Methods lecture practice				
5	Module Entry Requirements Recommended: Specialisation Module Financial Theory				
6	Mode of End-Of-Module Examination Written test: WT (60)				
7	Prerequisites for Awarding of Credit Points Passing the written test.				
8	Other Programmes that Use the Module Master of Science Business Administration - Supply Chain Management: Supplementary Section Supply Chain Management Master of Science Information Systems: Supplementary Section Information Systems Master of Science Business Administration - Marketing: Supplementary Section Marketing Master of Science Business Administration - Corporate Development: Supplementary Section Corporate Development Master of Science Business Administration - Accounting and Taxation: Supplementary Section Accounting and Taxation Master of Science Mathematik:				

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Valid for students of the ER 2015 (enrolment for winter semester 2020/21 at the latest)

	<p>MA Business and Economics Sciences Mathematics Master of Science Wirtschaftsmathematik: MA Business and Economics Sciences Mathematics Master of Science International Management: Supplementary Section International Management Master of Science Business Administration - Finance: Specialization Section Finance Supplementary Section Finance Master of Education Wirtschaftspädagogik/Lehramt an Berufskollegs: Supplementary Section Business Education Master of Science Geographie: Business Administration Master Geography Master of Arts Regionalstudien China - Betriebswirtschaftslehre: Business Administration Master Regional Studies China</p>
9	<p>Module Manager Univ.-Prof. Dr. Alexander Kempf Dr. Alexander Pütz</p>
10	<p>Miscellaneous</p>

SpM Business Ethics					
Module Code 1253MSBET1	Workload 180h	ECTS Credits 6	Module Language English	Module Availability every 2nd term - winter term	Duration 1 Term
1	Courses Managing Business Ethics in Markets and Organisations		Contact Hours 60h	Self-Studies 120h	Course Language English
2	Module Content This module introduces basic business ethics concepts and applies them to decision making of managers and employees. It draws on standard ethics theories, like teleology, deontology, virtue ethics and fairness concepts. Business decisions in organisations and markets are discussed and evaluated in the light of these foundations. Case studies are employed to illustrate and apply the theoretical concepts.				
3	Learning Objectives Students... ... understand advanced, specialized theories / methods. ... analyse current questions and challenges. ... assess and discuss findings and research results of specialized theories / methods. ... solve team-internal conflicts and target divergences independently. ... justify and defend (independently developed) positions or problem solutions. ... evaluate their own action processes in self- and external reflection and identify development potentials. ... act responsibly considering ecological, social and ethical criteria. ... critically evaluate current social developments and develop alternative solutions.				
4	Teaching and Learning Methods lecture practice				
5	Module Entry Requirements none				
6	Mode of End-Of-Module Examination Written test: WT (60)				
7	Prerequisites for Awarding of Credit Points Passing the module examination				
8	Other Programmes that Use the Module Master of Science Business Administration - Supply Chain Management: Supplementary Section Supply Chain Management Master of Science Information Systems: Supplementary Section Information Systems Master of Science Business Administration - Marketing: Supplementary Section Marketing Master of Science Business Administration - Accounting and Taxation: Supplementary Section Accounting and Taxation Master of Science Economics: Supplementary Section Master of Science Gesundheitsökonomie: Supplementary Section Health Economics Master of Science International Management:				

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	<p>Core and Advanced Section International Management Supplementary Section International Management Master of Education Wirtschaftspädagogik/Lehramt an Berufskollegs: Supplementary Section Business Education Master of Arts Medienwissenschaft: MA Media Management and Economics Master of Science Economic Research: Supplementary Section Economic Research Master of Science Business Administration - Corporate Development: Specialization Section Corporate Development Master of Arts Regionalstudien China - Betriebswirtschaftslehre: Business Administration Master Regional Studies China</p>
9	<p>Module Manager Univ.-Prof. Dr. Bernd Irlenbusch</p>
10	<p>Miscellaneous This module can contain courses which takes place either until the middle of the semester (1. term) or from the middle of the semester (2. term). The required examinations are generally offered after the respective term.</p>

SpM Strategic Human Resource Management					
Module Code 1253MSSHR1	Workload 180h	ECTS Credits 6	Module Language English	Module Availability every 2nd term - winter term	Duration 1 Term
1	Courses Strategic Human Resource Management		Contact Hours 60h	Self-Studies 120h	Course Language English
2	Module Content The module teaches how Human Resource Management creates economic value and contributes to the implementation of corporate strategies.				
3	Learning Objectives Students... ... understand advanced, specialized theories / methods. ... analyse current questions and challenges. ... communicate continuously and purposefully in diverse teams. ... solve team-internal conflicts and target divergences independently. ... justify and defend (independently developed) positions or problem solutions. ... act responsibly considering ecological, social and ethical criteria. ... develop work processes for real problems and challenges.				
4	Teaching and Learning Methods lecture practice				
5	Module Entry Requirements none				
6	Mode of End-Of-Module Examination Combined examination: WT (60), PRES				
7	Prerequisites for Awarding of Credit Points Passing the module examination				
8	Other Programmes that Use the Module Master of Science Business Administration - Supply Chain Management: Supplementary Section Supply Chain Management Master of Science Information Systems: Supplementary Section Information Systems Master of Science Business Administration - Marketing: Supplementary Section Marketing Master of Science Business Administration - Accounting and Taxation: Supplementary Section Accounting and Taxation Master of Science Economics: Supplementary Section Master of Science Gesundheitsökonomie: Supplementary Section Health Economics Master of Science International Management: Supplementary Section International Management Master of Education Wirtschaftspädagogik/Lehramt an Berufskollegs: Supplementary Section Business Education Master of Arts Medienwissenschaft: MA Media Management and Economics				

INTERNATIONAL MANAGEMENT (CEMS MIM) - MASTER OF SCIENCE

Valid for students of the ER 2015 (enrolment for winter semester 2020/21 at the latest)

	<p>Master of Science Economic Research: Supplementary Section Economic Research</p> <p>Master of Science Business Administration - Corporate Development: Specialization Section Corporate Development</p> <p>Master of Arts Regionalstudien China - Betriebswirtschaftslehre: Business Administration Master Regional Studies China</p>
9	<p>Module Manager Univ.-Prof. Dr. Dirk Sliwka</p>
10	<p>Miscellaneous</p>

SpM Strategic Management					
Module Code 1253MSSMG1	Workload 180h	ECTS Credits 6	Module Language English	Module Availability every 2nd term - winter term	Duration 1 Term
1	Courses Strategic Management (1. Term)		Contact Hours 60h	Self-Studies 120h	Course Language English
2	Module Content <ul style="list-style-type: none"> • Fundamentals of strategic management • Basic concepts and tools for analysing strategic positioning for companies on the market • Basic concepts and tools for analysing competition • Applying theoretical concepts on strategic positioning and competition in case studies 				
3	Learning Objectives Students... <ul style="list-style-type: none"> ... analyse current questions and challenges. ... assess and discuss findings and research results of specialized theories / methods. ... collect and analyse data material for selected scientific questions using quantitative / qualitative methods. ... communicate continuously and purposefully in diverse teams. ... solve team-internal conflicts and target divergences independently. ... justify and defend (independently developed) positions or problem solutions. ... present scientific results in a way that is appropriate for the target audience. ... evaluate their own action processes in self- and external reflection and identify development potentials. ... act responsibly considering ecological, social and ethical criteria. ... critically evaluate current social developments and develop alternative solutions. ... develop work processes for real problems and challenges. 				
4	Teaching and Learning Methods lecture practice				
5	Module Entry Requirements none				
6	Mode of End-Of-Module Examination Written test: WT (60)				
7	Prerequisites for Awarding of Credit Points Passing the module examination				
8	Other Programmes that Use the Module Master of Science Business Administration - Supply Chain Management: Supplementary Section Supply Chain Management Master of Science Information Systems: Supplementary Section Information Systems Master of Science Business Administration - Marketing: Supplementary Section Marketing Master of Science Business Administration - Accounting and Taxation: Supplementary Section Accounting and Taxation Master of Science Economics: Supplementary Section				

INTERNATIONAL MANAGEMENT (CEMS MIM) - MASTER OF SCIENCE

Valid for students of the ER 2015 (enrolment for winter semester 2020/21 at the latest)

	<p>Master of Science Gesundheitsökonomie: Supplementary Section Health Economics</p> <p>Master of Science International Management: Core and Advanced Section International Management Supplementary Section International Management</p> <p>Master of Education Wirtschaftspädagogik/Lehramt an Berufskollegs: Supplementary Section Business Education</p> <p>Master of Arts Medienwissenschaft: MA Media Management and Economics</p> <p>Master of Science Economic Research: Supplementary Section Economic Research</p> <p>Master of Science Business Administration - Corporate Development: Specialization Section Corporate Development</p> <p>Master of Arts Regionalstudien China - Betriebswirtschaftslehre: Business Administration Master Regional Studies China</p>
9	<p>Module Manager Univ.-Prof. Dr. Matthias Heinz</p>
10	<p>Miscellaneous</p>

CM People Analytics & Econometrics					
Module Code 1253MBPAE1	Workload 180h	ECTS Credits 6	Module Language English	Module Availability every 2nd term - winter term	Duration 1 Term
1	Courses People Analytics & Econometrics		Contact Hours 30h	Self-Studies 150h	Course Language English
2	Module Content The modules trains students to analyze company data using statistical software in order to evaluate the impact of management practices.				
3	Learning Objectives Students... ... understand advanced, specialized theories / methods. ... analyse current questions and challenges. ... assess and discuss findings and research results of specialized theories / methods. ... collect and analyse data material for selected scientific questions using quantitative / qualitative methods. ... discuss scientific topics in a professional manner and appropriate to the situation with (non-) specialists. ... evaluate their own action processes in self- and external reflection and identify development potentials. ... act responsibly considering ecological, social and ethical criteria. ... develop work processes for real problems and challenges. ... use techniques of scientific work and good scientific practice.				
4	Teaching and Learning Methods lecture practice				
5	Module Entry Requirements Recommendation: Basic knowledge of statistics				
6	Mode of End-Of-Module Examination Project Paper				
7	Prerequisites for Awarding of Credit Points Passing the module examination				
8	Other Programmes that Use the Module Master of Science International Management: Supplementary Section International Management Master of Science Business Administration - Corporate Development: Core and Advanced Section Corporate Development				
9	Module Manager Univ.-Prof. Dr. Dirk Sliwka				
10	Miscellaneous				

SpM Strategic Development					
Module Code 1253MSSDP1	Workload 180h	ECTS Credits 6	Module Language English	Module Availability every 2nd term - winter term	Duration 1 Term
1	Courses Mergers and Acquisitions		Contact Hours 60h	Self-Studies 120h	Course Language English
2	Module Content Key issues of corporate development				
3	Learning Objectives Students... ... understand advanced, specialised theories / methods in the area of corporate development. ... analyse current questions and challenges in the area of corporate development. ... assess and discuss findings and research results of specialised theories / methods. ... justify and defend (independently developed) positions or problem solutions. ... discuss scientific topics in a professional manner and appropriate to the situation with (non-) specialists. ... act responsibly considering ecological, social and ethical criteria.				
4	Teaching and Learning Methods lecture practice				
5	Module Entry Requirements None				
6	Mode of End-Of-Module Examination Written test: WT (60)				
7	Prerequisites for Awarding of Credit Points Passing the module examination				
8	Other Programmes that Use the Module Master of Science Business Administration - Supply Chain Management: Supplementary Section Supply Chain Management Master of Science Information Systems: Supplementary Section Information Systems Master of Science Business Administration - Marketing: Supplementary Section Marketing Master of Science Business Administration - Accounting and Taxation: Supplementary Section Accounting and Taxation Master of Science International Management: Supplementary Section International Management Master of Education Wirtschaftspädagogik/Lehramt an Berufskollegs: Supplementary Section Business Education Master of Science Business Administration - Corporate Development: Specialization Section Corporate Development				
9	Module Manager N.N.				
10	Miscellaneous				

SpM Marketing in Specific Contexts I					
Module Code 1266MSMSC1	Workload 180h	ECTS Credits 6	Module Language English	Module Availability every 2nd term - summer term	Duration 1 Term
1	Courses a) Business Model Innovation and Entrepreneurship b) Cases in (Digital) Marketing		Contact Hours a) 45h b) 45h	Self-Studies a) 135h b) 135h	Course Language a) English b) English
2	Module Content The module covers specific topics in marketing such as the management and marketing of new products. It consists of both conceptual and applied elements, including presentations by students, case studies, discussions and guest speakers from industry. Students are expected to engage in their own reading of the literature in addition to attending lectures and participating in exercises. Furthermore, they are expected to organize their learning processes independently.				
3	Learning Objectives Students... ... assess and discuss findings and research results of specialized theories / methods. ... communicate continuously and purposefully in diverse teams. ... justify and defend (independently developed) positions or problem solutions. ... evaluate their own action processes in self- and external reflection and identify development potentials.				
4	Teaching and Learning Methods lecture practice				
5	Module Entry Requirements Recommendation: Basic knowledge of marketing and multivariate methods (e.g., regression analysis, analysis of variance)				
6	Mode of End-Of-Module Examination Oral examination: PRES				
7	Prerequisites for Awarding of Credit Points Passing the oral examination of one course. A course is to be attended; the oral examination relates to the content of one course.				
8	Other Programmes that Use the Module Master of Science Business Administration - Supply Chain Management: Supplementary Section Supply Chain Management Master of Science Business Administration - Corporate Development: Supplementary Section Corporate Development Master of Science Business Administration - Accounting and Taxation: Supplementary Section Accounting and Taxation Master of Science Economics: Supplementary Section Master of Science International Management: Supplementary Section International Management Master of Education Wirtschaftspädagogik/Lehramt an Berufskollegs: Supplementary Section Business Education Master of Science Business Administration - Marketing: Specialization Section Marketing				

INTERNATIONAL MANAGEMENT (CEMS MIM) - MASTER OF SCIENCE

Valid for students of the ER 2015 (enrolment for winter semester 2020/21 at the latest)

	Master of Arts Regionalstudien China - Betriebswirtschaftslehre: Business Administration Master Regional Studies China
9	Module Manager Univ.-Prof. Dr.' Franziska Völckner
10	Miscellaneous This module may consist of at least one course that takes place either until the middle of the semester (1. term) or from the middle of the semester onwards (2. term). You can find this information in the KLIPS entry of the corresponding course. The corresponding examinations of courses that take place in the 1. term are often offered in the middle of the semester.

SpM Marketing in Specific Contexts III					
Module Code 1266MSMSC3	Workload 180h	ECTS Credits 6	Module Language English	Module Availability every 2nd term - summer term	Duration 1 Term
1	Courses Services and Media Marketing		Contact Hours 45h	Self-Studies 135h	Course Language English
2	Module Content The module contains conceptual and applied elements, including discussions and presentations of guest speakers from the world of marketing. In addition to attending lectures and participating in exercises, students are required to organise their own learning and working processes independently and self-responsibly.				
3	Learning Objectives Students... ... analyse current questions and challenges associated with the management of specific products or services. ... assess and discuss concepts for the planning and implementation of the marketing mix using examples of specific products/services.				
4	Teaching and Learning Methods lecture practice				
5	Module Entry Requirements Recommendation: Basic knowledge of multivariate methods				
6	Mode of End-Of-Module Examination Written test: WT (60)				
7	Prerequisites for Awarding of Credit Points Passing the module examination				
8	Other Programmes that Use the Module Master of Science Business Administration - Supply Chain Management: Supplementary Section Supply Chain Management Master of Science Business Administration - Corporate Development: Supplementary Section Corporate Development Master of Science Business Administration - Accounting and Taxation: Supplementary Section Accounting and Taxation Master of Science Economics: Supplementary Section Master of Science Gesundheitsökonomie: Supplementary Section Health Economics Master of Science International Management: Supplementary Section International Management Master of Education Wirtschaftspädagogik/Lehramt an Berufskollegs: Supplementary Section Business Education Master of Science Business Administration - Marketing: Specialization Section Marketing Master of Arts Regionalstudien China - Betriebswirtschaftslehre: Business Administration Master Regional Studies China				

INTERNATIONAL MANAGEMENT (CEMS MIM) - MASTER OF SCIENCE

Valid for students of the ER 2015 (enrolment for winter semester 2020/21 at the latest)

9	Module Manager Univ.-Prof. Dr. Marc Fischer
10	Miscellaneous This module may consist of at least one course that takes place either until the middle of the semester (1. term) or from the middle of the semester onwards (2. term). You can find this information in the KLIPS entry of the corresponding course. The corresponding examinations of courses that take place in the 1. term are often offered in the middle of the semester.

SpM Brand Management					
Module Code 1266MSBMG1	Workload 180h	ECTS Credits 6	Module Language English	Module Availability every 2nd term - summer term	Duration 1 Term
1	Courses Brand Management		Contact Hours 45h	Self-Studies 135h	Course Language English
2	Module Content The module covers key questions and challenges of building and managing brands. It consists of both conceptual and applied elements, including presentations by students, case studies, discussions and guest speakers from industry. Students are expected to engage in their own reading of the literature in addition to attending lectures and participating in exercises. Furthermore, they are expected to organise their learning processes independently.				
3	Learning Objectives Students... ... understand advanced, specialized marketing theories, concepts, and methods in the domain of brand management. ... assess and discuss findings and research results of specialized marketing theories, concepts, and methods in the domain of brand management. ... act responsibly considering ecological, social and ethical criteria.				
4	Teaching and Learning Methods lecture practice				
5	Module Entry Requirements Recommendation: Basic knowledge of marketing and multivariate methods (e.g., regression analysis, analysis of variance)				
6	Mode of End-Of-Module Examination Written test: WT (60)				
7	Prerequisites for Awarding of Credit Points Passing the module examination				
8	Other Programmes that Use the Module Master of Science Business Administration - Supply Chain Management: Supplementary Section Supply Chain Management Master of Science Business Administration - Corporate Development: Supplementary Section Corporate Development Master of Science Business Administration - Accounting and Taxation: Supplementary Section Accounting and Taxation Master of Science Economics: Supplementary Section Master of Science International Management: Supplementary Section International Management Master of Education Wirtschaftspädagogik/Lehramt an Berufskollegs: Supplementary Section Business Education Master of Arts Medienwissenschaft: MA Media Management and Economics Master of Science Business Administration - Marketing: Specialization Section Marketing				

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Valid for students of the ER 2015 (enrolment for winter semester 2020/21 at the latest)

	Master of Arts Regionalstudien China - Betriebswirtschaftslehre: Business Administration Master Regional Studies China
9	Module Manager Univ.-Prof. Dr.' Franziska Völckner
10	Miscellaneous This module may consist of at least one course that takes place either until the middle of the semester (1. term) or from the middle of the semester onwards (2. term). You can find this information in the KLIPS entry of the corresponding course. The corresponding examinations of courses that take place in the 1. term are often offered in the middle of the semester.

SpM Marketing Performance Management					
Module Code	Workload	ECTS Credits	Module Language	Module Availability	Duration
1266MSMPF1	180h	6	English	every 2nd term - winter term	1 Term
1	Courses Marketing Performance Management		Contact Hours 45h	Self-Studies 135h	Course Language English
2	Module Content The module deals with central questions of marketing performance management and includes conceptual and applied elements, including presentations by guest speakers and discussions from the world of marketing. Students are required to organise their own learning and working processes independently and self-responsibly in addition to attending lectures and participating in exercises. In addition, it is expected that students read the related literature.				
3	Learning Objectives Students... ... analyse current questions and challenges that arise when quantifying and evaluating marketing activities in financial terms. ... assess and discuss findings and research results of specialised marketing theories, concepts, and methods in the domain of marketing performance management. ... act responsibly considering ecological, social and ethical criteria.				
4	Teaching and Learning Methods lecture practice				
5	Module Entry Requirements Recommendation: basic knowledge of marketing and multivariate methods				
6	Mode of End-Of-Module Examination Written test: WT (60)				
7	Prerequisites for Awarding of Credit Points Passing the module examination				
8	Other Programmes that Use the Module Master of Science Business Administration - Supply Chain Management: Supplementary Section Supply Chain Management Master of Science Business Administration - Corporate Development: Supplementary Section Corporate Development Master of Science Business Administration - Accounting and Taxation: Supplementary Section Accounting and Taxation Master of Science International Management: Supplementary Section International Management Master of Education Wirtschaftspädagogik/Lehramt an Berufskollegs: Supplementary Section Business Education Master of Arts Medienwissenschaft: MA Media Management and Economics Master of Science Business Administration - Marketing: Specialization Section Marketing Master of Arts Regionalstudien China - Betriebswirtschaftslehre: Business Administration Master Regional Studies China				

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Valid for students of the ER 2015 (enrolment for winter semester 2020/21 at the latest)

9	Module Manager Univ.-Prof. Dr. Marc Fischer
10	Miscellaneous This module may consist of at least one course that takes place either until the middle of the semester (1. term) or from the middle of the semester onwards (2. term). You can find this information in the KLIPS entry of the corresponding course. The corresponding examinations of courses that take place in the 1. term are often offered in the middle of the semester.

SpM Business Project					
Module Code 1266MSBPR1	Workload 360h	ECTS Credits 12	Module Language English	Module Availability every term	Duration 1 Term
1	Courses a) Business Project in Marketing b) Applied Research Project in Marketing		Contact Hours a) 30h b) 30h	Self-Studies a) 330h b) 330h	Course Language a) English b) English
2	Module Content The module includes conceptual and applied elements, including presentations by the students, case studies, discussions and guest speakers from industry. Students work on real-world problems for which they then present solutions using the skills and knowledge they have acquired during the program. Students are required to do their own reading independently in addition to attending working sessions.				
3	Learning Objectives Students... ... collect and analyse data material for selected scientific questions using quantitative / qualitative methods. ... collect, systematize and synthesize independently literature on selected scientific questions. ... communicate continuously and purposefully in diverse teams. ... justify and defend (independently developed) positions or problem solutions. ... develop work processes for real problems and challenges.				
4	Teaching and Learning Methods lecture practice seminar Research project				
5	Module Entry Requirements Recommendation: Basic knowledge in marketing				
6	Mode of End-Of-Module Examination Combined examination: PRES, TP				
7	Prerequisites for Awarding of Credit Points Passing the oral examination of one course. A course is to be attended; the oral examination relates to the content of one course.				
8	Other Programmes that Use the Module Master of Science International Management: Supplementary Section International Management Master of Science Business Administration - Marketing: Specialization Section Marketing				
9	Module Manager Area Marketing				
10	Miscellaneous				

SpM Customer Management					
Module Code 1266MSCMG1	Workload 180h	ECTS Credits 6	Module Language English	Module Availability every 2nd term - winter term	Duration 1 Term
1	Courses Customer Management		Contact Hours 45h	Self-Studies 135h	Course Language English
2	Module Content The module covers key questions and challenges of customer management (CRM). It consists of both conceptual and applied elements, including presentations by students, case studies, discussions and guest speakers from industry. Students are expected to engage in their own reading of the literature in addition to attending lectures and participating in exercises. Furthermore, they are expected to organize their learning processes independently.				
3	Learning Objectives Students... ... understand advanced, specialized marketing theories, concepts, and methods in the domain of customer management. ... analyse current questions and challenges in the area of customer management. ... assess and discuss findings and research results of specialized theories / methods. ... act responsibly considering ecological, social and ethical criteria.				
4	Teaching and Learning Methods lecture practice				
5	Module Entry Requirements Recommendation: Basic knowledge in marketing				
6	Mode of End-Of-Module Examination Written test: WT (60)				
7	Prerequisites for Awarding of Credit Points Passing the module examination				
8	Other Programmes that Use the Module Master of Science Business Administration - Supply Chain Management: Supplementary Section Supply Chain Management Master of Science Business Administration - Corporate Development: Supplementary Section Corporate Development Master of Science Business Administration - Accounting and Taxation: Supplementary Section Accounting and Taxation Master of Science International Management: Supplementary Section International Management Master of Education Wirtschaftspädagogik/Lehramt an Berufskollegs: Supplementary Section Business Education Master of Arts Medienwissenschaft: MA Media Management and Economics Master of Science Business Administration - Marketing: Specialization Section Marketing Master of Arts Regionalstudien China - Betriebswirtschaftslehre: Business Administration Master Regional Studies China				

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9	Module Manager Univ.-Prof. Dr. Werner Reinartz
10	Miscellaneous This module may consist of at least one course that takes place either until the middle of the semester (1. term) or from the middle of the semester onwards (2. term). You can find this information in the KLIPS entry of the corresponding course. The corresponding examinations of courses that take place in the 1. term are often offered in the middle of the semester.

Specialisation Module Project Management					
Module Code 1271SMPrjM	Workload 180h	ECTS Credits 6	Module Language English	Module Availability every 2nd term - summer term	Duration 1 Term
1	Courses Project Management		Contact Hours 60h	Self-Studies 120h	Course Language English
2	Module Content <ul style="list-style-type: none"> • Project Definition and Scoping • Project Risk Analysis and Risk Management • Resource Allocation and Budgeting • Project Scheduling • Project Monitoring • Project Portfolio Management • Managing Human Behaviour in Projects 				
3	Learning Objectives Students... ... understand the strategic relevance of project management across industries. ... understand, recognise, and discuss the importance of project complexity, project uncertainty and human behavior in managing projects. ... engage in group and class discourses to evaluate how different project planning and execution approaches are contingent on project environments ... reflect on their own developed project management skills by applying these in project groups and case studies. Critically reflect on own and peer developed project management solutions. ... apply modern methods of project planning and project execution such as agile or help-based project management systems ... apply real options thinking to determine the value of uncertain projects. ... recommend project approaches to cope with uncertainty, complexity, and human behavior while accounting for the multidimensional goals of project stakeholders				
4	Teaching and Learning Methods lecture practice				
5	Module Entry Requirements Recommended: at least 12 ECTS credits from the group Foundation Knowledge				
6	Mode of End-Of-Module Examination Written test: PO				
7	Prerequisites for Awarding of Credit Points Passing the written test.				
8	Other Programmes that Use the Module Master of Science Business Administration - Supply Chain Management: Specialization Section Supply Chain Management Master of Science Mathematik: MA Business and Economics Sciences Mathematics Master of Science Economics: Supplementary Section Master of Science Wirtschaftsmathematik: MA Business and Economics Sciences Mathematics				

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	<p>Master of Science International Management: Core and Advanced Section International Management Supplementary Section International Management</p> <p>Master of Education Wirtschaftspädagogik/Lehramt an Berufskollegs: Supplementary Section Business Education</p> <p>Master of Science Information Systems: Supplementary Section Information Systems</p> <p>Master of Science Business Administration - Marketing: Supplementary Section Marketing</p> <p>Master of Science Business Administration - Corporate Development: Supplementary Section Corporate Development</p> <p>Master of Science Business Administration - Accounting and Taxation: Supplementary Section Accounting and Taxation</p> <p>Master of Science Geographie: Business Administration Master Geography</p> <p>Master of Arts Regionalstudien China - Betriebswirtschaftslehre: Business Administration Master Regional Studies China</p>
9	<p>Module Manager Univ.-Prof. Dr. Fabian Sting</p>
10	<p>Miscellaneous</p>

CM Supply Chain Analytics I					
Module Code 1271MBSCA1	Workload 180h	ECTS Credits 6	Module Language English	Module Availability every 2nd term - winter term	Duration 1 Term
1	Courses Predictive Analytics		Contact Hours 45h	Self-Studies 135h	Course Language English
2	Module Content <ul style="list-style-type: none"> • Introduction Data Analysis/Data Science • Introduction Programming with Python • Methods of Demand Forecasting 				
3	Learning Objectives Students... <ul style="list-style-type: none"> ... understand advanced, specialized theories / methods in the area of data science. ... collect and analyse data material for selected scientific questions using quantitative / qualitative methods. ... communicate continuously and purposefully in diverse teams. ... solve team-internal conflicts and target divergences independently. ... justify and defend (independently developed) positions or problem solutions. ... present scientific results in a way that is appropriate for the target audience. ... develop work processes for real problems and challenges. use techniques of scientific work and good scientific practice. 				
4	Teaching and Learning Methods lecture practice				
5	Module Entry Requirements none				
6	Mode of End-Of-Module Examination Written test: PO				
7	Prerequisites for Awarding of Credit Points Passing the module examination				
8	Other Programmes that Use the Module Master of Science Business Administration - Supply Chain Management: Core and Advanced Section Supply Chain Management Master of Science International Management: Supplementary Section International Management				
9	Module Manager Prof. Dr. Nicolas Fugger Area Supply Chain Management				
10	Miscellaneous				

CM Supply Chain Analytics II					
Module Code 1271MBSCA2	Workload 180h	ECTS Credits 6	Module Language English	Module Availability every 2nd term - winter term	Duration 1 Term
1	Courses Prescriptive Analytics		Contact Hours 45h	Self-Studies 135h	Course Language English
2	Module Content <ul style="list-style-type: none"> • Introduction Analytical Modelling • Introduction Optimisation • Solving Optimisation Case Studies in Python 				
3	Learning Objectives Students... <ul style="list-style-type: none"> ... understand advanced, specialized theories / methods in the area of data science / optimisation. ... collect and analyse data material for selected scientific questions using quantitative / qualitative methods. ... communicate continuously and purposefully in diverse teams. ... solve team-internal conflicts and target divergences independently. ... justify and defend (independently developed) positions or problem solutions. ... present scientific results in a way that is appropriate for the target audience. ... develop work processes for real problems and challenges. ... use techniques of scientific work and good scientific practice. 				
4	Teaching and Learning Methods lecture practice				
5	Module Entry Requirements				
6	Mode of End-Of-Module Examination Written test: PO				
7	Prerequisites for Awarding of Credit Points				
8	Other Programmes that Use the Module Master of Science Business Administration - Supply Chain Management: Core and Advanced Section Supply Chain Management Master of Science International Management: Supplementary Section International Management				
9	Module Manager				
10	Miscellaneous				

SpM Selected Issues in Behavioural Supply Chain Management					
Module Code	Workload	ECTS Credits	Module Language	Module Availability	Duration
1271MSIBS1	180h	6	English	every 2nd term - summer term	1 Term
1	Courses Behavioural Supply Chain Management		Contact Hours 45h	Self-Studies 135h	Course Language English
2	Module Content <ul style="list-style-type: none"> • Behavioural Decision Making • Behavioural Management • Decision Heuristics 				
3	Learning Objectives Students... <ul style="list-style-type: none"> ... understand advanced, specialized theories / methods in Behavioural Operations Management. ... assess and discuss findings and research results of specialized theories / methods. ... collect and analyse data material for selected scientific questions using quantitative / qualitative methods. ... prepare independently a research design for a question. ... communicate continuously and purposefully in diverse teams. ... justify and defend (independently developed) positions or problem solutions. ... present scientific results in a way that is appropriate for the target audience. ... use techniques of scientific work and good scientific practice. 				
4	Teaching and Learning Methods lecture practice				
5	Module Entry Requirements Recommendation: The basic modules Supply Chain Analytics I and II should have been completed.				
6	Mode of End-Of-Module Examination Written test: PO				
7	Prerequisites for Awarding of Credit Points Passing the module examination				
8	Other Programmes that Use the Module Master of Science Business Administration - Supply Chain Management: Specialization Section Supply Chain Management Master of Science Economics: Supplementary Section Master of Science International Management: Supplementary Section International Management Master of Education Wirtschaftspädagogik/Lehramt an Berufskollegs: Supplementary Section Business Education Master of Science Information Systems: Supplementary Section Information Systems Master of Science Business Administration - Marketing: Supplementary Section Marketing Master of Science Business Administration - Corporate Development: Supplementary Section Corporate Development Master of Science Business Administration - Accounting and Taxation:				

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	Supplementary Section Accounting and Taxation Master of Arts Regionalstudien China - Betriebswirtschaftslehre: Business Administration Master Regional Studies China
9	Module Manager Prof. Dr. Nicolas Fugger Area Supply Chain Management
10	Miscellaneous

SpM Supply Chain Operations					
Module Code 1271MSSOP1	Workload 180h	ECTS Credits 6	Module Language English	Module Availability every 2nd term - summer term	Duration 1 Term
1	Courses Supply Chain Operations		Contact Hours 45h	Self-Studies 135h	Course Language English
2	Module Content <ul style="list-style-type: none"> • Inventory Management • Contract Design • Capacity and Revenue Management • Supply Chain Management 				
3	Learning Objectives Students... <ul style="list-style-type: none"> ... understand advanced, specialized theories / methods to control supply chains. ... analyse current questions and challenges in supply chain management. ... communicate continuously and purposefully in diverse teams. ... discuss scientific topics in a professional manner and appropriate to the situation with (non-) specialists. ... present scientific results in a way that is appropriate for the target audience. ... act responsibly considering ecological, social and ethical criteria. ... use techniques of scientific work and good scientific practice. 				
4	Teaching and Learning Methods lecture practice				
5	Module Entry Requirements Recommendation: The CM Supply Chain Analytics I should have been completed.				
6	Mode of End-Of-Module Examination Written test: PO				
7	Prerequisites for Awarding of Credit Points Passing the module examination				
8	Other Programmes that Use the Module Master of Science Business Administration - Supply Chain Management: Specialization Section Supply Chain Management Master of Science Economics: Supplementary Section Master of Science International Management: Supplementary Section International Management Master of Education Wirtschaftspädagogik/Lehramt an Berufskollegs: Supplementary Section Business Education Master of Science Information Systems: Supplementary Section Information Systems Master of Science Business Administration - Marketing: Supplementary Section Marketing Master of Science Business Administration - Corporate Development: Supplementary Section Corporate Development Master of Science Business Administration - Accounting and Taxation:				

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Valid for students of the ER 2015 (enrolment for winter semester 2020/21 at the latest)

	Supplementary Section Accounting and Taxation Master of Arts Regionalstudien China - Betriebswirtschaftslehre: Business Administration Master Regional Studies China
9	Module Manager Area Supply Chain Management Univ.-Prof. Dr. Ulrich W. Thonemann
10	Miscellaneous

SpM Supply Chain Innovation					
Module Code 1271MSSIN1	Workload 180h	ECTS Credits 6	Module Language English	Module Availability every 2nd term - winter term	Duration 1 Term
1	Courses Supply Chain Innovation		Contact Hours 45h	Self-Studies 135h	Course Language English
2	Module Content <ul style="list-style-type: none"> • Innovation Strategy in Supply Chains • Innovation Management in Supply Chains • Supply Chain Innovation Processes: Idea Generation, Idea Selection, Idea Implementation • Collaborative Supply Chain Innovation • Applications of Supply Chain Innovation Strategy • Current Technological Changes and Effective Supply Chain Strategies 				
3	Learning Objectives Students... <ul style="list-style-type: none"> ... understand advanced, specialized theories / methods supply chain innovation management. ... analyse current questions and challenges supply chain innovation management. ... assess and discuss findings and research results of specialized theories / methods. ... communicate continuously and purposefully in diverse teams. ... justify and defend (independently developed) positions or problem solutions. ... act responsibly considering ecological, social and ethical criteria. ... critically evaluate current social developments and develop alternative solutions. 				
4	Teaching and Learning Methods lecture practice				
5	Module Entry Requirements none				
6	Mode of End-Of-Module Examination Written test: PO				
7	Prerequisites for Awarding of Credit Points Passing the module examination				
8	Other Programmes that Use the Module <p>Master of Science Business Administration - Supply Chain Management: Specialization Section Supply Chain Management</p> <p>Master of Science Economics: Supplementary Section</p> <p>Master of Science International Management: Supplementary Section International Management</p> <p>Master of Education Wirtschaftspädagogik/Lehramt an Berufskollegs: Supplementary Section Business Education</p> <p>Master of Science Information Systems: Supplementary Section Information Systems</p> <p>Master of Science Business Administration - Marketing: Supplementary Section Marketing</p> <p>Master of Science Business Administration - Corporate Development: Supplementary Section Corporate Development</p>				

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	<p>Master of Science Business Administration - Accounting and Taxation: Supplementary Section Accounting and Taxation Master of Arts Regionalstudien China - Betriebswirtschaftslehre: Business Administration Master Regional Studies China</p>
9	<p>Module Manager Univ.-Prof. Dr. Fabian Sting Area Supply Chain Management</p>
10	<p>Miscellaneous</p>

SpM Service Management					
Module Code 1271MSSM1	Workload 180h	ECTS Credits 6	Module Language English	Module Availability every 2nd term - summer term	Duration 1 Term
1	Courses Advanced Health Care Management		Contact Hours 60h	Self-Studies 120h	Course Language English
2	Module Content <ul style="list-style-type: none"> • Strategy development • Instruments and options • Hospital benchmarking • Capacity strategy • Casemix Optimisation • Capacity planning with queuing theory • Strategic decision making • Multiattributive investment planning • Coping with uncertainty • Strategy implementation • Project management • Discussion of actual Research Paper 				
3	Learning Objectives Students... ... discuss the methods of strategic controlling of health organisations. ... evaluate the use of theoretical decision making models in order to resolve goal conflicts. ... analyse different methods aiming at the comparison between organisations. ... develop the portfolio of a hospital and deduce from it norm strategies. ... apply methods and concepts to case examples. analyse the current health policy structure and deduce from its strategic options. ... develop a project plan and calculate the critical path. ... discuss selected empirical studies.				
4	Teaching and Learning Methods lecture practice				
5	Module Entry Requirements none				
6	Mode of End-Of-Module Examination Written test: WT (90)				
7	Prerequisites for Awarding of Credit Points Passing the module examination				
8	Other Programmes that Use the Module Master of Science Business Administration - Supply Chain Management: Specialization Section Supply Chain Management Master of Science International Management: Supplementary Section International Management Master of Science Business Administration - Marketing: Specialization Section Marketing				

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9	Module Manager Univ.-Prof. Dr. Ludwig Kuntz Area Supply Chain Management
10	Miscellaneous

CM Microeconomics (Business Administration)					
Module Code 1289MBMBA1	Workload 180h	ECTS Credits 6	Module Language English	Module Availability every 2nd term - winter term	Duration 1 Term
1	Courses Microeconomics: Game Theory		Contact Hours 60h	Self-Studies 120h	Course Language English
2	Module Content <ul style="list-style-type: none"> • Non-cooperative Game Theory • Normal form games • Extensive form games, with complete and incomplete information • Finitely and infinitely repeated games • Cooperative Game Theory • Core, Shapley-value, bargaining problem • Evolutionary game theory • Social choice theory, voting • Condorcet-paradox, Arrow-theorem 				
3	Learning Objectives Students... <ul style="list-style-type: none"> ... understand advanced, specialized theories / methods in the area of Game Theory. ... assess and discuss findings and research results of specialized methods. ... analyse data for selected scientific questions using quantitative methods. ... communicate continuously and purposefully in diverse teams. ... critically evaluate current social developments and develop alternative solutions. ... use techniques of scientific work and good scientific practice. 				
4	Teaching and Learning Methods lecture practice				
5	Module Entry Requirements Recommendation: Bachelor Level Microeconomics, Macroeconomics, Mathematics				
6	Mode of End-Of-Module Examination Written test: WT (60)				
7	Prerequisites for Awarding of Credit Points Passing the module examination				
8	Other Programmes that Use the Module Master of Science Business Administration - Supply Chain Management: Core and Advanced Section Supply Chain Management Supplementary Section Supply Chain Management Master of Arts Politikwissenschaft: Supplementary Section Political Science Master of Science Business Administration - Finance: Supplementary Section Finance Master of Science Information Systems: Supplementary Section Information Systems Master of Science Business Administration - Corporate Development: Supplementary Section Corporate Development Master of Arts Regionalstudien China - Volkswirtschaftslehre:				

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	<p>Economics Master Regional Studies China</p> <p>Master of Science Sociology and Social Research: Supplementary Section Sociology and Social Research</p> <p>Master of Science International Management: Supplementary Section International Management</p> <p>Master of Science Business Administration - Finance: Core and Advanced Section Finance</p> <p>Master of Science Business Administration - Marketing: Core and Advanced Section Marketing</p> <p>Master of Arts Regionalstudien Ost- und Mitteleuropa - Volkswirtschaftslehre: Economics Master Regional Studies Eastern Europe</p> <p>Master of Science Business Administration - Corporate Development: Core and Advanced Section Corporate Development</p> <p>Master of Science Business Administration - Accounting and Taxation: Core and Advanced Section Accounting and Taxation</p> <p>Master of Arts Regionalstudien Lateinamerika - Volkswirtschaftslehre: Economics Master Regional Studies Latin America</p>
9	<p>Module Manager Univ.-Prof. Dr.' Bettina Rockenbach</p>
10	<p>Miscellaneous</p>

CM Macroeconomics					
Module Code 1302MBMAC1	Workload 180h	ECTS Credits 6	Module Language English	Module Availability every 2nd term - winter term	Duration 1 Term
1	Courses Macroeconomics		Contact Hours 60h	Self-Studies 120h	Course Language English
2	Module Content The course focuses on macroeconomic theory and issues. In its first part, it covers key determinants of economic growth and cross-country income differences, using modern growth theory. In the second part, short-term fluctuations in economic activity and stabilisation policy are covered, using real business cycle and new Keynesian models. Both parts ask when market outcomes are sustainable, whether they coincide with outcomes that are optimal from society's perspective, and whether economic policy can help achieve socially desirable outcomes. The course also introduces methods of dynamic optimisation and simulation of macroeconomic models.				
3	Learning Objectives Students... ... understand advanced, specialized theories / methods. ... analyse current questions and challenges. ... present scientific results in a way that is appropriate for the target audience. ... act responsibly considering ecological, social and ethical criteria. ... critically evaluate current social developments and develop alternative solutions.				
4	Teaching and Learning Methods lecture practice				
5	Module Entry Requirements Recommendation: Microeconomics, Macroeconomics and Bachelor Level Mathematics				
6	Mode of End-Of-Module Examination Written test: WT (90)				
7	Prerequisites for Awarding of Credit Points Passing the module examination				
8	Other Programmes that Use the Module Master of Science Economics: Core and Advanced Section Economics Master of Arts Regionalstudien China - Volkswirtschaftslehre: Economics Master Regional Studies China Master of Arts Politikwissenschaft: Supplementary Section Political Science Master of Science Business Administration - Finance: Supplementary Section Finance Master of Science Information Systems: Supplementary Section Information Systems Master of Science International Management: Supplementary Section International Management Master of Arts Regionalstudien Ost- und Mitteleuropa - Volkswirtschaftslehre: Economics Master Regional Studies Eastern Europe Master of Science Business Administration - Corporate Development:				

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	<p>Supplementary Section Corporate Development Master of Arts Regionalstudien Lateinamerika - Volkswirtschaftslehre: Economics Master Regional Studies Latin America</p>
9	<p>Module Manager Univ.-Prof. Michael Krause, Ph.D.</p>
10	<p>Miscellaneous</p>

Specialisation Module Behavioral Economics					
Module Code 1289SMBE00	Workload 180h	ECTS Credits 6	Module Language English	Module Availability every 2nd term - summer term	Duration 1 Term
1	Courses Behavioral Economics		Contact Hours 60h	Self-Studies 120h	Course Language English
2	Module Content Using the concept of the homo economicus, the module presents behavioural theory concepts that are based on findings from empirical and experimental research. The lectures provide an introduction to bounded rationality theories, focusing on those theories' criticism of the homo economicus concept.				
3	Learning Objectives Students... ... understand behavioural models and formal arguments. ... apply advanced microeconomic concepts. ... challenge arguments critically.				
4	Teaching and Learning Methods lecture practice				
5	Module Entry Requirements Recommended: Core modules in Microeconomics				
6	Mode of End-Of-Module Examination Written test: WT (60)				
7	Prerequisites for Awarding of Credit Points Passing the written test.				
8	Other Programmes that Use the Module Master of Science Business Administration - Supply Chain Management: Supplementary Section Supply Chain Management Master of Arts Politikwissenschaft: Supplementary Section Political Science Master of Science Business Administration - Finance: Supplementary Section Finance Master of Science Information Systems: Supplementary Section Information Systems Master of Science Business Administration - Corporate Development: Supplementary Section Corporate Development Master of Science Economics: Specialization Section Economics Supplementary Section Master of Science Sociology and Social Research: Supplementary Section Sociology and Social Research Master of Science International Management: Supplementary Section International Management Master of Science Economic Research: Supplementary Section Economic Research				

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9	Module Manager Fachbereich Mikroökonomik Jun.-Prof. Dr. Frederik Schwerter
10	Miscellaneous

Specialisation Module Seminar Design and Behavior					
Module Code 1289SMSD00	Workload 180h	ECTS Credits 6	Module Language English	Module Availability every term	Duration 1 Term
1	Courses Seminar Design and Behavior		Contact Hours 60h	Self-Studies 120h	Course Language English
2	Module Content Current issues in design, behavioural and experimental economics				
3	Learning Objectives Students... ... independently investigate current issues in research and applied practice in design and behavioural economics, applying the microeconomic knowledge they have acquired on the programme. ... critically study the theoretical and practical literature on the subjects. ... summarise their findings in a written paper, present their results and discuss them with the other seminar participants.				
4	Teaching and Learning Methods seminar				
5	Module Entry Requirements No recommendations				
6	Mode of End-Of-Module Examination Combined examination: PRES, TP				
7	Prerequisites for Awarding of Credit Points Passing the combined examination.				
8	Other Programmes that Use the Module Master of Science Economics: Specialization Section Economics Master of Science International Management: Supplementary Section International Management				
9	Module Manager Univ.-Prof. Dr.' Bettina Rockenbach				
10	Miscellaneous Relevant reading will be announced at the beginning of each term.				

Specialisation module: Seminar Markets and Institutions					
Module Code 1302SMSI00	Workload 180h	ECTS Credits 6	Module Language English	Module Availability every term	Duration 1 Term
1	Courses Seminar Markets and Institutions		Contact Hours 30h	Self-Studies 150h	Course Language English
2	Module Content Current issues relating to microeconomic theory, empirical microeconomics, experimental economics, markets and institutions in general.				
3	Learning Objectives Students... ... discuss the current issues in theory and applied practice, applying the microeconomic knowledge they have acquired on the programme. ... read the theoretical and practical literature on the subject and discuss it in a critical manner. ... summarise their findings in an essay, present them in class and discuss them with the other participants. ... engage in academic discourse about specific markets and institutions.				
4	Teaching and Learning Methods seminar				
5	Module Entry Requirements No recommendations				
6	Mode of End-Of-Module Examination Combined examination: PRES, TP				
7	Prerequisites for Awarding of Credit Points Passing the combined examination.				
8	Other Programmes that Use the Module Master of Science Economics: Specialization Section Economics Supplementary Section Master of Science International Management: Supplementary Section International Management				
9	Module Manager Univ.-Prof. Dr. Johannes Münster Univ.-Prof. Dr.' Susanne Prantl				
10	Miscellaneous				

SuM Energy and Climate Change I					
Module Code 1289MEECC1	Workload 180h	ECTS Credits 6	Module Language English	Module Availability every 2nd term - winter term	Duration 1 Term
1	Courses Energy Markets and Regulation		Contact Hours 45h	Self-Studies 135h	Course Language English
2	Module Content <ul style="list-style-type: none"> • Economic models of energy markets and infrastructure • Short- and long-term equilibria • Market design and regulation • Institutions and policies • New technologies 				
3	Learning Objectives Students... ... understand advanced, specialized theories / methods in the area of energy economics. ... discuss scientific topics in a professional manner and appropriate to the situation with (non-) specialists. ... act responsibly considering ecological, social and ethical criteria. ... critically evaluate current political, institutional, technological, and social developments.				
4	Teaching and Learning Methods lecture practice				
5	Module Entry Requirements none				
6	Mode of End-Of-Module Examination Written test: WT (90)				
7	Prerequisites for Awarding of Credit Points Passing the module examination				
8	Other Programmes that Use the Module Master of Science Business Administration - Supply Chain Management: Supplementary Section Supply Chain Management Master of Science Information Systems: Supplementary Section Information Systems Master of Science Economics: Specialization Section Economics Master of Arts Politikwissenschaft: Supplementary Section Political Science Master of Science International Management: Supplementary Section International Management Master of Science Economic Research: Supplementary Section Economic Research				
9	Module Manager Univ.-Prof. Dr. Marc Oliver Bettzüge				
10	Miscellaneous				

SpM Media Economics					
Module Code 1289MSMEC1	Workload 180h	ECTS Credits 6	Module Language English	Module Availability every 2nd term - winter term	Duration 1 Term
1	Courses Media Economics		Contact Hours 60h	Self-Studies 120h	Course Language English
2	Module Content <ul style="list-style-type: none"> • Characteristics of media markets • Cost and revenue structures on media markets • Digital transformation of media markets • Political economy of media markets 				
3	Learning Objectives Students... ... analyse current questions and challenges. ... assess and discuss findings and research results of specialised theories / methods. ... critically evaluate current social developments and develop alternative solutions.				
4	Teaching and Learning Methods lecture practice				
5	Module Entry Requirements None				
6	Mode of End-Of-Module Examination Written test: WT (60)				
7	Prerequisites for Awarding of Credit Points Passing the module examination				
8	Other Programmes that Use the Module Master of Science Business Administration - Supply Chain Management: Supplementary Section Supply Chain Management Master of Arts Politikwissenschaft: Supplementary Section Political Science Master of Science Business Administration - Finance: Supplementary Section Finance Master of Science Information Systems: Supplementary Section Information Systems Master of Science Business Administration - Corporate Development: Supplementary Section Corporate Development Master of Science Economics: Specialization Section Economics Supplementary Section Master of Science International Management: Supplementary Section International Management Master of Science Business Administration - Marketing: Supplementary Section Marketing Master of Science Economic Research: Supplementary Section Economic Research Master of Education Wirtschaftspädagogik/Lehramt an Berufskollegs:				

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	Supplementary Section Business Education
9	Module Manager Univ.-Prof. Dr. Johannes Münster
10	Miscellaneous

Specialisation Module Seminar in Macroeconomics and Public Policy					
Module Code 1302SMPP01	Workload 180h	ECTS Credits 6	Module Language English	Module Availability every term	Duration 1 Term
1	Courses Seminar in Macroeconomics and Public Policy		Contact Hours 30h	Self-Studies 150h	Course Language English
2	Module Content The content is based on fundamental or current issues and covers academic work methods.				
3	Learning Objectives Students... ... acquire the skills needed for jobs requiring independent conceptual work in the field of "Macroeconomics and Public Policy". ... independently investigate current issues in research and applied practice in macroeconomics and public policy ... apply the theoretical and empirical skills they have acquired on the programme while doing so. ... critically study the theoretical and practical literature on the subjects. ... summarise their findings in a written paper, present their results and discuss them with the other seminar participants. ... engage in academic discourse.				
4	Teaching and Learning Methods seminar				
5	Module Entry Requirements none				
6	Mode of End-Of-Module Examination Combined examination: PRES, TP				
7	Prerequisites for Awarding of Credit Points Passing the combined examination.				
8	Other Programmes that Use the Module Master of Science Economics: Specialization Section Economics Master of Science International Management: Supplementary Section International Management				
9	Module Manager Univ.-Prof. Dr. Andreas Schabert				
10	Miscellaneous				

SpM Markets and Economic Policy II					
Module Code 1302MSMEP2	Workload 180h	ECTS Credits 6	Module Language English	Module Availability irregular	Duration 1 Term
1	Courses Money and Financial Markets		Contact Hours 45h	Self-Studies 135h	Course Language English
2	Module Content <ul style="list-style-type: none"> • Empirical Evidence on monetary policy effects • Transaction frictions and money demand • Financial intermediation, banks, and liquidity • Monetary policy and banking • Financial contracts • Financial acceleration • Unconventional monetary policy and interbank markets 				
3	Learning Objectives Students... ... understand advanced, specialized theories / methods in the area of monetary theory, policy and financial markets. ... analyse current questions and challenges in the area of monetary theory, policy and financial markets. ... assess and discuss findings and research results of specialized theories / methods. ... justify and defend (independently developed) positions or problem solutions. ... critically evaluate current social developments and develop alternative solutions.				
4	Teaching and Learning Methods lecture practice				
5	Module Entry Requirements Recommendation: CM Macroeconomics or CM Advanced Macroeconomics				
6	Mode of End-Of-Module Examination Written test: WT (60)				
7	Prerequisites for Awarding of Credit Points Passing the module examination				
8	Other Programmes that Use the Module Master of Science Economics: Specialization Section Economics Master of Science International Management: Supplementary Section International Management Master of Science Economic Research: Supplementary Section Economic Research				
9	Module Manager Univ.-Prof. Dr. Andreas Schabert				
10	Miscellaneous				

3.6.4 Master Thesis International Management

Master Thesis in International Management					
Module Code 1014MaIM00	Workload 450h	ECTS Credits 15	Module Language English	Module Availability every term	Duration 1 Term
1	Courses		Contact Hours	Self-Studies	Course Language
2	Module Content				
3	<p>Learning Objectives Students...</p> <p>... are familiar with current debate on international management theory and methods and make use of it through their own independent research work.</p> <p>... identify questions and issues that meet academic requirements.</p> <p>... work on these questions independently, using the main primary and secondary literature.</p> <p>... formulate theoretical and methodical (qualitative and/or quantitative) approaches to academic research.</p> <p>... draw up a research plan and implement it independently.</p> <p>... organise and design an academic research process.</p> <p>... independently collect relevant data and evaluate them in a methodically competent manner.</p> <p>... discuss theoretical and methodical problems in depth with teaching staff, other students and persons with an interest in the field.</p> <p>... critically assess research findings and derive conclusions from them that are relevant to research and society.</p>				
4	Teaching and Learning Methods Master's Thesis				
5	Module Entry Requirements				
6	Mode of End-Of-Module Examination Written test 3 months				
7	Prerequisites for Awarding of Credit Points Passing the written test.				
8	Other Programmes that Use the Module Master of Science International Management: Master Thesis International Management				
9	Module Manager Alle Areas				
10	Miscellaneous				