Westfälische Wilhelms-Universität Münster

# Courses in English, Fall 2016/17

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

As of September 9th, 2016
Changes/Updates may occur!

Note: The courses listed in this booklet are the regular courses offered for international students at the School of Business and Economics. The information included in the course descriptions are of informative nature only and are subject to change. The School reserves the right to revise and update the course curriculum to reflect the latest developments in various disciplines and the requirements of the industry.
One contact hour lasts 45 minutes and one semester usually comprises 14 weeks.

wissen.leben
WWU Münster

# Content

## Important Information

This is an information guide on courses in English at the School of Business and Economics, University of Münster. The information concerning class content, learning outcomes, exams, etc. is from the module handbook. As we have some additional classes, being not part of a module, for some classes, this information cannot be given. The data concerning date/time/room of lectures is from the university calendar. As the university calendar is not yet complete, new data might be added.

The university calendar can be found under: https://studium.uni-muenster.de/qisserver/rds?state=wtree&search=1&trex=step&root120162=135670|142753&P.vx=kurz

**Beginning and end of class:**

The semester is divided into two halves, term 1 and term 2.

There are classes in the first term, classes in the second term and classes that go through term 1 + term 2 and can only be completed, when you are going to both terms. You can see for every class whether it is in term 1/or term 2 or for both terms.

Few classes may already start in the orientation week!

Orientation week: 10.10.2016 – 14.10.2016

**Beginning of 1st term: 17.10.2016**

End of **1st** term : 01.12.2016

Exams for classes of **1st** term: 19.12.2016 – 23.12.2016 (possibly Friday/Saturday before)

**Beginning of 2nd term : 05.12.2016**

End of **2nd** term 10.02.2017

Exams for classes, going through **both terms** and for classes of the **2nd** term: 11.02.2017 – 03.03.2017 (possibly Saturdays before)

**Registration for exams**

You have to register for all exams, you want to take in Münster with the examination office, otherwise you are not allowed to take the exams. However, this can only be done **once you are in Münster and the semester has started.**

Examination Office of the School of Business and Economics, J158

Phone: +49 (251) 83 – 31802

E-Mail : ERASMUS@wiwi.uni-muenster.de

## Overview of Classrooms

## H1, H2

Schlossplatz 46
H1: 1st floor
H2: 2nd floor

## J2, J4, J490
### Juridicum

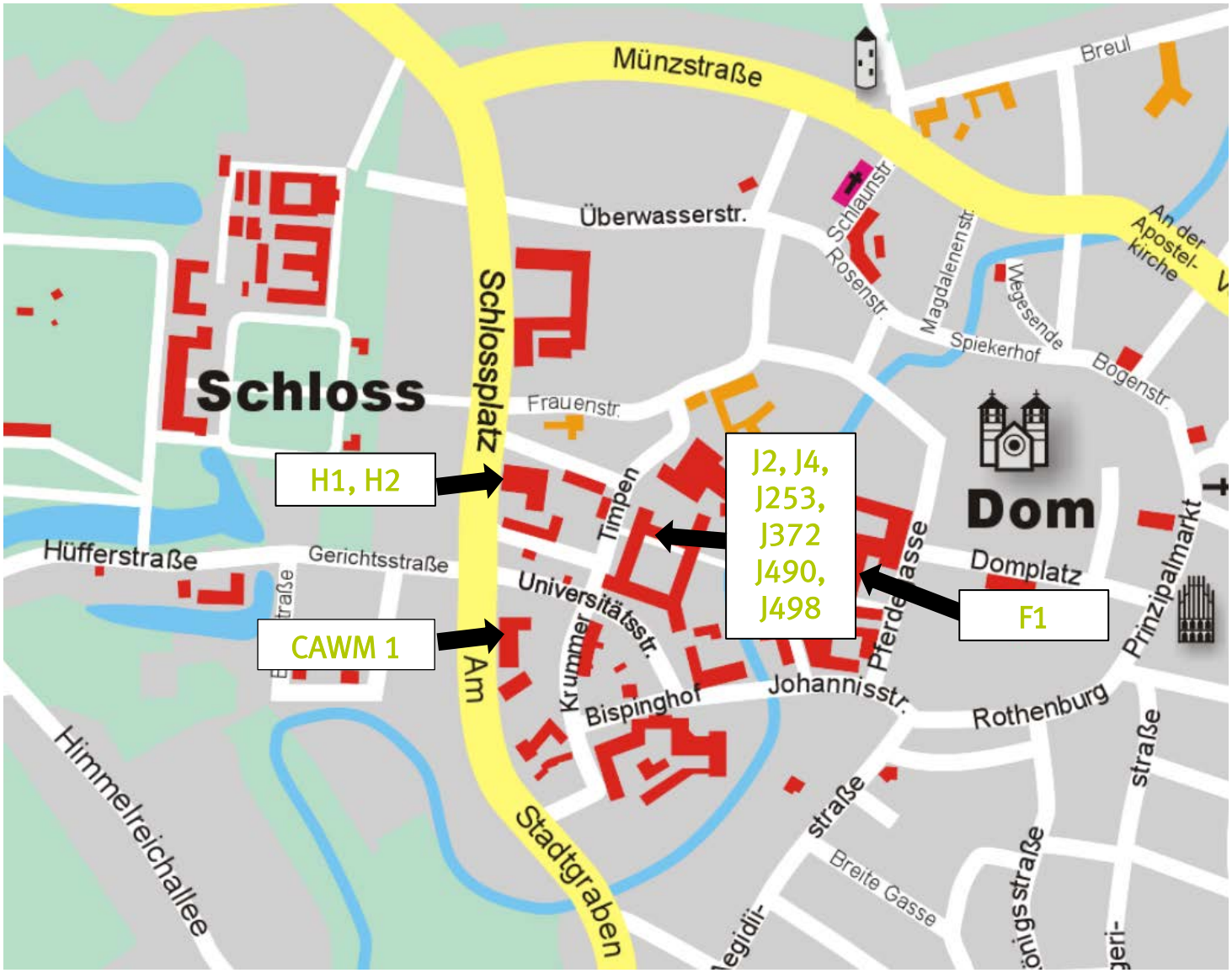
Universitätsstraße 14-16
J2: 1st floor
J4: 2nd floor
J253: 2nd floor
J372: 3rd floor
J490: 4th floor
J498: 4th floor

## F1
### Fürstenberghaus

Domplatz 20-22
2nd floor

## CAWM 1

Am Stadtgraben 9
1st floor



## Bachelor

# 1. Business

## Operations Management (6 ECTS)

Lecture: Tuesday, 10:00 – 12:00, JUR 2, Term 1+2

Lecturer: Jun.-Prof. Dr. Stephan Meisel

Tutorial: Thursday, 12:00 - 14 :00, H2, Term 1+2

Tutor: Jun.-Prof. Dr. Stephan Meisel

Link: https://www.wi.uni-muenster.de/student-affairs/course-offerings

| | | | |
|---|---|---|---|
| **Module Title:** | Operations Management | | |
| **Course Program:** | BSc Business Administration | | |
| 1 | **Module No:** BWL4 | **State:** [x] Compulsory [ ] Elective | **Language of Instruction:** German/ English |

| | | | | | |
|---|---|---|---|---|---|
| 2 | **Turn:** [ ] every term<br>[X] every winter term<br>[ ] every summer term | **Duration:** [x] 1 term<br>[ ] 2 terms | **Semester:** 3,4 | **CP:** 6 | **Workload (h):** 180 |

3 **Module Structure:**

| No | Type | Course | CP | Presence h (CH) | Self-Study (h) |
|---|---|---|---|---|---|
| 1 | L | Operations Management | 3 | 30 (2 ) | 60 |
| 2 | T | Tutorial Operations Management | 3 | 30 (2 ) | 60 |

4 **Contents:**

This module gives an introduction into the field of operations management. Selected business cases motivate the themes by demonstrating the potential that can be realized with good operations management. Furthermore, the basic methods of operations management and their practical application are taught.

The exercise supports the practice and deepening of the lecture content by applying it to concrete problems.

**Background and relations to other courses:**

Operations management deals with the management of processes in the production and service sector, and is located in the functional unit operations. For managing the assigned processes it is necessary to continually coordinate with other functional areas. For instance, it is important for

inventory management to know the upcoming sales promotions planned by marketing. Regarding other courses, students should have successfully passed the first and the second semester, especially the lectures "Mathematics for Economists" and "Statistics I". Furthermore, this module is a foundation for the module "Logistics Management".

**Main topics and learning objectives:**

The core objective of this module is to teach the most important qualitative and quantitative methods under the below themes.

| Themes | Learning objectives |
|---|---|
| Forecasting and Demand Planning | To Describe and compare various types of quantitative and qualitative models.<br>To Determine which forecasting model produces the best forecast for given data. Controlling charts to monitor a forecast. |
| Location Planning | To Learn different approaches for location decisions. |
| Process Design | To design, model and improve processes by using different approaches. |
| Inventory Management | To learn different functions of inventories, objectives of inventory control, and techniques for determining how much to order and when to order. |
| Production Planning | To learn the different approaches for production planning like manufacturing resources planning, aggregate planning, master production schedule, materials requirements planning and concepts and criterions for just in time production. |
| Scheduling Operations | To comprehend the objectives and methods of scheduling operations e.g. to allocate workloads to specific work centers and to determine the sequence in which operations have to be performed. |
| Supply Chain Management | To get an overview of drivers, definition, objectives and building blocks of supply chain management.<br>To learn specific methods of supply chain management for product and process design. |

5

**Learning outcomes:**

**Academic:**

The student should demonstrate the ability to reproduce his knowledge about the concepts and methods of Operations Management, to apply that knowledge to a new context, and to integrate and apply the taught themes.

**Soft skills:**

| | |
|---|---|
| | By preparing and reviewing the lecture contents and tasks given in the exercise in workgroups during their self-study, students improve their team work skill. This is supported by a Learnweb discussion forum that is guided by the chair. Furthermore, this course increases their ability to understand formal texts (like mathematical formulas) and to solve quantitative tasks. Also, students learn how to use software tools that support mathematical calculations. |

| | |
|---|---|
| 6 | **Description of possible electives within the modules:**<br>None |

| | |
|---|---|
| 7 | **Examination:**<br>**[x] Final Module Exam** |

| 8 | **Relevant Work:** | | |
|---|---|---|---|
| | **Number and Type; Connection to Course** | **Duration** | **Part of final mark in %** |
| | Written exam | 90 min | 100 |

| 9 | **Study Work:** | |
|---|---|---|
| | **Number and Type; Connection to Course** | **Duration** |
| | none | |

| | |
|---|---|
| 10 | **Prerequisites for Credit Points:**<br>Credit points for this module will be given when the module has been successfully completed, i.e. the examination has been passed. |

| | |
|---|---|
| 11 | **Weight of the module grade for the overall grade:**<br>3.51% (6 of 171 LP) |

| | |
|---|---|
| 12 | **Module Prerequisites:**<br>Students should have successfully passed the first and the second semester. Knowledge in Mathematics and Statistics are recommended. |

| | |
|---|---|
| 13 | **Presence:**<br>None |

| | |
|---|---|
| 14 | **Use of the module for other course programs:**<br>Bachelor Business Administration, Bachelor Economics, Bachelor Information Systems |

| 15 | **Responsible Lecturer:** | **Department:** |
|---|---|---|
| | Prof. Dr. Bernd Hellingrath | Münster School of Business and Economics |

| | |
|---|---|
| 16 | **Misc.:** |

# International Financial Management (6 ECTS)

Lecture: Tuesday 08:00 – 10:00, J490; Wednesday 08:00 – 10:00, S9; 1st term

Lecturer: Prof. Dr. Guenster

Tutorial: Friday 08:00 – 10:00, J490; 1st term

Tutor: Christopher Hudyma

Link: http://www.wiwi.uni-muenster.de/fcm/fcm/studium/index.php

| | | | |
|---|---|---|---|
| **Module Title:** | International Financial Management | | |
| **Course Program:** | Bachelor Business Administration | | |
| 1 | **Module No:** BWL 17 | **State:** [] Compulsory<br>[x] Elective | **Language of Instruction:** english |

| | | | | | |
|---|---|---|---|---|---|
| 2 | **Turn:** [] every term<br>[x] every winter term<br>[] every summer term | **Duration:** [x] 1 term<br>[] 2 terms | **Semester:** 5. /6. | **CP:** 6 | **Workload (h):** 180 |

3 **Module Structure:**

| No | Type | Course | CP | Presence (h + CH) | Self-Study (h) |
|---|---|---|---|---|---|
| 1 | L | International Financial Management | 4 | 30 (2 CH) | 90 |
| 2 | T | Tutorial International Financial Management | 2 | 15 (2 CH) | 45 |

4 **Contents:**

**Background and relations to other courses:**

The module "International Financial Management" adds an international, multi-country perspective to the modules "Finance" and "Governance and Management". While these module largely deal with a single-country setting, the module "International Financial Management" focuses on complexities that specifically arise in cross-border financial and managerial decision making.

**Main topics and learning objectives:**

The module "International Financial Management"discusses relevant topics for the management of international and multinational enterprises. It covers classical topics in International Finance such as exchange rates and currency markets, derivatives and hedging, valuation of multinational firms, and international portfolio management and asset pricing. Further, this module provides first insights as to how differences in institutional arrangements and cultural norms affect financial decision making and shareholder value across countries.

5 **Learning outcomes:**

**Academic:**

In this module, students obtain the basic knowledge needed to act successfully as managers and investors in a global economy. To this end, they obtain three core competencies. First, after successfully completing this module, students have a profound understanding of the functioning of international financial markets. Second, they understand how and why countries differ in their institutional settings. Third, students can apply this knowledge in cross-border operating, financing,

| | |
|---|---|
| | and investment decisions. |

| | |
|---|---|
| 6 | **Description of possible electives within the modules:**<br>None |

| | |
|---|---|
| 7 | **Examination:**<br>**[x] Final Module Exam  [] Examinations for every part of the module** |

| | | | |
|---|---|---|---|
| 8 | **Relevant Work:**<br>**Number and Type; Connection to Course** | **Duration** | **Part of final mark in %** |
| | Exam | 120 min. | 100 |

| | | |
|---|---|---|
| 9 | **Study Work:**<br>**Number and Type; Connection to Course** | **Duration** |
| | none | |

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

| | |
|---|---|
| 11 | **Weight of the module grade for the overall grade:**<br>3.51% (6 of 171 CP) |

| | |
|---|---|
| 12 | **Module Prerequisites:**<br>Knowledge in Corporate Finance is recommended |

| | |
|---|---|
| 13 | **Presence:**<br>none |

| | |
|---|---|
| 14 | **Use of the module for other course programs:**<br>Bachelor Economics |

| | | |
|---|---|---|
| 15 | **Responsible Lecturer:**<br>Prof. Dr. Nadja Guenster | **Department:**<br>School of Business and Economics |

| | |
|---|---|
| 16 | **Misc.:** |

## UK: Governance (6 ECTS)

Lecture/Tutorial: Thursday 08:00-10:00 and 16:00 – 18:00, JUR 4, Term 1+2

Lecturer: Prof. Dr. Theurl

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

| | | | |
|---|---|---|---|
| **Module Title:** | Business Cooperation: Governance | | |
| **Course Program:** | BSc Business Administration | | |
| **1** | **Module No:** BWL 21 | **State:** [ ] Compulsory [x] Elective | **Language of Instruction:** German/English |

| | | | | | |
|---|---|---|---|---|---|
| **2** | **Turn:** [ ] every term<br>[x] every winter term<br>[ ] every summer term | **Duration:** [] 1 term<br>[ x] 2 terms | **Semester:** 5./6. | **CP:** 6 | **Workload (h):** 180 h |

**3** **Module Structure:**

| No | Type | Course | CP | Presence (h + CH) | Self-Study (h) |
|---|---|---|---|---|---|
| 1 | L | Business Cooperation: Governance | 4 | 45 h (3 CH) | 75 |
| 2 | T | Tutorial on Business Cooperation: Governance | 2 | 15 h (1 CH) | 45 |

**4** **Contents:**

**Background and relations to other courses:**

Modern information and communication technologies enable enterprises to create an increasing part of their output in co-operation with other enterprises. They are developing strategic alliances, joint ventures, long-term contractual arrangements, co-operatives or mutuals and a lot of other co-operative forms of business. Although business co-operation has a long tradition, it has not been in the focus of economics until recently. New economic insights from institutional economics, the theory of the firm, organization theory and strategic management allow a closer analysis of co-operative arrangements, the reasons for their emergence and how to manage them.

The course pursues an integrative view on co-operation by covering rather loose co-operative arrangements like contractual relations as well as joint ventures or strategic alliances and also mergers & acquisitions. Students should comprehend, that managing the boundaries of the firm is an integrative process, which cannot be restrained to acquisition activities.

**Main topics and learning objectives:**

The lecture and its including exercises aim to introduce students to the new world of business co-operation. They provide students with the unique opportunity to learn why co-operation gains

relevance in business, which economic factors determine business co-operation and which types of co-operation can be distinguished. They will provide criteria, when and how to form an alliance and what peculiarities have to be taken into account.

Students should comprehend the difference between usual market relations or internal management techniques and managing co-operation.

| Themes | Learning Objectives |
|---|---|
| Empirics of co-operation | To learn the empirical findings on co-operation. To understand how current economic conditions promote and shape co-operative arrangements. To understand why enterprises co-operate and to assess success factors of co-operation. |
| Analyzing co-operation | To identify and assess the characteristics of co-operative arrangements. To understand the combination of flexibility and stability that shape co-operation. |
| Types of co-operation | To learn about the different types of co-operation. To learn criteria for selecting a special type of co-operation. To assess the circumstances under which a special type of co-operation is advantageous. |
| Mergers & acquisitions | To learn the empirics of mergers and acquisitions. To understand under which circumstances mergers & acquisitions may be advantageous or detrimental compared to co-operative arrangements. |
| Theory of co-operation | To learn theoretical basics on co-operation. To understand how size and efficiency interact. To understand the role of transaction costs and information asymmetries for co-operation. To understand how the theoretical concepts result in decisions on co-operation. |
| International co-operation | To learn peculiarities of international co-operation. To evaluate how these peculiarities impact decisions on co-operation. |
| ICT and co-operation | To learn how new ICT promote co-operation and to assess how to use ICT for successfully managing co-operation. |
| Dynamics of co-operation | To understand the determinants of development of co-operation |

| | |
|---|---|
| 5 | **Learning outcomes:**<br>**Academic:**<br>Each student has to write the final examination. The examination covers the contents of the course, it is not possible to skip any part of the course, therefore students need to have a comprehensive understanding of treating problems of institutional economics.<br>In the examination the student should demonstrate the knowledge of<br>• of different types of co-operation and their advantages and disadvantages |

| | |
|---|---|
| | • of theoretical concepts for analyzing co-operative arrangements,<br>• of factors that shape co-operation<br>and should demonstrate the ability<br>• to apply this knowledge to examples,<br>• to give reasons for the selection of a special type of co-operation,<br>• to assess an economic situation and recommend a type of co-operation.. |
| | **Soft skills:**<br>In this module, students learn particularly the analysis of complex economic circumstances with multiple factors, abstract and lateral thinking. In the exercises, the practical solution competence for applied problems is encouraged. |

| | |
|---|---|
| 6 | **Description of possible electives within the modules:**<br>None |

| | |
|---|---|
| 7 | **Examination:**<br>**[x] Final Module Exam [ ] Examinations for every part of the module** |

| 8 | **Relevant Work:** | | |
|---|---|---|---|
| | **Number and Type; Connection to Course** | **Duration** | **Part of final mark in %** |
| | Written exam | 120 min | 100 |

| 9 | **Study Work:** | |
|---|---|---|
| | **Number and Type; Connection to Course** | **Duration** |
| | None | |

| | |
|---|---|
| 10 | **Prerequisites for Credit Points:**<br>The credit points will be granted when the module has been successfully completed, i.e. when all relevant examinations and works are passed. |

| | |
|---|---|
| 11 | **Weight of the module grade for the overall grade:**<br>3,51% (6 of 171 CP) |

| | |
|---|---|
| 12 | **Module Prerequisites:**<br>none |

| | |
|---|---|
| 13 | **Presence:**<br>none |

| | |
|---|---|
| 14 | **Use of the module for other course programs:**<br>Bachelor Economics, Bachelor Politics and Economics, Bachelor Economics and Law |

| | | |
|---|---|---|
| 15 | **Responsible Lecturer:**<br>Prof. Dr. Theresia Theurl | **Department:**<br>Münster School of Business and Economics |

| | |
|---|---|
| 16 | **Misc.:**<br>The module is held and tested both in German and in English. This module can be continued by the module "UK: Mergers and Acquisitions" in the Master program (as well as the modules "Business Cooperation: Management" and Business Cooperation: Current cases can be continued through the master-module). |

## INTOP (Finance & Accounting-Seminar) (6 ECTS)

Tuesday 14:00 – 16:00, Term 1+2 (J235)

Lecturer: Prof. Dr. Watrin

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

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

| | | | | | | |
|---|---|---|---|---|---|---|
| **Module Title:** | Finance and Accounting-Seminar | | | | | |
| **Course Program:** | BSc Business Administration | | | | | |
| 1 | **Module No:** BWL-S1 | **State:** [x] Compulsory [ ] Elective | | | **Language of Instruction:** German/Partly English | |
| 2 | **Turn:** [ ] every term [x] every winter term [ ] every summer term | **Duration:** [x] 1 term [ ] 2 terms | **Semester:** 5./6. | **CP:** 6 | **Workload (h):** 180 h | |

**3 Module Structure:**

| No | Type | Course | CP | Presence (h + CH) | Self-Study (h) |
|---|---|---|---|---|---|
| 1 | S | Finance and Accounting Case Study Seminar | 6 | 30 h (2 CH) | 150 |
| 2 | S | INTOP | 6 | 60 h (4 CH) | 90 |

**Contents:**

**4i**

**Background and relations to other courses:**

In this seminar students have to apply the theoretical knowledge that they have gained in the previous semesters to solve practical problems.

**Main topics and Learning Outcomes:**

Finance and Accounting Case Study Seminar:

The seminar covers several different topics in finance and accounting. The main theme of the seminar varies from year to year. Students will solve case studies in groups.

INTOP:

INTOP (**Int**ernational **Op**erations Simulation) is the first major business game to deal with the specific problems of multinational companies and worldwide business operations. INTOP derives its special significance from the fact, that the international market became an increasingly vital element of the business environment.

The business game INTOP simulates a supply oligopoly with a polypolistic demand structure. Because the participants, functioning as the executive boards of different publicly listed INTOP IV-companies, have the shareholders' capital at their disposal, they have to consider the interests of their investors when establishing a set of objectives. Therefore the participants have the task to maximize their companies' cumulative profit under the constraint of a minimum equity ratio through the adjustment of decisions in the different company division.

To take part in INTOP, interested students have to overcome an election process. Based on the written applications' evaluations 20 – 30 students will be elected. Selection criteria are high marks in former exams and an adequate knowledge achieved during previous education.

The particular advantage of INTOP is the interdisciplinary aspect of the game: the decision-making process requires a number of truly entrepreneurial, strategic decisions relating to business objectives and operating principles. By providing the participants with a comprehensive set of given data, the business game emphasizes strategy, tactics and operational problems. With INTOP the students have

to determine the business size, target markets, marketing and production programs as well as the investment and finance policies and the company's organization.
The major objective of INTOP is to enhance the understanding of problems of international business operations in general and of multinational enterprises in particular. The game is structured so as to provide training and education in both the fields of "general business administration" and "international management". In order to solve international entrepreneurial problems, the high level of realism of the game requires an advanced degree of analytical thinking, conceptual abilities and imagination.

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

5

**Learning outcomes:**

**Academic:**

Finance and Accounting Case Study Seminar:

During the 60 minute written examination the students have to apply quantitative and qualitative concepts learned in class and via the case studies to present solutions to different problems based on the whole course content.

In the written examination, the student should demonstrate the ability

- to develop a coherent argument within a limited period of time,
- to integrate and apply several concepts,
- to solve practical problems.

INTOP

The INTOP business game has various objectives:

- The participants must determine financial objectives, formulate accompanying strategies and make decisions each quarter according to their long-term strategy
- The participants learn to establish the relationship between the decisions and their consequences and new decisions
- The learning-by-doing-effect enables the participants to apply their prior knowledge
- The students are encouraged to reduce the time for making decisions which helps to focus on the most relevant decision criteria.

| | |
|---|---|
| | • Based on experience made throughout the game, the students learn to judge the importance of relevant economic instruments<br>• In order to solve international entrepreneurial problems, the high level of realism of the game requires an advanced degree of analytical thinking, conceptual abilities and imagination.<br>• Inside the group assignment the students should demonstrate the ability to productively work in groups and their ability to coordinate with peers.<br>• In the written examination the students should demonstrate the ability to develop a coherent argument within a limited period of time and to integrate and apply several concepts. They also learn to apply the concepts to a business case. |
| | **Soft skills:**<br>In addition, students can solve complex problems in a team. They have advanced communication, presentation and conflict resolution skills. |
| 6 | **Description of possible electives within the modules:**<br>One of the two seminars has to be absolved. |
| 7z | **Examination:**<br>**[x] Final Module Exam [ ] Examinations for every part of the module** |

**8 Relevant Work:**

| Number and Type; Connection to Course | Duration | Part of final mark in % |
|---|---|---|
| Written exam "Finance and Accounting Case Study Seminar | 60 min | 60 |
| Case Studies "Finance and Accounting Case Study Seminar" | 2 x 5 pages | 40 |
| Seminar paper (subject will be given at the beginning of the semester) | 12 – 15 pages | 60 |
| INTOP Business Simulation Game | 6 – 8 rounds à 8 h | 20 |
| Presentation (INTOP) | 20 min per group | 20 |

**9 Study Work:**

| Number and Type; Connection to Course | Duration |
|---|---|
| None | |

| | |
|---|---|
| 10 | **Prerequisites for Credit Points:**<br>The credit points will be granted when the module has been successfully completed, i.e. when all relevant examinations and works are passed. |
| 11 | **Weight of the module grade for the overall grade:**<br>3,51% (6 von 171 CP) |
| 12 | **Module Prerequisites:**<br>The knowledge of the second year of study, especially in accounting, taxations, and corporate finance is expected. For the INTOP seminar, the number of participants allowed can be limited. |

| | | |
|---|---|---|
| 13 | **Presence:**<br>none | |
| 14 | **Use of the module for other course programs:**<br>Bachelor Economics; | |
| 15 | **Responsible Lecturer:**<br>Prof. Dr. Thomas Langer | **Department:**<br>Münster School of Business and Economics |
| 16 | **Misc.:**<br>For both seminars, an additional application/admission at the supervising chair/Institute is necessary. The number of participants for INTOP can be limited. The module is offered once a year. The Seminar "INTOP" normally is offered every semester. The "Finance and Accounting Case Study Seminar" is offered in the WS. The written exam can be repeated in SS. | |

## Business English (3 ECTS) (part of Business Skills)

Lecture: Tuesday 16:00 – 18:00, F1, Term 1+2

Lecturer: John Desmond Gallagher

Link: http://www.wiwi.uni-muenster.de/bachelor_bwl/wirtschaftsenglisch/wirtschaftsenglisch.html

| | | | | | |
|---|---|---|---|---|---|
| **Module Title:** | Business Skills | | | | |
| **Course Program:** | BSc Business Administration | | | | |
| 1 | **Module No:** QRS4 | **State:** [x] Compulsory [ ] Elective | | | **Language of Instruction:** German |
| 2 | **Turn:** [x] every term [ ] every winter term [ ] every summer term | **Duration:** [ ] 1 term [x] 2 terms | **Semester:** 5./6. | **CP:** 9 | **Workload (h):** 270 h |

3 **Module Structure:**

| No | Type | Course | CP | Presence (h + CH) | Self-Study (h) |
|---|---|---|---|---|---|
| 1 | L | Business English | 3 | 30 h (2 CH) | 60 h |
| 2 | S | Business Skills I | 3 | 30 h (2 CH) | 60 h |
| 3 | S | Business Skills II | 3 | 30 h (2 CH) | 60 h |

**Contents:**

4i **Background and relations to other courses:**

Business English:

Reading and understanding articles in English that appear in journals and magazines is a useful and often necessary skill in the business world today. This course examines texts of a general nature and also looks at texts with a view to understanding basic accounting concepts.

A prerequisite of the course is the C-Test, an online English language test.

In Business Skills I and II valuable personal skills for business practiques, like presentation techniques, working in team, and problem-solving.

**Main topics and Learning Outcomes:**

Business English:

This course aims to provide the students with skills and vocabulary necessary to read texts on current themes. The course also aims to teach basic accounting concepts in English enabling students to read and understand texts on this subject matter.

| Themes | Learning Objectives |
|---|---|
| Accounting | To read articles and achieve a basic understanding of English accounting terminology |
| The financial crisis, specialising on the following: banking, M&A, and globalisation | To develop vocabulary and recognise key phrases and terminology that regularly appear in current articles on many aspects of the financial crisis. |

Business Skills I and II:

The offer is always changing, therefore only course examples can be given, like Business Simulation Game COMPEX, Personality and Social Competence or scientific working.

5

**Learning outcomes:**

**Academic:**

After completion of the compulsory course "Business English", students have sound knowledge in Business English and the necessary vocabulary.

**Soft skills:**

Students improve their self-, social- and technical-competence by understanding and applying the themes communication, presentation techniques, elocution, leadership, work-and self-organization and creative techniques. Further they will learn to structure problems, develop solutions and reflect the consequences of economic decisions.

6

**Description of possible electives within the modules:**

Business English is compulsory. Business Skills I and II can be chosen from a broad offer.

7z

**Examination:**

**[x] Final Module Exam [ ] Examinations for every part of the module**

8

**Relevant Work:**

| Number and Type; Connection to Course | Duration | Part of final mark in % |
|---|---|---|
| Written exam "Business English" | 60 min | 33 1/3 |
| Final exam"Business Skills I" | Depends on course | 33 1/3 |
| Final exam "Business Skills II" | Depends on course | 33 1/3 |

9

**Study Work:**

| Number and Type; Connection to Course | Duration |
|---|---|
| None | |

| | | |
|---|---|---|
| 10 | **Prerequisites for Credit Points:**<br>The credit points will be granted when the module has been successfully completed, i.e. when all relevant examinations and works are passed. | |
| 11 | **Weight of the module grade for the overall grade:**<br>0 – Module is graded with a “passed” or “failed” mark only | |
| 12 | **Module Prerequisites:**<br>None | |
| 13 | **Presence:**<br>Depending on course | |
| 14 | **Use of the module for other course programs:**<br>None | |
| 15 | **Responsible Lecturer:**<br>Prof. Dr. Peter Kajüter | **Department:**<br>Münster School of Business and Economics |
| 16 | **Misc.:** | |

## Presentation and Communication (3 ECTS) (Part of Business Skills)

Lecture: Thursday 12:00 – 14:00, J372, Term 1+2

Lecturer: Dr. Bloch

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

## Business simulation TOPSIM (3 ECTS) (Part of Business Skills)

Seminar: Wednesday 18:00 – 20:00, ULB 101, 1st term

Lecturer: Prof. Dr. Kajüter

## Developing Negotiation Skills (3 ECTS) (Part of Business Skills)

Lecture: Friday 08:00 – 12:00, KTh V, 1st term,

Lecturer: Henrik Schirmacher

More information coming soon.

| | | | | | | |
|---|---|---|---|---|---|---|
| **Module Title:** | Business Skills | | | | | |
| **Course Program:** | BSc Business Administration | | | | | |
| 1 | **Module No:** QRS4 | **State:** [x] Compulsory [ ] Elective | | **Language of Instruction:** English | | |
| 2 | **Turn:** [x] every term<br>[ ] every winter term<br>[ ] every summer term | **Duration:** [ ] 1 term<br>[x] 2 terms | | **Semester:** 5./6. | **CP:** 9 | **Workload (h):** 270 h |

**3 Module Structure:**

| No | Type | Course | CP | Presence (h + CH) | Self-Study (h) |
|---|---|---|---|---|---|
| 1 | L | Business English | 3 | 30 h (2 CH) | 60 h |
| 2 | S | Business Skills I: Presentation and Communication | 3 | 30 h (2 CH) | 60 h |
| 3 | S | Business Skills II | 3 | 30 h (2 CH) | 60 h |
| 4 | | | | | |

**Contents:**

Presentation and Communication:

| | |
|---|---|
| | • Bases of good communication, including: content structure and logic, the use of voice, body language and gestures.<br>• Specific presentation techniques, focusing on clear and precise use of the English language, as well as the use of slides, charts and other visual media.<br>• Rhetoric: good and confident appearance, overcoming stage fright; preparation, planning and use of content.<br>• The use of humour and other means of maintaining interest and attention, with a particular focus on the foreign language aspect.<br>• Improving your English: common mistakes made by Germans and how to prevent them. Some grammatical input, consideration of such issues as tenses, false friends, prepositions and so on. |
| 4i | **Background and relations to other courses:**<br>Business English:<br>Reading and understanding articles in English that appear in journals and magazines is a useful and often necessary skill in the business world today. This course examines texts of a general nature and also looks at texts with a view to understanding basic accounting concepts.<br>A prerequisite of the course is the C-Test, an online English language test.<br>In Business Skills I and II valuable personal skills for business practiques, like presentation techniques, working in team, and problem-solving. |
| | **Main topics and Learning Outcomes:**<br>Business Skills I: Presentation and Communication:<br>Learning Objective is to familiarize students with presentation techniques and the art of rhetoric, while simultaneously improving their knowledge of and proficiency in English.<br>Methodology: The course will entail a combination of formal instruction and presentations by the group, with substantial feedback from the instructor. Presentation topics will be assigned in due course. |
| 5 | **Learning outcomes:** |
| | **Academic:**<br>After completion of this course, students improve their English skills. |
| | **Soft skills:**<br>Students improve their self-, social- and technical-competence by understanding and applying the themes communication, presentation techniques, elocution, leadership, work-and self-organization and creative techniques. Further they will learn to structure problems, develop solutions and reflect the consequences of economic decisions. |
| 6 | **Description of possible electives within the modules:**<br>Business English is compulsory. Business Skills I and II can be chosen from a broad offer. |
| 7z | **Examination:**<br>**[ ] Final Module Exam [x] Examinations for every part of the module** |

| | | | |
|---|---|---|---|
| 8 | **Relevant Work:** | | |
| | **Number and Type; Connection to Course** | **Duration** | **Part of final mark in %** |
| | Written exam “Business English” | 60 min | 33 1/3 |
| | Presentation/Report “Presentation and Communication” | - | 33 1/3 |
| | Final exam “Business Skills II” | Depends on course | 33 1/3 |
| | | | |
| 9 | **Study Work:** | | |
| | **Number and Type; Connection to Course** | | **Duration** |
| | None | | |
| 10 | **Prerequisites for Credit Points:** The credit points will be granted when the module has been successfully completed, i.e. when all relevant examinations and works are passed. | | |
| 11 | **Weight of the module grade for the overall grade:** 0 – Module is graded with a “passed” or “failed” mark only- | | |
| 12 | **Module Prerequisites:** None | | |
| 13 | **Presence:** Depending on course | | |
| 14 | **Use of the module for other course programs:** None | | |
| 15 | **Responsible Lecturer:** Prof. Dr. Peter Kajüter | **Department:** Münster School of Business and Economics | |
| 16 | **Misc.:** | | |

## Business Analysis (3 ECTS)

Lecture: Wednesday 08:00 – 10:00, F4, Term 1+2

Lecturer: Prof. Dr. Kajüter

This lecture is part of Advanced Controlling.

Link: http://www.wiwi.uni-muenster.de/iur/lehre/ws1617/index.html

## Ethics in Finance (6 ECTS)

Lecture and Tutorial: Monday, 08:00 – 12:00, J498; Thursday 08:00 – 10:00, J 253; Friday 14:00 – 16:00, J498, 1st term

Lecturer: Dr. Krishna Reddy, Prof. Dr. Langer

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

## Organization Culture (6 ECTS)

| | |
|---|---|
| **Type:** | Lecture with accompanying tutorial |
| **Workload lecture:** | 12 – 14 teaching units of 90 minutes each |
| **Semester:** | International exchange students and 5th semester bachelor students in business |
| **Group size:** | max. 50 students |
| **Time frame:** | October to December 2016 |
| **Lecturer:** | Marcus Heidbrink, Ph.D., |

# 2. Economics

## Principles of Economics (3 ECTS)

Lecture: Thursday 10:00 – 12:00, H2, Term 1+2

Lecturer: Jun.-Prof. Dr. Stühmeier

Tutorial: Thursday 18:00-20:00 JUR 4

| | |
|---|---|
| **Module Title:** | Microeconomics I |
| **Course Program:** | BSc Economics |

| | | | |
|---|---|---|---|
| 1 | **Module No:** VWL1 | **State:** [x] compulsory [ ] elective | **Language of Instruction:** German/partly English |

| | | | | | |
|---|---|---|---|---|---|
| 2 | **Turn:** [x] every term [ ] every winter [ ] every summer | **Duration:** [ ] 1 term [x] 2 terms | **Semester:** 1.-2. | **CP:** 12 | **Workload (h):** 360 |

**Module Structure:**

| No | Type | Course | CP | Presence (h + CH) | Self-Study (h) |
|---|---|---|---|---|---|
| 1. | V | Principles of Economics (German and English) | 1.5 | 30 h (2 CH) | 15 |
| 2. | T | Tutorial on Principles of Economics (German) | 1.5 | 30 h (2 CH) | 15 |
| 3. | V | Microeconomics (German) | 6 | 60 h (4 CH) | 120 |
| 4. | T | Exercises in Microeconomics (German) | 3 | 30 h (2 CH) | 60 |

**4 Module Contents:**

**Background and relations to other courses:**

**Main topics and learning objectives:**

The course "Principles of Economics" deals with the basics of economic activity, of markets and market failures. The course "Microeconomics" deals with the theory of the household on the one hand (optimal household behavior, demand for goods, factor supply, insurance and uncertainty) and with the theory of the firm on the other (theory of production, least cost combination, supply of goods, factor demand). Moreover, theorems of welfare economics and incomplete markets are discussed. The aim of the exercises is to deepen the theoretical understanding acquired in the courses by providing problem sets that are solved by the students.

**5 Learning outcomes:**

**Academic:**

Students acquire an overview over the basic concepts of economics. They are able to understand and apply central theories and models. The courses of this module form a basis for more advanced courses.

**Soft skills:**

| | |
|---|---|
| 6 | **Description of possible electives within the modules:**<br>None |

| | |
|---|---|
| 7 | **Examination:**<br>**[ ] Final Module Exam [x] Examinations for every part of the module** |

| | | | |
|---|---|---|---|
| 8 | **Relevant Work:**<br>**Number and Type; Connection to Course** | **Duration** | **Part of final mark in %** |
| | Written exam for Principles of Economics | 60 min. | 25 |
| | Written exam for Microeconomics | 60 min. | 75 |

| | | |
|---|---|---|
| 9 | **Study Work:**<br>**Number and Type; Connection to Course** | **Duration** |
| | | |

| | |
|---|---|
| 10 | **Prerequisites for Credit Points:**<br>The credit points will be granted when the module has been successfully completed, i.e. when all relevant examinations and works are passed. |
| | |
| 11 | **Weight of the module grade for the overall grade:**<br>6,67% (12 out of 180 ECTS) |

| | |
|---|---|
| 12 | **Module Prerequisites:**<br>None |

| | |
|---|---|
| 13 | **Presence:**<br>None |

| | |
|---|---|
| 14 | **Use of the module for other course programs:**<br>Bachelor Business Administration, Bachelor Economics, Bachelor Mathematics, Bachelor Geography |

| | | |
|---|---|---|
| 15 | **Responsible Lecturer:**<br>Professor Dr. Martin Bohl, Professor Dr. Andreas Löschel | **Department:**<br>School of Business and Economics |

| | |
|---|---|
| 16 | **Misc.:**<br>The course “Principles in Economics” is offered in each winter term, the courses “Microeconomics” and “Exercises in Microeconomics “ each summer term. |

## Trade Theory and Policy (6 ECTS)

Lecture: Thursday 12:00 – 14:00, ST A 1 (Stadtgraben 9), Term 1+2

Lecturer: Prof. Dr. Kempa

Tutorial: Tuesday 16:00 – 18:00, J489, Term 1+2

Tutor. Prof. Dr. Kempa

Link: http://www.wiwi.uni-muenster.de/iioe/studieren/module/index.html

| | | | |
|---|---|---|---|
| Module Title: | Trade Theory and Policy | | |
| Course Program: | BSc Economics | | |
| 1 | **Module No:** VWL11 | **State:** [ ] Compulsory [x] Elective | **Language of Instruction:** English |

| | | | | | |
|---|---|---|---|---|---|
| 2 | **Turn:** [ ] every term<br>[x] every winter term<br>[ ] every summer term | **Duration:** [x] 1 term<br>[ ] 2 terms | **Semester:** 5./6. | **CP:** 6 | **Workload (h):** 180 |

3 **Module Structure:**

| No | Type | Course | CP | Presence | Self-Study (h) |
|---|---|---|---|---|---|
| 1. | L | Trade Theory and Policy | 3 | 30 h (2 CH) | 60 |
| 2. | T | Tutorial on Trade Theory and Policy | 3 | 30 h (2 CH) | 60 |

4 **Contents:**

**Background and relations to other courses:**

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

**Main topics and learning objectives:**

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

instruments is analyzed and their impact on trade, factor allocation and welfare are evaluated.

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

**5**

**Learning outcomes:**

**Academic:**

The module provides basic knowledge and skills in international economics and enables the students to conduct independent economic policy argument based on theoretical, model-based foundations and empirical research results. This knowledge can be incorporated in numerous economic and business fields of economic activity, particularly in international organizations, foreign trade policy departments of ministries, research institutes and internationally operating company.

**Soft skills:**

Analysis of interdependent causal relationships provides the ability to solve problems individually and in a team. Presentation of the essay trains the ability to communicate

**6**

**Description of possible electives within the modules:**

None

**7**

**Examination:**

**[ ] Final Module Exam** **[x] Examinations for every part of the module**

**8**

**Relevant Work:**

| Number and Type; Connection to Course | Duration | Part of final mark in % |
|---|---|---|
| Essay and presenation (approx.. 36 h work) | | 30 |
| Written exam | 90 min | 70 |
| | | |

**9** **Study Work:**

| | Number and Type; Connection to Course | Duration |
|---|---|---|
| | none | |

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

| | |
|---|---|
| 11 | **Weight of the module grade for the overall grade:**<br>3,33% (6 of 180 CP) |

| | |
|---|---|
| 12 | **Module Prerequisites:**<br>None |

| | |
|---|---|
| 13 | **Presence:**<br>Strongly recommended |

| | |
|---|---|
| 14 | **Use of the module for other course programs:**<br>Bachelor Business Administration, Bachelor Economics, Bachelor Mathematics, Bachelor Geography |

| | | |
|---|---|---|
| 15 | **Responsible Lecturer:**<br>Prof. Dr. Bernd Kempa | **Department:**<br>Münster School of Business and Economics |

| | |
|---|---|
| 16 | **Misc.:** |

## Advanced Statistics (6 ECTS)

Lecture: Monday 12:00 – 16:00, ST A 1 (Am Stadtgraben 9), Term 1

Lecturer: Prof. Dr. Wilfling

Tutorial: Friday 10:00 – 14:00, J 498, Term 1

Tutor: Prof. Dr. Wilfling

Link: http://www1.wiwi.uni-muenster.de/oeew/studium/aktuelleveranstaltungen/index.php

| | |
|---|---|
| **Module Title:** | Advanced Statistics |
| **Course Program:** | BSc Economics |

| 1 | **Module No:** VWL 16 | **State:** [ ] Compulsory [x] Elective | **Language of Instruction:** English |
|---|---|---|---|

| 2 | **Turn:** [ ] every term<br>[x] every winter term<br>[] every summer term | **Duration:** [x] 1 term<br>[ ] 2 terms | **Semester:** 5./6. | **CP:** 6 | **Workload (h):** 180 |
|---|---|---|---|---|---|

**3 Module Structure:**

| No | Type | Course | CP | Presence | Self-Study (h) |
|---|---|---|---|---|---|
| 1 | V | Advanced Statistics | 3 | 30h (2 CH) | 60 |
| 2 | T | Tutorial on Advanced Statistics | 3 | 30h (2 CH) | 60 |

**4 Contents:**

**Background and relations to other courses:**

This module deepens and enhances the material introduced in the module Statistics. It introduces the basic tools required for all more advanced modules in statistics and econometrics, in particular Econometrics 1 and Econometrics 2.

**Main topics and learning objectives:**

| Themes | Learning objectives |
|---|---|
| Probability theory, probability spaces, multivariate random variables, estimation methods, hypothesis testing. | To understand and be able to apply probability theory, estimation methods, and hypothesis testing. |

**5 Learning outcomes:**

**Academic:** This module provides a deeper knowledge of probability theory and the statistical foundation of econometrics. Students are being prepared for empirical economic research. They learn to assess the suitability of empirical methods.

**Soft skills:** Clear thinking.

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

| | |
|---|---|
| | |

| | |
|---|---|
| 7 | **Examination:**<br>**[x] Final Module Exam [ ] Examinations for every part of the module** |

| | | | |
|---|---|---|---|
| 8 | **Relevant Work:**<br>**Number and Type; Connection to Course** | **Duration** | **Part of final mark in %** |
| | Final exam | 60 min | 100 |

| | | |
|---|---|---|
| 9 | **Study Work:**<br>**Number and Type; Connection to Course** | **Duration** |
| | None | |

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

| | |
|---|---|
| 11 | **Weight of the module grade for the overall grade:**<br>3,33% (6 out of 180) |

| | |
|---|---|
| 12 | **Module Prerequisites:**<br>Recommended: Knowledge in Statistics |

| | |
|---|---|
| 13 | **Presence:**<br>none |

| | |
|---|---|
| 14 | **Use of the module for other course programs:**<br>Bachelor Business Administration, Bachelor Economics, Bachelor Politics and Economics, Bachelor Economics and Law, Dual Bachelor Economics, Bachelor Mathematics, Bachelor Geography |

| | | |
|---|---|---|
| 15 | **Responsible Lecturer:**<br>Prof. Dr. Bernd Wilfiling | **Department:**<br>School of Business and Economics |

| | |
|---|---|
| 16 | **Misc.:** |

## Econometrics I (6 ECTS)

Lecture: Monday 12:00 – 16:00, Term 2, (Room: to be announced)

Lecturer: Prof. Dr. Trede

Tutorial: Friday 10:00 – 14:00, Term 2 (Room: to be announced)

Tutor: Prof. Dr. Trede

Link http://www1.wiwi.uni-muenster.de/oeew/studium/econometrics1/index.php

| | |
|---|---|
| **Module Title:** | Econometrics 1 |
| **Course Program:** | Bachelor in Economics |

| | | | |
|---|---|---|---|
| 1 | **Module No:** VWL 17 | **State:** [ ] Compulsory [x] Elective | **Language of Instruction:** English |

| | | | | | |
|---|---|---|---|---|---|
| 2 | **Turn:** [ ] every term<br>[x] every winter term<br>[] every summer term | **Duration:** [x] 1 term<br>[ ] 2 terms | **Semester:** 5./6. | **CP:** 6 | **Workload (h):** 180 |

3 **Module Structure:**

| No | Type | Course | CP | Presence | Self-Study (h) |
|---|---|---|---|---|---|
| 1 | L | Econometrics I | 3 | 30h (2 CH) | 60 |
| 2 | T | Tutorial Econometrics I | 3 | 30h (2 CH) | 60 |

4 **Contents:**

**Background and relations to other courses:**

This module deepens and enhances the material introduced in the module Empirical Economics.

**Main topics and learning objectives:**

| Themes | Learning objectives |
|---|---|
| Simple linear regression; multiple linear regression; t-test; F-test; omitted variable bias; nonlinearities | To understand and be able to apply the econometric methods. |

5 **Learning outcomes:**

**Academic:** This module provides the elementary econometrics methods required for empirical economics. The linear regression model under standard assumptions is dealt with in a rigorous way. In addition, some violations of the standard assumptions are considered.

**Soft skills:** Clear thinking.

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

7 **Examination:**

| | | | |
|---|---|---|---|
| | [x] Final Module Exam [ ] Examinations for every part of the module | | |
| 8 | Relevant Work: | | |
| | Number and Type; Connection to Course | Duration | Part of final mark in % |
| | Final exam | 60 min | 100 |
| | | | |
| 9 | Study Work: | | |
| | Number and Type; Connection to Course | | Duration |
| | | | |
| 10 | Prerequisites for Credit Points: The credit points will be granted when the module has been successfully completed, i.e. when all relevant examinations and works are passed. | | |
| 11 | Weight of the module grade for the overall grade: 3.33% (6 of 180CP) | | |
| 12 | Module Prerequisites: Recommended is knowledge in Statisics | | |
| 13 | Presence: recommended | | |
| 14 | Use of the module for other course programs: Bachelor Business Administration, Bachelor Economics, Bachelor Politics and Economics, Bachelor Economics and Law, Dual Bachelor Economics, Bachelor Mathematics, Bachelor Geography | | |
| 15 | Responsible Lecturer: Prof. Dr. Bernd Wilfling | Department: School of Business and Economics | |
| 16 | Misc.: This module is taught in the second half of the winter term. It is advisable to attend the module Advanced Statistics in the first half of the term. In addition, it is advisable to attend the module Econometrics 2 in the following summer term. | | |

## Economic Policy for Business Students (6)

Lecture: Wednesday 12: 00-14:00 H4, (1+2 Term)

Lecturer: Prof. Dr. Theurl

Tutorial: Wednesday 12:00-14:00 (Room tba)

## Introduction into Economic Regulation for Business Students

Lecture: Wednesday 16:00-18:00 H 4, Term 1+2

Lecturer: Prof. Dr. Theurl

## Information Systems

## Electronic Business

Lecture/Tutorial: Monday 12:00 – 14:00, Leo 1, Tuesday 10:00 – 12:00, Leo 1, Terms 1+2

Lecturer: Prof. Dr. Klein

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

| | | | | | | |
|---|---|---|---|---|---|---|
| **Module Title:** | Internet Economics (new title: Electronic Business) | | | | | |
| 1 | **Module No: WI5** | **State:** | | | | |
| 2 | **Turn: Winter term** | **Duration: 1** | **Semester: 5** | **CP: 6** | **Workload (h): 180** | |

**Module Structure:**

| No | Type | Course | CP | Presence (h + CH) | Self-Study (h) |
|---|---|---|---|---|---|
| 1 | L | Lecture Internet Economics | 3 | 30 (2) | 45 |
| 2 | E | Course Assignments, Presentations & Discussion | 3 | 30 (2) | 75 |

**Contents:**

**Background and relations to other courses:**
There are no prerequisites for this course.

**Main topics and learning objectives:**
Electronic Business is thriving and is making significant inroads in business and everyday life. In fact, doing business electronically has become an integral part of everyday life for public and private organisations, both large and small, across the globe.
Based on the information society discourse and related political visions like “eEurope”, the course will provide an overview of the core building blocks of business models.
As it is widely recognized that eBusiness is best understood in a sectorial context, which reflect the contingencies and specifics of a respective industry, the course will use the travel and tourism industry as lead example and elaborate on the usage and development of eBusiness across different segments of that industry. Travel and tourism is an example of a global services industry characterized by a high level of information intensity and ICT innovation.
Given the increasing exposure of businesses to security threats, the course will provide a brief introduction into theoretical and practical security, security strategy and privacy.
Given the ongoing dynamics in business and the related need to manage and prioritize projects, the course encompasses a module in project management. The module explains the need for project management and introduces project management methods as well as different perspectives on IT project management.

| Themes | Learning objectives |
|---|---|

| | | |
|---|---|---|
| | Internet Economics and the Information Society | To learn about ICT-related political visions and action programmes and to assess their role for companies and citizens. |
| | eBusiness basics: technology driven business innovation | To understand the role of eBusiness models and to critically assess the development of electronic business and the role of technology (ICT). |
| | The tourism industry | To identify stakeholders and their roles, to understand the specifics of tourism products and to assess the transformation of tourism distribution systems. To understand how service properties and industry structures shape managerial decisions. |
| | The customer perspective | To comprehend the customer buying cycle and the notion of CRM. To assess the role of Prosuming and service configuration. |
| | Content management | To appreciate the role of content in tourism and to distinguish different models of content production and provision as well as rights management. |
| | Revenue management | To distinguish models for flexible pricing and to understand the notion of yield management. |
| | Quality management | To appreciate the role of Web quality management and related instruments, such as Web design, usability studies, quality assessment. |
| | Innovation management | To study and assess options for service innovation. |

| | |
|---|---|
| 5 | **Learning outcomes:** |
| | **Academic:**<br>In preparing a briefing, debate or demonstration, the student should demonstrate the ability<br>• to select, engage with, assess and apply pieces of literature,<br>• to build a concise, yet coherent argument, and<br>• to identify open issues.<br>In the written examination, the student should demonstrate the ability<br>• to develop a coherent argument within a limited period of time,<br>• to integrate and apply several concepts,<br>• to weigh pros and cons or identify threats, and<br>• to apply the concepts to a business case. |
| | **Soft skills:**<br>The student should demonstrate the ability<br>• to productively work in groups and<br>• to coordinate with peers. |

| | |
|---|---|
| 6 | **Leistungsüberprüfung:**<br>[ ] Modulabschlussprüfung (MAP) [ ] Modulprüfung (MP) [x] Modulteilprüfungen (MTP) |

| | | | |
|---|---|---|---|
| 7 | **Relevant Work:**<br>**Number and Type; Connection to Course** | **Duration** | **Part of final mark in %** |

| | | | |
|---|---|---|---|
| | Group assignments during the course | | 50 |
| | Written examination | 60 min | 50 |
| 8 | **Prerequisites for Credit Points:**<br>Both parts of the examination (course assignments and written examination) have to be passed. | | |
| 9 | **Module Prerequisites:**<br>Working Knowledge of English | | |
| 10 | **Presence:**<br>Mandatory for presentation of assignments<br>Generally strongly recommended | | |
| 11 | **Responsible Lecturer:**<br>Prof. Dr. Stefan Klein | | |
| 12 | **Misc.:**<br>This course is intended to be a seminar rather than a lecture course and, as such, the primary responsibility for learning will rest with the students. The philosophy behind the course is that the combination of reading, thinking, writing, presenting, discussing, and listening is highly effective for learning. Participation in well-prepared and thoughtful discussions is a powerful way of gaining an appreciation for the critical issues relating to the development and impact of electronic business and more generally an Internet Economy and Society. Consequently, the main class activity will be discussion. Students are expected to come to class having read the assigned reading materials, be prepared to discuss the major issues presented in the readings and to debate their (management) implications. The quality of students learning experience will depend on the extent of their motivation, initiative, preparation for class, and participation during class. The instructor's role will be to support the learning experience by providing a course structure, course materials, mini-lectures, facilitating the discussions, and providing feedback on the student's work. | | |

## Specialization Module: Online search and distribution of airline tickets

Lecture period: Nov 14-16, 2016

Written examination: Dec 2016

Seminar period: Jan 2017

The content of this module will provide a deeper insight into eBusiness with respect to the tourism industry and more specifically airline flights.

Building upon the experiments about online search behaviour, concepts from different perspectives will be discussed such as the company view (multi-channel competition and distribution, decision support, online strategies) and the customer view (search behaviour, consideration set, multi-criteria-decision making, etc.).

# Master

## Accounting:

## International Financial Reporting (3 ECTS)

Lecture: Wednesday 16:00 – 18:00, H3 (1st lecture on October 19th will be held in J490); Thursday 10:00 – 12:00, J2, Term 1

Lecturer: Prof. Dr. Kajüter

| | |
|---|---|
| **Module Title:** | Financial Accounting |
| **Course Program:** | Master in Business Administration |

| | | | |
|---|---|---|---|
| 1 | **Module No:** ACM02 | **State:** [x] Compulsory [ ] Elective | **Language of Instruction:** German/ English |

| | | | | | |
|---|---|---|---|---|---|
| 2 | **Turn:** [ ] every term [x] every winter term [ ] every summer term | **Duration:** [x] 1 term [ ] 2 terms | **Semester:** 1. | **CP:** 6 | **Workload (h):** 180 |

3 **Module Structure:**

| No | Type | Course | CP | Presence (h + CH) | Self-Study (h) |
|---|---|---|---|---|---|
| 1 | L | International Financial Reporting I (German) | 3 | 30 h (2 CH) | 60 |
| 2 | L | International Financial Reporting II (**English**) | 3 | 30 h (2 CH) | 60 |

4 **Contents:**

**Background and relations to other courses:**
The module extends and deepens knowledge in the field of international financial reporting.

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

5 **Learning outcomes:**

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

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

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

| | |
|---|---|
| 7 | **Examination:**<br>**[ ] Final Module Exam [x] Examinations for every part of the module** |

| | | | |
|---|---|---|---|
| 8 | **Relevant Work:**<br>**Number and Type; Connection to Course** | **Duration** | **Part of final mark in %** |
| | Written exam “International Financial Reporting I” | 60 min. | 50 |
| | Written exam “International Financial Reporting II” | 60 min. | 50 |

| | | |
|---|---|---|
| 9 | **Study Work:**<br>**Number and Type; Connection to Course** | **Duration** |
| | | |

| | |
|---|---|
| 10 | **Prerequisites for Credit Points:**<br>The credit points will be granted when the module has been successfully completed, i. e. when all relevant examinations and works are passed. |

| | |
|---|---|
| 11 | **Weight of the module grade for the overall grade:**<br>5,00 % (6 of 120 CP) |

| | |
|---|---|
| 12 | **Module Prerequisites:**<br>None |

| | |
|---|---|
| 13 | **Presence:**<br>Presence is recommended but not compulsory. |

| | |
|---|---|
| 14 | **Use of the module for other course programs:**<br>Masters’s degree programs in mathematics and physics |

| | | |
|---|---|---|
| 15 | **Responsible Lecturer:**<br>Prof. Dr. Peter Kajüter /<br>Prof. Dr. Hans-Jürgen Kirsch | **Department:**<br>University of Münster, School of Business and Economics |

| | |
|---|---|
| 16 | **Misc.:** |

**INTOP (6 ECTS)**

Tuesday 14:00 – 16:00, Term 1+2 (J235)

Lecturer: Prof. Dr. Watrin

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

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

| | |
|---|---|
| **Module Title:** | Advanced Accounting on specific topics I |
| **Course Program:** | Master of Science in Business Administration |

| 1 | **Module No:** ACM09 | **State:** [ ] Compulsory [x] Elective | **Language of Instruction:** German or English |
|---|---|---|---|

| 2 | **Turn:** [ ] every term<br>[x] every winter term<br>[] every summer term | **Duration:** [x] 1 term<br>[ ] 2 terms | **Semester:** 3. | **CP:** 6 | **Workload (h):** 180 |
|---|---|---|---|---|---|

**3 Module Structure:**

| No | Type | Course | CP | Presence (h + CH) | Self-Study (h) |
|---|---|---|---|---|---|
| 1 | L | Accounting and Auditing I (German) | 3 | 30 h (2 CH) | 60 h |
| 2 | L | Cases in Top Management decision making (German or English) | 6 | 30 h (2 CH) | 150 h |
| 3 | L | Company Law II (German) | 3 | 30 h (2 CH) | 60 h |
| 4 | S | Leading and controlling of corporate groups* (German) | 6 | 60 h (4 CH) | 120 h |
| 5 | S | Case Study Seminar on Controlling (German) | 6 | 15 h (1 CH) | 165 h |
| 6 | S | International Operations Simulation (INTOP) (English) | 6 | 60 h (4 CH) | 120 h |
| 7 | L | Accounting Theory (PhD program) (English) | 6 | 30 h (2 CH) | 150 h |

**4 Contents:**

**Background and relations to other courses:**

The module deepens the knowledge about specific topics in the field of accounting.

**Main topics and learning objectives:**

In this module current topics in the field of accounting are introduced and discussed. The lectures' varying contents depend on current developments. Practical exercises and case studies are integrated into the lectures. Simultaneously, special attention is paid to the reference to current research areas of accounting. Depending on the concrete course offering the lectures' number and contents might differ from semester to semester. However, each winter term lectures to the extent of at least 6 CP will be offered. Within this module students are allowed to choose those courses/modules of the module ACM 12 that have not yet been accomplished.

**5 Learning outcomes:**

**Academic:**

Students are familiarized with current topics and they can specialize depending on their own field of interest. In addition to theoretical fundamentals, students also learn techniques and methods which qualify for a successful career start in this special area. Because of the close interrelationship between research and teaching students recognize the direct link between economic research and

| | |
|---|---|
| | current requirements of the business world. |
| | **Soft skills:**<br>Having passed the module students are able to analyze theoretical questions in a profound way and to identify and solve practical problems in a differentiated way. |

| | |
|---|---|
| 6 | **Description of possible electives within the modules:**<br>Lectures for 6 CP have to be chosen from the course offering. |

| | |
|---|---|
| 7 | **Examination:**<br>**[x] Final Module Exam [x] Examinations for every part of the module** |

| | | | |
|---|---|---|---|
| 8 | **Relevant Work:** | | |
| | **Number and Type; Connection to Course** | **Duration** | **Part of Final Mark in %** |
| | In case of a lecture: | 60 min. (3 CP)<br>120 min. (6 CP) | 50 (3 CP)<br>100 (6 CP) |
| | In case of a seminar if not otherwise specified: term paper(s) and presentation (in group if applicable) | | 100 |
| | *Leading and controlling of corporate groups:* | | |
| | Thesis written in groups | 7,5 pages per team member | 50 |
| | Presentation and discussion of thesis | 20 – 25 min | 50 |
| | Case study seminar on controlling | | |
| | Case studies with presentations in group | 4 x 20 pages | 50 |
| | Term paper | 15 pages | 50 |

| | | |
|---|---|---|
| 9 | **Study Work:** | |
| | **Number and Type; Connection to Course** | **Duration** |
| | | |

| | |
|---|---|
| 10 | **Prerequisites for Credit Points:**<br>The credit points will be granted when the module has been successfully completed, i. e. when all relevant examinations and works are passed. |

| | |
|---|---|
| 11 | **Weight of the module grade for the overall grade:**<br>5,00 % (6 of 120 CP) |

| | |
|---|---|
| 12 | **Module Prerequisites:**<br>None |

| | |
|---|---|
| 13 | **Presence:**<br>The required presence depends on the chosen course. For lectures presence is recommended but not compulsory. For seminars presence is compulsory. An attendance of at least 90 % is necessary. |

| | |
|---|---|
| 14 | **Use of the module for other course programs:**<br>None. |

| | | |
|---|---|---|
| 15 | **Responsible Lecturer:**<br>Prof. Dr. Hans-Jürgen Kirsch | **Department:**<br>University of Münster, School of Business and Economics |

| | |
|---|---|
| 16 | **Misc.:** |

| | |
|---|---|
| | The seminar “Leading and controlling of corporate groups” consists of a lecture part in the summer term, the writing of a thesis in the summer break and the presentation of the thesis in the winter term. Participation in the lectures is obligatory. Participants need to apply for participation before the summer term at the Chair of Organization, Human Resource Management and Innovation or at the Chair of Management Accounting. The application form is available on the respective websites. |

## Accounting Theory (6 ECTS)

Lecture: Thursday 14:00 – 16:00, J372, Term 1+2

Plus following block term:

Tuesday – Friday, 10.01. – 13.01.2017, 09:00 – 17:00, AVH

Lecturer: Prof. Dr. Watrin

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

| | |
|---|---|
| **Module Title:** | Advanced Accounting on specific topics I |
| **Course Program:** | Master of Science in Business Administration |

| | | | |
|---|---|---|---|
| 1 | **Module No:** ACM09 | **State:** [ ] Compulsory [x] Elective | **Language of Instruction:** German |

| | | | | | |
|---|---|---|---|---|---|
| 2 | **Turn:** [ ] every term<br>[x] every winter term<br>[] every summer term | **Duration:** [x] 1 term<br>[ ] 2 terms | **Semester:** 3. | **CP:** 6 | **Workload (h):** 180 |

3 **Module Structure:**

| No | Type | Course | CP | Presence (h + CH) | Self-Study (h) |
|---|---|---|---|---|---|
| 1 | L | Accounting and Auditing I (German) | 3 | 30 h (2 CH) | 60 h |
| 2 | L | Cases in Top Management decision making (German or English) | 6 | 30 h (2 CH) | 150 h |
| 3 | L | Company Law II (German) | 3 | 30 h (2 CH) | 60 h |
| 4 | S | Leading and controlling of corporate groups* (German) | 6 | 60 h (4 CH) | 120 h |
| 5 | S | Case Study Seminar on Controlling (German) | 6 | 15 h (1 CH) | 165 h |
| 6 | S | International Operations Simulation (INTOP) (English) | 6 | 60 h (4 CH) | 120 h |
| 7 | L | Accounting Theory (PhD program) (English) | 6 | 30 h (2 CH) | 150 h |

4 **Contents:**

**Background and relations to other courses:**

The module deepens the knowledge about specific topics in the field of accounting.

**Main topics and learning objectives:**

In this module current topics in the field of accounting are introduced and discussed. The lectures' varying contents depend on current developments. Practical exercises and case studies are integrated into the lectures. Simultaneously, special attention is paid to the reference to current research areas of accounting. Depending on the concrete course offering the lectures' number and contents might differ from semester to semester. However, each winter term lectures to the extent of at least 6 CP will be offered. Within this module students are allowed to choose those courses/modules of the module ACM 12 that have not yet been accomplished.

5 **Learning outcomes:**

| | |
|---|---|
| | **Academic:**<br>Students are familiarized with current topics and they can specialize depending on their own field of interest. In addition to theoretical fundamentals, students also learn techniques and methods which qualify for a successful career start in this special area. Because of the close interrelationship between research and teaching students recognize the direct link between economic research and current requirements of the business world. |
| | **Soft skills:**<br>Having passed the module students are able to analyze theoretical questions in a profound way and to identify and solve practical problems in a differentiated way. |

| | |
|---|---|
| 6 | **Description of possible electives within the modules:**<br>Lectures for 6 CP have to be chosen from the course offering. |

| | |
|---|---|
| 7 | **Examination:**<br>**[x] Final Module Exam [x] Examinations for every part of the module** |

| | | | |
|---|---|---|---|
| 8 | **Relevant Work:** | | |
| | **Number and Type; Connection to Course** | **Duration** | **Part of Final Mark in %** |
| | In case of a lecture: | 60 min. (3 CP)<br>120 min. (6 CP) | 50 (3 CP)<br>100 (6 CP) |
| | In case of a seminar if not otherwise specified: term paper(s) and presentation (in group if applicable) | | 100 |
| | *Leading and controlling of corporate groups:* | | |
| | Thesis written in groups | 7,5 pages per team member | 50 |
| | Presentation and discussion of thesis | 20 – 25 min | 50 |
| | Case study seminar on controlling | | |
| | Case studies with presentations in group | 4 x 20 pages | 50 |
| | Term paper | 15 pages | 50 |

| | | |
|---|---|---|
| 9 | **Study Work:** | |
| | **Number and Type; Connection to Course** | **Duration** |
| | | |

| | |
|---|---|
| 10 | **Prerequisites for Credit Points:**<br>The credit points will be granted when the module has been successfully completed, i. e. when all relevant examinations and works are passed. |

| | |
|---|---|
| 11 | **Weight of the module grade for the overall grade:**<br>5,00 % (6 of 120 CP) |

| | |
|---|---|
| 12 | **Module Prerequisites:**<br>None |

| | |
|---|---|
| 13 | **Presence:**<br>The required presence depends on the chosen course. For lectures presence is recommended but not compulsory. For seminars presence is compulsory. An attendance of at least 90 % is necessary. |

| | |
|---|---|
| 14 | **Use of the module for other course programs:** |

| | |
|---|---|
| | None. |

| | | |
|---|---|---|
| 15 | **Responsible Lecturer:**<br>Prof. Dr. Hans-Jürgen Kirsch | **Department:**<br>University of Münster, School of Business and Economics |

| | |
|---|---|
| 16 | **Misc.:**<br>The seminar “Leading and controlling of corporate groups” consists of a lecture part in the summer term, the writing of a thesis in the summer break and the presentation of the thesis in the winter term. Participation in the lectures is obligatory. Participants need to apply for participation before the summer term at the Chair of Organization, Human Resource Management and Innovation or at the Chair of Management Accounting. The application form is available on the respective websites. |

## Business Ethics and Normative Economics (6 ECTS)

Lecture: Monday 12:00 – 14:00, J490, Friday 10:00 – 12:00, H3, Term 1+2

Lecturer: Dr. Simon Derpmann

# Finance:

## Introduction to Finance (6 ECTS)

Lecture: Monday 08:00 – 10:00, J2, Wednesday 12:00 – 14:00, H 3 (1st lecture will take place at 19.10.2016 S9), 1st Term

Lecturer: Prof. Dr. Guenster

Tutorial: Monday 10:00 – 12:00, J2, Thursday 8:00 – 10:00, J2, 1st Term

Refreshment Tutorial: Tuesday 18:00 – 20:00, F 4, 1st term

Link: http://www.wiwi.uni-muenster.de/fcm/pifm/studium/index.php

<table>
<tr><td colspan="2">Module Title:</td><td colspan="6">Introduction to Finance</td></tr>
<tr><td colspan="2">Course Program:</td><td colspan="6">Master Business Administration</td></tr>
<tr><td>1</td><td colspan="2">Module No: FCM 01</td><td colspan="2">State: [x] compulsory (major finance)<br>[x] elective (minor finance)</td><td colspan="2">Language of Instruction:<br>English</td></tr>
<tr><td>2</td><td colspan="2">Turn: [ ] every term<br>[x] every winter term<br>[ ] every summer term</td><td colspan="2">Duration: [x] 1 term<br>[ ] 2 terms</td><td>Semester:<br>1.</td><td>CP:<br>6</td><td>Workload (h):<br>180 h</td></tr>
<tr><td>3</td><td colspan="7">Module Structure:
<table>
<tr><th>No</th><th>Type</th><th>Course</th><th>CP</th><th>Presence (h + CH)</th><th>Self-Study (h)</th></tr>
<tr><td>1</td><td>L</td><td>Introduction to Finance</td><td>3</td><td>30 h (2 CH)</td><td>60 h</td></tr>
<tr><td>2</td><td>T</td><td>Tutorial Introduction to Finance</td><td>3</td><td>30 h (2 CH)</td><td>60 h</td></tr>
</table></td></tr>
<tr><td>4</td><td colspan="7">Contents:<br>Background and relations to other courses:<br>Main topics and learning objectives:<br>In the module “Introduction to Finance” the students will learn the main concepts in finance. They get an introduction to different topics, which will be discussed further in the more advanced classes of the program. Among others, subjects are the foundations of decision making (utility theory), portfolio planning, and the valuation of securities such as stocks and bonds. Furthermore, we will discuss risk management and the usage of derivatives. The lecture is supplemented by a tutorial which can consist of exercises and case studies, presentations by visiting researchers and practitioners, and detailed discussions of relevant academic papers. All classes will be taught in English.</td></tr>
<tr><td>5</td><td colspan="7">Learning outcomes:<br>Academic:<br>The students are familiar with the main concepts in finance. They can associate current problems with the relevant context and analyze them in a structured manner. They obtain a basic understanding of the different topics in finance as preparation for the more advanced classes of the program. Therefore, they possess the ability to connect the different fields of finance with each other. Furthermore, they are familiar with the tools which are frequently used in this area.<br>Soft skills:<br>The students complete case studies in small teams, which will eventually also be presented. In this</td></tr>
</table>

| | | | |
|---|---|---|---|
| | process, they practice their team-work, academic writing and presentation skills. | | |
| 6 | **Description of possible electives within the modules:**<br>- none - | | |
| 7 | **Examination:**<br>**[ ] Final Module Exam [x] Examinations for every part of the module** | | |
| 8 | **Relevant Work:** | | |
| | **Number and Type; Connection to Course** | **Duration** | **Part of final mark in %** |
| | Exam | 120 min. | 66.67 |
| | Case studies | 4 case studies | 33.33 |
| 9 | **Study Work:** | | |
| | **Number and Type; Connection to Course** | | **Duration** |
| | None | | |
| 10 | **Prerequisites for Credit Points:**<br>The credit points will be granted when the module has been successfully completed, i.e. when all relevant examinations are passed. | | |
| 11 | **Weight of the module grade for the overall grade:**<br>6/120 | | |
| 12 | **Module Prerequisites:**<br>- none - | | |
| 13 | **Presence:**<br>The presence is recommended but not an absolute obligation. | | |
| 14 | **Use of the module for other course programs:**<br>Master program in economics, master program in mathematics, master program in physics | | |
| 15 | **Responsible Lecturer:**<br>Prof. Dr. Nadja Guenster | **Department:**<br>University of Münster, School of Business and Economics | |
| 16 | **Misc.:**<br>--- | | |

## Behavioral Finance (6 ECTS)

Lecture: Monday 14:00 – 16:00, H3, Thursday 16:00 – 18:00, J2, 1st term

Lecturer: Prof. Dr. Langer

Tutorial: Friday 08:00 – 10:00, J2, 1st Term

Tutor: Prof. Dr. Langer

Link: http://www.wiwi.uni-muenster.de/fcm/fcm/studium/index.php

| | |
|---|---|
| **Module Title:** | Behavioral Finance |
| **Course Program:** | Master of Science in Business Administration |

| | | | |
|---|---|---|---|
| 1 | **Module No:** FCM02 | **State:** [x] Compulsory [ ] Elective | **Language of Instruction:** English |

| | | | | | |
|---|---|---|---|---|---|
| 2 | **Turn:** **[ ] every term** **[x] every winter term** **[ ] every summer term** | **Duration:** **[x] 1 term** **[ ] 2 terms** | **Semester:** 1. | **CP:** 6 | **Workload (h):** 180 |

3 **Module Structure:**

| No | Type | Course | CP | Presence (h + CH) | Self-Study (h) |
|---|---|---|---|---|---|
| 1 | L | Behavioral Finance | 3 | 30 h (2 CH) | 60 h |
| 2 | T | Tutorial on Behavioral Finance | 3 | 30 h (2 CH) | 60 h |

4 **Contents:**

**Background and relations to other courses:**

**Main topics and learning objectives:**

The class delivers an introduction to the modern research field "behavioral finance". Behavioral finance aims to explain and predict financial decision making and financial market data by incorporating behavioral insights on individual judgment and decision making. First, systematic errors in individual decision making will be presented and frequently used heuristics will be explained. Afterwards, the consequences of the biases and heuristics will be discussed in a financial context and supported by empirical and experimental research findings. Finally, the implications for financial markets (esp. security prices and turnover) will be considered and the relevance of behavioral findings in the context of the market efficiency hypothesis and arbitrage considerations will be discussed.

The lecture will be supported by a seminar ("Vertiefungsseminar"), which comprises exercise sessions, case studies and lectures from visiting researchers as well as practitioners.

This module will be taught in English.

| | Themes | Learning objectives |
|---|---|---|
| | Motivation/Basic concepts of Behavioral Finance | To understand the key perspective of behavioral finance and to be able to evaluate it in the light of the traditional approaches |
| | Systematic errors in individual decision making | To learn about systematic deviations from rational judgment and decision making by individuals. |
| | Investor behavior | To understand the consequences of systematic errors in decision making for investors, e.g. with respect to retirement provisions. |
| | Behavioral Finance and markets | To comprehend the impact of irrational behavior on financial markets. |
| | Behavioral Corporate Finance | To appreciate the role of behavioral insights in corporate decision making. |

| | |
|---|---|
| 5 | **Learning outcomes:** |
| | **Academic:**<br>The students will attain a modern view on financial markets, where not only perfectly rational decision makers (homo oeconomicus) act, but also real decision makers with all their flaws and weaknesses. The students become equipped to apply this perspective (behavioral economics) to many other fields, for example to discuss the effectiveness of incentive schemes or the design of contracts and products. By discussing current studies as well as the implementation of small experiments in the lecture and exercise sessions, the students will achieve strong skills of advanced research methodology. |
| | **Soft skills:** |

| | |
|---|---|
| 6 | **Description of possible electives within the modules:**<br>None |

| | |
|---|---|
| 7 | **Examination:**<br>**[ ] Final Module Exam [x] Examinations for every part of the module** |

| 8 | **Relevant Work:** | | |
|---|---|---|---|
| | **Number and Type; Connection to Course** | **Duration** | **Part of Final Mark in %** |
| | Written exam | 120 min | 100 |

| 9 | **Study Work:** | |
|---|---|---|
| | **Number and Type; Connection to Course** | **Duration** |

| | | |
|---|---|---|
| | | |

| | |
|---|---|
| 10 | **Prerequisites for Credit Points:**<br>The credit points will be granted when the module has been successfully completed, i. e. when all relevant examinations and works are passed. |

| | |
|---|---|
| 11 | **Weight of the module grade for the overall grade:**<br>5,00 % (6 of 120 CP) |

| | |
|---|---|
| 12 | **Module Prerequisites:** |

| | |
|---|---|
| 13 | **Presence:**<br>Recommended |

| | |
|---|---|
| 14 | **Use of the module for other course programs:**<br>MSc in Economics |

| | | |
|---|---|---|
| 15 | **Responsible Lecturer:**<br>Prof. Dr. Thomas Langer | **Department:**<br>University of Münster, School of Business and Economics |

| | |
|---|---|
| 16 | **Misc.:** |

## Derivates I (6 ECTS)

Lecture: Monday 10:00 – 12:00, J2, Wednesday 12:00 – 14:00, H3, 2nd Term

Lecturer: Prof. Dr. Branger

Tutorial: Monday 08:00 – 10:00, J2, Wednesday 14:00 – 16:00, H3, 2nd Term

Tutor: Jun.-Prof. Dr. Schneider

Link: http://www.wiwi.uni-muenster.de/fcm/fcm/studium/index.php

<table>
<tr><td colspan="2">Module Title:</td><td colspan="5">Derivatives I</td></tr>
<tr><td colspan="2">Course Program:</td><td colspan="5">Master Business Administration</td></tr>
<tr><td>1</td><td>Module No: FCM 03</td><td colspan="3">State: [x] compulsory (major finance)<br>[x] elective (minor finance)</td><td colspan="2">Language of Instruction:<br>English</td></tr>
<tr><td>2</td><td colspan="2">Turn: [ ] every term<br>[x] every winter term<br>[ ] every summer term</td><td>Duration: [x] 1 term<br>[ ] 2 terms</td><td>Semester:<br>1.</td><td>CP:<br>6</td><td>Workload (h):<br>180 h</td></tr>
<tr><td>3</td><td colspan="6">Module Structure:
<table>
<tr><th>No</th><th>Type</th><th>Course</th><th>CP</th><th>Presence (h + CH)</th><th>Self-Study (h)</th></tr>
<tr><td>1</td><td>L</td><td>Derivatives I</td><td>3</td><td>30 h (2 CH)</td><td>45 h</td></tr>
<tr><td>2</td><td>T</td><td>Tutorial Derivatives I</td><td>3</td><td>30 h (2 CH)</td><td>45 h</td></tr>
</table></td></tr>
<tr><td>4</td><td colspan="6">Contents:<br>Background and relations to other courses:<br>???<br>Main topics and learning objectives:<br>Within the scope of the class “Derivatives I” the students will be taught the basics of pricing and hedging contingent claims. The main focus is on equity derivatives, where we discuss both plain-vanilla products and more exotic derivatives. With regard to contents, the emphasis is on the discrete-time binomial model and the continuous-time model of Black-Scholes. Besides the pricing this course also deals with the hedging of derivatives. Furthermore, we introduce the smile observed at the market and discuss possible explanations. The lecture is supplemented by a tutorial which may consist of exercises and case studies, talks of visiting researchers and practitioners as well as thorough discussions of main contributions from the literature. All classes will be held in English.</td></tr>
<tr><td>5</td><td colspan="6">Learning outcomes:<br>Academic:<br>The students can handle the relevant tools to price equity derivatives in the two standard option pricing models and they will know how to apply them to new derivatives. They are familiar with the main concepts of pricing derivatives and thus possess the ability to deal with more complex option pricing models. Furthermore, they know the mathematical tools frequently used in this area, in particular the basic concepts from stochastic calculus, and they have also gained some first experience in implementing these models.<br>Soft skills:<br>Clear thinking</td></tr>
<tr><td>6</td><td colspan="6">Description of possible electives within the modules:<br>- none -</td></tr>
<tr><td>7</td><td colspan="6">Examination:<br>[x] Final Module Exam [ ] Examinations for every part of the module</td></tr>
<tr><td>8</td><td colspan="6">Relevant Work:
<table>
<tr><th>Number and Type; Connection to Course</th><th>Duration</th><th>Part of final mark in %</th></tr>
<tr><td>Exam</td><td>120 min.</td><td>100</td></tr>
</table></td></tr>
</table>

| | | | |
|---|---|---|---|
| | | | |
| 9 | **Study Work:**<br>**Number and Type; Connection to Course** | | **Duration** |
| | None | | |
| 10 | **Prerequisites for Credit Points:**<br>The credit points will be granted when the module has been successfully completed, i.e. when all relevant examinations are passed. | | |
| 11 | **Weight of the module grade for the overall grade:**<br>6/120 | | |
| 12 | **Module Prerequisites:**<br>- none - | | |
| 13 | **Presence:**<br>Attendance is recommended but not an absolute obligation. | | |
| 14 | **Use of the module for other course programs:**<br>Master program in economics, master program in mathematics, master program in physics | | |
| 15 | **Responsible Lecturer:**<br>Prof. Dr. Nicole Branger | **Department:**<br>University of Münster, School of Business and Economics | |
| 16 | **Misc.:**<br>--- | | |

## Empirical Lab I (6 ECTS)

Lecture: Thursday 12:00 – 14:00, J498, 1st term

Tutorial: Tuesday 10:00 – 12:00 , 1st term (Room: to be announced)

Lecturer: Prof. Dr. Langer

## Empirical Lab II (6 ECTS)

Lecture: Thursday 12:00 – 14:00, J498, 2nd term

Tutorial: Tuesday 10:00 – 12:00, PC pool WIWI II/III, 2nd term

Lecturer: Prof. Dr. Langer

| | | | | | |
|---|---|---|---|---|---|
| **Module Title english:** | Empirical Lab | | | | |
| **Course Program:** | Master Business Administration PO2010 | | | | |
| **1** | **Module No:** FCM12 | **State:** Elective | **Language of Instruction:** English | | |
| **2** | **Turn:** each winter term | **Duration:** 1 term | **Semester:** 1, 3 | **CP:** 6 | **Workload (h):** 180 |

**3** **Module Structure:**

| No | Type | Course | CP | Presence (h + CH) | Self-Study (h) |
|---|---|---|---|---|---|
| 1 | Course | Empirical Lab II | 6 | 30 h (2 CH) | 150 |

**4**

**Module Contents:**

**Main topics and learning objectives:**

This course builds upon the basic course FCM11 (Empirical Lab I). The fundamentals concerning statistical methods and the use of databases and statistical software are extended to more complex models and practical examples in this course. This enables students to perform more extensive empirical analyses. Students learn to apply their knowledge and skills by solving case studies. The lecture is supplemented with presentations and discussions of the methodological background (empirical capital market research, simulations, experimental re-search) of current research projects at the Finance Center.

**5**

**Learning outcomes:**

**Academic:**

The students possess the skills to conduct empirical, experimental, or simulation-based studies on their own. These skills exceed the basic knowledge acquired in module FCM11 (Empirical Lab I). More advanced methodological knowledge and practical skills in the use of market databases and statistical software offer many fields of application. Our graduates gain a sound knowledge of how to use capital market databases in order to prepare them for the job market. This key competence is especially important in investment banking, but also in almost all other business fields.

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

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

**8**

**Relevant Work:**

| Number and Type; Connection to Course | Duration | Part of final mark |
|---|---|---|

| | | | |
|---|---|---|---|
| | | | **in %** |
| | Written solution to a case study and possibly presentation of the solution during the course. Details on the assessment criteria and the definite weighting scheme for the final grade will be announced before the start of the module. | 1 x 12 -15 p., 1 x 10-15 min. | 25 % |
| | Written exam | 90 min. | 75 % |
| **9** | **Study Work:**<br>**Number and Type; Connection to Course** / **Duration**<br>none | | |
| **10** | **Prerequisites for Credit Points:**<br>The credit points will be granted after all relevant work and study work have been successfully completed. | | |
| **11** | **Weight of the module grade for the overall grade:**<br>5% (6 of 120 CP) | | |
| **12** | **Module Prerequisites:**<br>Recommended: Module 'Empirical Lab I' | | |
| **13** | **Presence:**<br>Presence is recommended, but not required. | | |
| **14** | **Use of the module for other course programs:**<br>Master Business Administration | | |
| **15** | **Responsible Lecturer:**<br>Professor Dr. Thomas Langer | **Department:**<br>School of Business and Economics | |
| **16** | **Misc.:** | | |

## Asset Pricing (3 ECTS)

Lecture: Monday 10:00 - 12:00, J372; Tuesday 08:00 – 10:00, J 253, 1st term

Tutorial: Wednesday, 08:00 – 10:00 and 12:00 – 14:00, J253, 1st term

Lecturer: Prof. Dr. Branger

Link: http://www.wiwi.uni-muenster.de/fcm/fcm/studium/index.php

## Insurance and Pension Risk (6 ECTS)

Lecture: Lecture time will be announced soon.

Rooms will be announced soon.

Lecturer: Jun.-Prof. Dr. Judith Schneider

## Financial Risk Management

Leture: Monday 12:00-16:00 SRZ 5, Term 2

Lecturer: Tsesmelidakis

## Marketing:

## Advanced Market Research (6 ECTS)

Lecture: Monday 12:00 – 14:00, H3, Thursday 12:00 – 14:00 J4; 1st Term

Lecturer: Dr. Sonja Gensler

Tutorial: Wednesday 10:00–12:00; 12:00–14:00; 14:00–16:00 (please choose one of the tutorials). Room: Computer Lab JUR POOL 2+3

Link:
http://www.marketingcenter.de/mcm/studium/veranstaltungen/veranstaltung_detail.php?we_oid=7047

| | | | | | |
|---|---|---|---|---|---|
| **Module Title:** | Advanced Market Research | | | | |
| **Course Program:** | Master of Science in Business Administration | | | | |
| 1 | **Module No:** MCM01 | **State:** [X] Compulsory<br>[ ] Elective | | | **Language of Instruction:** English |
| 2 | **Turn:** [ ] every term<br>[X] every winter term<br>[ ] every summer term | **Duration:** [X] 1 term<br>[ ] 2 terms | **Semester:** 1 | **CP:** 6 | **Workload (h):** 180 hrs |

**3 Module Structure:**

| No | Type | Course | CP | Presence (h + CH) | Self-Study (h) |
|---|---|---|---|---|---|
| 1 | L | Advanced Market Research | 3 | 30 hrs (2 SWS) | 60 hrs |
| 2 | T | Computer-based tutorial | 3 | 30 hrs (2 SWS) | 60 hrs |

**4 Contents:**

**Background and relations to other courses:**
The course 'Advanced Market Research' is compulsory for the profile 'Marketing'.

**Main topics and learning objectives:**
Several market research methods (e.g., regression analysis, cluster analysis, conjoint analysis and factor analysis) are discussed during the course „Advanced Market Research". It is the aim of this course to provide the knowledge to address market research problems in a competent manner. Students will learn how to use statistical software to apply the different market research methods in a competent manner.

**5 Learning outcomes:**

**Academic:**
After completing this course, you will be able to…

- Decide what market research method is the most appropriate one to address a market research problem,
- Apply different market research methods in a competent manner,
- Use statistical software in a competent manner to analyze data,
- Interpret the outcomes of the different market research methods, and
- Give advice for managerial decision making.

| | |
|---|---|
| | **Soft skills:**<br>You will be prepared for the challenges in market research practice. Since this course is taught in English, you can further improve your Business English skills. |

| | |
|---|---|
| 6 | **Description of possible electives within the modules:**<br>- |

| | |
|---|---|
| 7 | **Examination:**<br>**[] Final Module Exam [X] Examinations for every part of the module** |

| | |
|---|---|
| 8 | **Relevant Work:**<br>Either there is a written individual exam at the end of the course or there are several graded group assignments during the course and a final written individual exam at the end of the course. Details and weighting of examinations will be announced at the beginning of the course. |

| | | |
|---|---|---|
| 9 | **Study Work:**<br>**Number and Type; Connection to Course** | **Duration** |
| | | |

| | |
|---|---|
| 10 | **Prerequisites for Credit Points:**<br>The credit points will be granted when the module has been successfully completed, i.e. when all relevant examinations and works are passed. |

| | |
|---|---|
| 11 | **Weight of the module grade for the overall grade:**<br>6/120 |

| | |
|---|---|
| 12 | **Module Prerequisites:**<br>- |

| | |
|---|---|
| 13 | **Presence:**<br>required |

| | |
|---|---|
| 14 | **Use of the module for other course programs:** |

| | | |
|---|---|---|
| 15 | **Responsible Lecturer:**<br>N.N. | **Department:**<br>University of Münster, School of Business and Economics |

| | |
|---|---|
| 16 | **Misc.:** |

## Market-oriented Leadership (6 ECTS)

Lecture: Tuesday 16:00 – 18:00 and 18:00 – 20:00, JUR 490, 1st Term

Lecturer: Prof. Dr. Wiesel

Link:
http://www.marketingcenter.de/mcm/studium/veranstaltungen/veranstaltung_detail.php?we_oid=7028

<table>
<tr><td colspan="2">Module Title in English:</td><td colspan="4">Market-oriented Leadership (Major Marketing)</td></tr>
<tr><td colspan="2">Course Program:</td><td colspan="4">Master Business Administration PO2010</td></tr>
<tr><td>1</td><td>Module No:<br>MCM01</td><td>State: Compulsory (Major)</td><td colspan="3">Language of Instruction: English</td></tr>
<tr><td>2</td><td>Turn: each winter term</td><td>Duration: 1 term</td><td>Semester:<br>1</td><td>CP:<br>6</td><td>Workload (h): 180</td></tr>
<tr><td>3</td><td colspan="5">Module Structure:
<table>
<tr><th>No</th><th>Type</th><th>Course</th><th>CP</th><th>Presence (h + CH)</th><th>Self-Study (h)</th></tr>
<tr><td>1</td><td>Lecture</td><td>Market-oriented Leadership</td><td>3</td><td>30 h (2 CH)</td><td>60</td></tr>
<tr><td>2</td><td>Exercise</td><td>Exercises Market-oriented Leadership</td><td>3</td><td>30 h (2 CH)</td><td>60</td></tr>
</table></td></tr>
<tr><td>4</td><td colspan="5">Module Contents:<br>Background and relations to other courses:<br>This course teaches the fundamentals of market-oriented leadership. We discuss the conceptual foundations of market-oriented leadership and provide an overview of the three main resources a firm possesses: products/services (value equity), brands (brand equity), and customer relationships (relationship equity). We discuss the interdependencies between these resources and the impact of contextual factors on the management of the resources. One focus of the course is to highlight the impact of value, brand and relationship equity on firm performance.<br><br>Main topics:</td></tr>
</table>

<table>
<tr><td></td><td>Among others, the following topics are covered:<br>▪ Creating value through products and services (value equity)<br>▪ Creating brands and measuring brand performance (brand equity)<br>▪ Creating sustainable customer relationships (relationship equity)<br>▪ Impact of value, brand and relationship equity on firm performance<br><br>Course objective:<br>It is the objective of this course to enable students to discuss the concept of market-oriented leadership and the impact of market-oriented leadership on firm performance.</td></tr>
<tr><td>5</td><td>Learning outcomes<br>Academic:<br>After following this course, you are able to…<br>▪ Discuss the concept of market-oriented leadership;<br>▪ Elaborate on how firms create value through products/services, brands and relationships;<br>▪ Discuss the impact of value, brand and relationship equity on firm performance;<br>▪ Integrate recent research on market-oriented leadership into the conceptual framework discussed during the course;<br>▪ Apply the concept of market-oriented leadership in different domains (e.g., media, B2B) and<br>▪ Solve specific managerial decision problems.<br><br>Soft skills:<br>▪ Case discussions improve your problem-solving skills.<br>▪ Critical discussion of research allows you improving your argumentation and communication skills.<br>▪ The group work helps you to improve your collaboration and presentation skills.</td></tr>
<tr><td>6</td><td>Description of possible electives within the modules: none</td></tr>
<tr><td>7</td><td>Examination: Examination for every part of the module</td></tr>
<tr><td>8</td><td>Relevant Work:
<table>
<tr><th>Type</th><th>Length</th><th>Weight for final grade</th></tr>
<tr><td>Written report and presentation (group work)</td><td>2 x 10 p.,<br>1 x 15 min.</td><td>33 %</td></tr>
<tr><td>Written exam</td><td>90 min.</td><td>67 %</td></tr>
</table></td></tr>
<tr><td>9</td><td>Study Work:</td></tr>
</table>

| | | |
|---|---|---|
| | **Number and Type; Connection to Course** | **Duration** |
| | none | |
| **10** | **Prerequisites for Credit Points:** The credit points will be granted after all relevant work and study work have been successfully completed. | |
| **11** | **Weight of the module grade for the overall grade:** 5% (6 of 120 CP) | |
| **12** | **Module Prerequisites:** none | |
| **13** | **Presence:** Presence is strongly recommended to warrant learning success. | |
| **14** | **Use of the module for other course programs:**<br>Master Business Administration, Master Economics, Master IS, other Master programs if there is a cooperation agreement | |
| **15** | **Responsible Lecturer:** Prof. Dr. Thorsten Wiesel | **Department:** School of Business and Economics |
| **16** | **Misc.:** | |

## Industrial Marketing (6 ECTS)

Lecture:https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=224167&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

Lecturer: Prof. Dr. Backhaus

## Consumer Behavior (6 ECTS)

Lecture: Tuesday 14:00 – 16:00, J 2, Wednesday 14:00 – 16:00, J 490, 1st Term plus following single lectures:

Monday, 31.10.16, 14:00 - 16:00,

Thursday, 03.11.2016, 10:00 – 12:00, JO1

Monday, 14.11.16, 16:00 – 18:00, S2

Tuesday-Thursday, 15.11 – 17.11.16, 14:00 – 18:00, S2

Friday, 18.11.16, 12:00 – 16:00, S9

Monday, 21.11.16, 14:00 – 18:00,

Lecturer: Jun.-Prof. Dr. Krafft, Prof. Hoyer, Ms Kass

Link:
http://www.marketingcenter.de/mcm/studium/veranstaltungen/veranstaltung_detail.php?we_oid=7453

| | | | | | | |
|---|---|---|---|---|---|---|
| **Module Title:** | Consumer Marketing | | | | | |
| **Course Program:** | Master Program Business Administration | | | | | |
| 1 | **Module** MCM03 | **State:** [ ] Compulsory [x] Elective | | **Language of Instruction:** English | | |
| 2 | **Turn:** [ ] every term [x] every winter term [ ] every summer term | **Duration:** | [x] 1 term [ ] 2 terms | **Semester:** 1st | **CP:** 6 | **Workload (h):** 180 h |

3 **Module Structure:**

| No | Type | Course | CP | Presence (h + CH) | Self-Study (h) |
|---|---|---|---|---|---|
| 1 | Lecture | Consumer Marketing | 3 | | 30 |
| 2 | Group work | Experiment | 3 | | 30 |

4 **Contents:**

**Background and relations to other courses:**

In today's world of increasing competition, one has to strengthen the company's position on the market. The knowledge on how to assess the consumer is important in order to succeed. Consumer Marketing involves understanding whether, why, when, where and how much, how often, and for how long consumers will buy, use or dispose of an offering. This lecture also deals what affects consumers as they make their acquisition, usage, and disposition decisions. This course also fosters the understanding of advertising campaigns and of communication strategies and is therefore

related to the course "Brand Management and Integrated Communication".

**Main topics and learning objectives:**

The primary objectives of this course are to get a detailed understanding of the internal processes which determine the human behavior, to expand the student's knowledge of consumer's decision making, information processing and to develop skills and gain experience in formulating behavioral pricing and product development coherences.

| Themes | The purpose of the lecture is: |
|---|---|
| Consumer Marketing Introduction and Choice Architecture | • To understand customer orientation and its impact on consumer behavior<br>• To learn about methods to identify customer needs<br>• To understand the issue of consumer decision making<br>• To learn about methods to design customer choices appropriately |
| Behavioral Pricing | • To understand how companies price a new good or service<br>• To distinguish between the classical and the behavioral view of pricing<br>• To define the multi-store-model of memory<br>• To list and define the steps of the price-processing-model |
| Consumer Behavior | • To become acquainted with the information processing of consumers.<br>• To distinguish between peripheral route and central route processing.<br>• To assess knowledge about influences on consumer behavior. |
| Price Promotions | • To assess knowledge on how price promotions work.<br>• To recognize the short term effects of temporary price reductions.<br>• To get to know important research study in the field of price promotions. |
| Irrational Behavior | • To get sensitized for phenomena that result from irrational consumer behavior<br>• To learn about patterns and structures that |

| | | |
|---|---|---|
| | | make this behavior predictable<br>• To think about solutions in handling these phenomena |
| | Executing a research project (group work) | • To enroll and execute a research project and therefore, gain insights into scientific working<br>• The group work shall enable the students to deal with a given topic. Students shall develop hypotheses from existing theoretical concepts and prove them empirically<br>• To get familiar with the statistical package SPSS |
| | Product Innovation Management | • To get an in-depth look at developing a new product.<br>• To discuss factors affecting new product success, multiple approaches to new product development and the steps involved in new product development.<br>• To get a brief overview of new product issues.<br>• To discuss the importance of collaboration between marketing, R&D and customers to the success of new product development. |

| | |
|---|---|
| 5 | **Learning outcomes:** |
| | **Academic:**<br>Each participant will get a detailed understanding of the internal processes which determine the human behavior.<br>The students are able to **enroll** and **analyze real experimental data** and to create scientific papers |
| | **Soft skills:**<br>As the module is held in English, it enhances the students' 'Business English'-skills.<br>Cooperation and teamwork: the research project is group work<br>Presentation skills: results of the group work have to be presented in front of the class |

| | |
|---|---|
| 6 | **Description of possible electives within the modules:** |

| | |
|---|---|
| 7 | **Examination:**<br>**[x ] Final Module Exam [ ] Examinations for every part of the module** |

| | |
|---|---|
| 8 | **Relevant Work:** |

| | Number and Type; Connection to Course | Duration | Part of final mark in % |
|---|---|---|---|
| | Final Exam | 90 | 60 |
| | Group work | | 40 |

| 9 | Study Work: | |
|---|---|---|
| | Number and Type; Connection to Course | Duration |
| | none | |

| 10 | Prerequisites for Credit Points:<br>The credit points will be granted when the module has been successfully completed, i.e. when all relevant examinations and works are passed. |
|---|---|

| 11 | Weight of the module grade for the overall grade:<br>6/120 ECTS |
|---|---|

| 12 | Module Prerequisites:<br>none |
|---|---|

| 13 | Presence:<br>Presence is recommended but not obligatory |
|---|---|

| 14 | Use of the module for other course programs: |
|---|---|

| 15 | Responsible Lecturer:<br>Prof. Dr. Oliver Götz | Department:<br>Münster School of Business and Economics |
|---|---|---|

| 16 | Misc.: Please refer to the website of the Institute of Marketing for further information and updates. |
|---|---|

## Media Marketing (6 ECTS)

Lecture: Monday 16:00 – 20:00, SRZ 19, 1st Term and several single lectures please refer to : https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=225899&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

Lecturer: Prof. Dr. Hennig-Thurau

Tutorial: Wednesday 16:00 – 20:00, J 498, 1st Term

Tutor: Alegra Kaczinski

Link: http://www.marketingcenter.de/mcm/studium/veranstaltungen/ws1617.php

| Module Title: | Media Marketing |
|---|---|
| Course Program: | Master of Science in Business Administration |

| 1 | Module No: MCM 04 | State: [ ] Compulsory [x] Elective | Language of Instruction:<br>English |
|---|---|---|---|

| | | | | | |
|---|---|---|---|---|---|
| 2 | Turn: [ ] every term<br>[x] every winter term<br>[] every summer term | Duration: [x] 1 term<br>[ ] 2 terms | Semester:<br>3rd | CP:<br>6 ECTS | Workload (h):<br>180 h |

3 **Module Structure:**

| No | Type | Course | CP | Presence (h + CH) | Self-Study (h) |
|---|---|---|---|---|---|
| 1 | L | Media Marketing | 3 | 30 h (2 CH) | 60 |
| 2 | E | Media Marketing | 3 | 30 h (2 CH) | 60 |

4 **Contents:**

**Background and relations to other courses:**

This course provides a basic introduction into the media industries and teaches students key concepts and theories that are relevant for successfully managing and marketing media products. In this course core characteristics will be discussed which make the structures and products of this industry unique. Furthermore it will be shown why and how this industry is challenged by quick changes in technologies, product innovations and consumer behavior, and how marketing strategies and instruments have to be adapted for the specifics of media products and markets. This course is intended to serve as basis for several other courses on media marketing, e.g. seminars or the module Advanced Media Marketing. It might be combined with Consumer Marketing as far as both modules are focussing on B2C markets. There are no prerequisites for this course.

**Main Topics and learning objectives:**

The students are able to comprehend the constitutive characteristics of media products, media markets and media consumption and to describe these using marketing theories. They can solve case studies by applying their gained knowledge and develop strategies independently for media marketing and media management.

| Themes | Learning Objectives |
|---|---|
| Characteristics of Media Products | To introduce key characteristics of media products. |
| Media Companies & Media Markets | To get a brief overview of typical structures of media markets.<br>To give the students an understanding of different media markets (e.g. motion pictures industry, music industry, games industry, broadcasting). |
| Media Consumption | To show the students the different facets of hedonic consumption.<br>To stress the importance of multisensory, emotional and imaginative aspects of media consumption. |
| Strategic Media Marketing | To get an in-depth look at business models in media markets.<br>To explain specific marketing strategies in media marketing such as the long tail and two-sided markets. |
| Media Marketing Instruments | To get a brief overview of media branding strategies.<br>To give the students a comprehensive look at current |

| | | |
|---|---|---|
| | | communication strategies in the media industry.<br>To discuss factors affecting media distribution.<br>To become acquainted with typical pricing strategies. |
| | Media & Society | To discuss the impact of cultural differences on media.<br>To show how normative factors influences media consumption. |

**5 Learning outcomes:**

**Academic:**

**Soft skills:**

The written exam requires the students to demonstrate the ability to:

- Apply the learned marketing techniques to solve the given problem.
- Reflect important theoretical concepts in their own words and apply them on a given hypothetical situation.
- Evaluate learned theories by providing real-world examples.

The case studies are intended to demonstrate the student's ability to:

- Apply the learned marketing expertise in realistic tasks.
- Improve the skill to use her/his knowledge to solve a given task.
- Deliberate the given problem thoroughly in order to solve it properly.

The case studies are groups assignments, therefore the students should demonstrate the ability to:

- productively work within their groups.
- deal with possible conflicts.
- coordinate the given tasks within the group.

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

**7 Examination:**
**[] Final Module Exam [ x] Examinations for every part of the module**

**8 Relevant Work:**

| Number and Type; Connection to Course | Duration | Part of final mark in % |
|---|---|---|
| Written academic paper and presentation of results (in a group) | 4 x 3 pages and 2 x 20 min | 25 |
| Exam | 60 min | 75 |

**9 Study Work:**

| Number and Type; Connection to Course | Duration |
|---|---|
| Relevant literature | varying |

**10 Prerequisites for Credit Points:**
The credit points will be granted when the module has been successfully completed, i.e. when all relevant examinations and works are passed.

**11 Weight of the module grade for the overall grade:**
6/120 ECTS

| | | |
|---|---|---|
| 12 | **Module Prerequisites:**<br>none | |
| 13 | **Presence:**<br>Lecture: voluntary | |
| 14 | **Use of the module for other course programs:**<br>none | |
| 15 | **Responsible Lecturer:**<br>Prof. Dr. Thorsten Hennig-Thurau | **Department:**<br>University of Münster, School of Business and Economics |
| 16 | **Misc.:**<br>- | |

## Sales Management (6 ECTS)

Lecture/ Tutorial: Tuesday 14:00 – 16:00, J 2, Wednesday 10:00 – 12:00, J2, Friday 08:00 – 12:00, J2, 2nd Term

Lecturer: Prof. Dr. Krafft

Link: http://www.marketingcenter.de/mcm/studium/veranstaltungen/veranstaltung_detail.php?we_oid=7454

| | | | | | |
|---|---|---|---|---|---|
| **Module Title:** | Direct Marketing | | | | |
| **Course Program:** | Master of Science in Business Administration | | | | |
| 1 | **Module No:** MCM08 | **State:** [ ] Compulsory [x] Elective | | | **Language of Instruction:** English |
| 2 | **Turn:** [ ] every term [x] every winter term [ ] every summer term | **Duration:** [x] 1 term [ ] 2 terms | **Semester:** 3rd | **CP:** 6 ECTS | **Workload (h):** 180 h |

3 **Module Structure:**

| No | Type | Course | CP | Presence (h + CH) | Self-Study (h) |
|---|---|---|---|---|---|
| 1 | Lecture | Direct Marketing | 3 | 30 h | 60 h |
| 2 | Tutorial | Direct Marketing | 3 | 30 h | 60 h |

4 **Contents:**

**Background and relations to other courses:**

In recent years, expenditures for direct marketing media such as direct mailing, interactive online advertisements and mobile communications exceeded the level of those for traditional media (e.g. television, print and radio) for the first time. On this account, direct and interactive media management has become more and more important as expenditures for this type of media are continuously increasing. Direct Marketing media are credited with a higher degree of personalization and individualization of the marketing message and the offer, minor wastage effects and greater flexibility. Also, management's demand for an approach to marketing that is both effective and accountable is mirrored in the concept of direct marketing.

Since the direct marketing approach pursues and/or supports marketing objectives such as customer acquisition, retention and win-back as well as related areas such as churn management or customer valuation, substantial overlapping exists with the field of customer management. This course builds upon the basic marketing modules "Strategic Marketing", "Marketing Operations" and "Market Research" and is related to the elective course "Customer Management".

**Main topics and learning objectives:**

The main objectives of this course are fourfold. First, the basic and fundamental concept of the direct marketing approach and the major differences to traditional media build the foundation. Second, the interplay between direct marketing and the field of customer management (customer acquisition, retention, win-back) is emphasized. Third, concepts and methods of a value-oriented customer management via direct marketing media are introduced, explained and discussed. Finally, the basic idea behind the demand for marketing accountability and related marketing metrics to fulfill this demand are presented and critically analyzed.

| Themes | Learning objectives |
|---|---|
| Introduction to the direct marketing approach | To learn the basic characteristics of the direct marketing approach and understand the role of direct marketing within the traditional marketing |

| | | |
|---|---|---|
| | | mix |
| | Characteristics of direct marketing media | To learn the basic characteristics of the various direct marketing media such as direct mailing, online and mobile advertising and understand the relevant differences to traditional media, e.g. television, radio or print |
| | Interplay with customer management | To understand the (supporting) role of direct marketing (media) within the field of customer management |
| | Value orientation of direct marketing | To assess and apply methods of value-oriented management of individual customers and customer segments (in particular, the concepts of customer lifetime value and customer equity) |
| | Direct marketing controlling and accountability | To understand the possibilities and limits of the direct marketing approach with respect to marketing controlling and accountability and learn marketing metrics (e.g. RFM-Scoring, ROI) |

| | |
|---|---|
| 5 | **Learning outcomes:**<br>**Academic:**<br>- Students are able to determine integrative direct marketing strategies<br>- Students can identify relevant drivers of success and the according levers within management decisions<br>- Specific decision problems can be solved by applying quantitative, analytic models<br>- Students gain proficiency in business English<br>**Soft skills:**<br>- Cooperation and teamwork: part of the assignments is group work<br>- Presentation skills: assignments have to be presented in front of the class<br>- Communication skills: tutorials include discussion sessions |
| 6 | **Description of possible electives within the modules:**<br>none |
| 7 | **Examination:**<br>**[x] Final Module Exam [ ] Examinations for every part of the module** |

| | | | |
|---|---|---|---|
| 8 | **Relevant Work:**<br>**Number and Type; Connection to Course** | **Duration** | **Part of final mark in %** |
| | Written exam; content of the lecture | 90 min | 50 % |
| | Several assignments; content of a single tutorial | varying | 50 % |

| | | |
|---|---|---|
| 9 | **Study Work:**<br>**Number and Type; Connection to Course** | **Duration** |
| | Relevant literature | varying |

| | |
|---|---|
| 10 | **Prerequisites for Credit Points:**<br>The credit points will be granted when the module has been successfully completed, i.e. when all relevant examinations and works are passed. |

| | | |
|---|---|---|
| 11 | **Weight of the module grade for the overall grade:**<br>6/120 ECTS | |
| 12 | **Module Prerequisites:**<br>none | |
| 13 | **Presence:**<br>Lecture: voluntary; Tutorial: mandatory | |
| 14 | **Use of the module for other course programs:**<br>none | |
| 15 | **Responsible Lecturer:**<br>Prof. Dr. Manfred Krafft | **Department:**<br>University of Münster, School of Business and Economics |
| 16 | **Misc.:**<br>- | |

## Customer Relationship Management and Direct Marketing (6 ECTS)

Lecture: Tuesday 16:00-20:00 JUR 490, Wednesday 12:00-14:00 JUR 490

Lecturer: Dr. Tillmans

http://www.marketingcenter.de/mcm/studium/veranstaltungen/ws1617.php

## Advanced Media Marketing (6 ECTS)

Lecture: Wednesday 16:00 – 20:00, J 498, 2nd Term

Lecturer: Dr. Knapp

Tutorial: Monday 8:00 – 12:00, J 498, 2nd Term

Tutor: Nora Pähler Von Der Holte

Link: http://www.marketingcenter.de/lmm/teaching/master/entertainmentmediamarketing.html

| | | | | | |
|---|---|---|---|---|---|
| **Module Title:** | Advanced Media Marketing | | | | |
| **Course Program:** | Master of Science in Business Administration | | | | |
| 1 | **Module No:** MCM 11 | **State:** [ ] Compulsory [x] Elective | | **Language of Instruction:** English | |
| 2 | **Turn:** [ ] every term [x] every winter term [ ] every summer term | **Duration:** [] 1 term [x] 2 terms | **Semester:** 3rd | **CP:** 6 ECTS | **Workload (h):** 180 h |

**3 Module Structure:**

| No | Type | Course | CP | Presence (h + CH) | Self-Study (h) |
|---|---|---|---|---|---|
| 1 | L | Entertainment Media Marketing | 3 | 30 h (2 CH) | 60 |
| 2 | E | Entertainment Media Marketing | 3 | 30 h (2 CH) | 60 |

**4 Contents:**

**Background and relations to other courses:**

This module focuses on two key areas of media marketing, namely the marketing and management of hedonic (creative) media products and the role of new media channels, technologies, and services for marketing management. These two aspects which are introduced in the Media Marketing module are deepened in two lectures in this module.

Even though there are no prerequisites for this course, students are recommended to have attended the modules Media Marketing and Advanced Market Research.

**Main Topics and learning objectives:**

Students gain a profound knowledge of the functionality of hedonic media and new media as well as of their respective influence on marketing management. The lecture Hedonic Media Marketing deals with the specifications of hedonic media products, e.g. movies, television shows and games and will put a specific emphasis on branding strategies and other success factors. The lecture New Media is about innovative digital media, especially internet-based media like YouTube, Twitter and automated recommender systems. The influence of new media on consumer behavior and customer relationship management for example is discussed.

Students gain insight in the current work of media companies and learn how to deal empirically with these phenomena. In the end, the students will be able to evaluate future innovations in media industries and to come up with new research questions.

| Themes | Learning Objectives |
|---|---|
| Success Factors of Hedonic Media | To discuss factors affecting media product success.<br>To get an overview of media-specific factors (movies, television, games, music).<br>To become acquainted with forecasting methods of media success. |
| Hedonic Branding | To stress the importance of using brands for media product success.<br>To show current branding strategies, especially brand extensions and ingredient branding; to discuss empiric findings on these issues.<br>To use methods to calculate the value of media brands. |
| Effect of New Media | To get to know the characteristics and opportunities of various new media<br>To discover threats and opportunities that can be associated with new media. |
| Technologies | To get to know the new media infrastructure.<br>To show how these innovations influence the marketing mix of a company (e.g. pricing).<br>To discover how new media technologies change the business models of companies. |
| Information and Services | To understand why consumers engage in new multimedia services like YouTube.<br>To discuss the new kind of consumer behavior and the new roles of customers.<br>To develop response strategies to negative eWOM. |

This module will be in lecture format. The instructor will support the learning experience by giving an interactive lecture.

| | |
|---|---|
| 5 | **Learning outcomes:**<br>**Academic:**<br>**Soft skills:**<br>The written exam requires the students to demonstrate the ability to:<br>• Apply the learned marketing techniques to solve the given problem.<br>• Reflect important theoretical concepts in their own words and apply them on a given hypothetical situation.<br>• Evaluate learned theories by giving examples. |
| 6 | **Description of possible electives within the modules:** |

| | |
|---|---|
| | none |

| | |
|---|---|
| 7 | **Examination:**<br>**[] Final Module Exam [ x] Examinations for every part of the module** |

| | | | |
|---|---|---|---|
| 8 | **Relevant Work:**<br>**Number and Type; Connection to Course** | **Duration** | **Part of final mark in %** |
| | Academic paper and presentation of results | 4 x 3 pages and 2 x 20 min. | 25 |
| | Exam | 60 min. | 75 |

| | | |
|---|---|---|
| 9 | **Study Work:**<br>**Number and Type; Connection to Course** | **Duration** |
| | Relevant literature | varying |

| | |
|---|---|
| 10 | **Prerequisites for Credit Points:**<br>The credit points will be granted when the module has been successfully completed, i.e. when all relevant examinations and works are passed. |

| | |
|---|---|
| 11 | **Weight of the module grade for the overall grade:**<br>6/120 ECTS |

| | |
|---|---|
| 12 | **Module Prerequisites:**<br>Recommended: Media Marketing |

| | |
|---|---|
| 13 | **Presence:**<br>Lecture: voluntary |

| | |
|---|---|
| 14 | **Use of the module for other course programs:**<br>none |

| | | |
|---|---|---|
| 15 | **Responsible Lecturer:**<br>Prof. Dr. Thorsten Hennig-Thurau | **Department:**<br>University of Münster, School of Business and Economics |

| | |
|---|---|
| 16 | **Misc.:**<br>- |

## Innovation Management (6 ECTS)

Lecture: Wednesday 14:00 – 18:00, J490; 2nd Term

Lecturer: Prof. Dr. Wiesel

Link:
http://www.marketingcenter.de/mcm/studium/veranstaltungen/veranstaltung_detail.php?we_oid=7448

## Economics:

## Microeconomics (6 ECTS)

Lecture: Tuesday 12:00 – 14:00, JUR 490, Term 1+2

Lecturer: Prof. Dr. Becker

Link: http://www.wiwi.uni-muenster.de/iff1/studieren/vorlesungen-start.html

Tutorial: Thursday 08:00 – 10:00, JUR 490, Term 1+2

Lecturer: Michael Kriebel

<table>
<tr><td colspan="2">Module Title english:</td><td colspan="4">Microeconomics</td></tr>
<tr><td colspan="2">Course Program:</td><td colspan="4">Master Economics PO 2012</td></tr>
<tr><td>1</td><td>Module No: VWL MP1</td><td>State: Compulsory</td><td colspan="3">Language of Instruction: English</td></tr>
<tr><td>2</td><td>Turn: each winter term</td><td>Duration: 1 term</td><td>Semester: 1, 2</td><td>CP: 6</td><td>Workload (h): 180</td></tr>
<tr><td>3</td><td colspan="5">Module Structure:
<table>
<tr><th>No</th><th>Type</th><th>Course</th><th>CP</th><th>Presence (h + CH)</th><th>Self-Study (h)</th></tr>
<tr><td>1</td><td>Course</td><td>Microeconomics</td><td>6</td><td>30 h (2 CH)</td><td>150</td></tr>
</table></td></tr>
<tr><td>4</td><td colspan="5">Module Contents:<br>Background and relations to other courses:</td></tr>
</table>

| | |
|---|---|
| | Knowledge of basic microeconomic theory is a cornerstone for large parts of the curriculum.<br>**Main topics and learning objectives:**<br>This course introduces students to microeconomic theory at an intermediate level. The course will cover the following subjects: Consumer theory, theory of the firm, partial and general equilibrium theory, as well as basics of game theory and information economics. |
| **5** | **Learning outcomes:**<br>**Academic:**<br>During this module students will acquire knowledge of the formal methods of standard microeconomic theory which are essential for subsequent master-level courses. Students will be able to translate economic problems into a mathematical framework. Moreover, participants learn how to interpret results from such economic models.<br>**Soft skills:**<br>Students learn how to cope with basic economic problems in a formal model. By working on the problem sets and by reading the related literature students will acquire a larger degree of self-motivation and self-organization. As most of the literature is in English, language skills will be improved. |
| **6** | **Description of possible electives within the modules:**<br>none |
| **7** | **Examination:** Final Module Exam |
| **8** | **Relevant Work:**<br>**Number and Type; Connection to Course** \| **Duration** \| **Part of final mark in %**<br>final exam \| 60 min. \| 100 % |
| **9** | **Study Work:**<br>**Number and Type; Connection to Course** \| **Duration**<br>none \| |
| **10** | **Prerequisites for Credit Points:**<br>The credit points will be granted after all relevant work and study work have been successfully completed. |

| | | |
|---|---|---|
| **11** | **Weight of the module grade for the overall grade:**<br>5% (6 of 120 CP) | |
| **12** | **Module Prerequisites:**<br>none | |
| **13** | **Presence:**<br>Recommended | |
| **14** | **Use of the module for other course programs:**<br>Master Business Administration, Master Economics, Master Mathematics, Master Human Geography | |
| **15** | **Responsible Lecturer:**<br>Professor Dr. Johannes Becker | **Department:**<br>School of Business and Economics |
| **16** | **Misc.:** | |

## Macroeconomics (6 ECTS)

Lecture: Tuesday 16:00 – 18:00, H2, Term 1+2

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

Tutorial: Thursday 16:00 – 18:00 J2, 2nd term

Link: http://www.wiwi.uni-muenster.de/me/studieren/index.html

| | | | | | |
|---|---|---|---|---|---|
| **Module Title english:** | Macroeconomics | | | | |
| **Course Program:** | Master Economics PO 2012 | | | | |
| **1** | **Module No:** VWL MP2 | **State:** Compulsory | **Language of Instruction:** English | | |
| **2** | **Turn:** each winter term | **Duration:** 1 term | **Semester:** 1, 2 | **CP:** 6 | **Workload (h):** 180 |

**3** **Module Structure:**

| No | Type | Course | CP | Presence (h + CH) | Self-Study (h) |
|---|---|---|---|---|---|
| 1 | Course | Macroeconomics | 6 | 30 h (2 CH) | 150 |

**4** **Module Contents:**

**Background and relations to other courses:**

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

**Main topics and learning objectives:**

| Themes | Learning objectives |
|---|---|
| Growth theory and empirics, money and inflation, asset prices bubbles, New Keynesian Macroeconomics | Knowledge of theoretical and empirical methods in the field of macroeconomics |

**5**

**Learning outcomes:**

**Academic:**

The module conveys advanced methods in theoretical and quantitative macroeconomics, which are of special interest in various economic fields of work, such as in international organizations, economic divisions of government departments, research institutes or multinationals.

**Soft skills:**

The analyses of complex models strengthen the ability to solve problems. Knowledge is acquired individually and within a team.

**6**

**Description of possible electives within the modules:**

none

**7**

**Examination:** Final Module Exam

**8**

**Relevant Work:**

| Number and Type; Connection to Course | Duration | Part of final mark in % |
|---|---|---|
| final written exam | 60 min. | 100 % |

**9**

**Study Work:**

| Number and Type; Connection to Course | Duration |
|---|---|
| none | |

**10**

**Prerequisites for Credit Points:**

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

**11**

**Weight of the module grade for the overall grade:**

5% (6 of 120 CP)

**12**

**Module Prerequisites:**

none

**13**

**Presence:**

Recommended

| | | |
|---|---|---|
| **14** | **Use of the module for other course programs:**<br>Master Business Administration, Master Economics, Master Mathematics, Master Human Geography | |
| **15** | **Responsible Lecturer:**<br>Professor Dr. Martin Bohl, Professor Dr. Bernd Kempa | **Department:**<br>School of Business and Economics |
| **16** | **Misc.:** | |

## International Macroeconomics

Lecture: Monday 12:00-14:00 JUR 253, Term 1+2

Tutorial: Friday 12:00-14:00 JUR 253

Lecturer: Prof. Dr. Kempa

| | | | | | | |
|---|---|---|---|---|---|---|
| **Module Title:** | International Macroeconomics | | | | | |
| **Course Program:** | Master of Science in Economics | | | | | |
| **1** | **Module No:**<br>MWP 6 | **State:** [ ] Compulsory [x] Elective | | **Language of Instruction:**<br>English | | |
| **2** | **Turn:** **[ ] every term**<br>**[x] every winter term**<br>**[ ] every summer term** | **Duration:** | **[x] 1 term**<br>**[ ] 2 terms** | **Semester:**<br>1. -3. | **CP:**<br>6 | **Workload (h):**<br>180 |

**3** **Module Structure:**

| No | Type | Course | CP | Presence (h + CH) | Self-Study (h) |
|---|---|---|---|---|---|
| 1 | L | International Macroeconomics | 4 | 30 h (2 CH) | 90 h |
| 2 | T | Tutorial International Macroeconomics | 2 | 30 h (2 CH) | 30 h |

**4** **Contents:**

**Background and relations to other courses:**

World capital flows are a dominant feature of today's globalized economy. The liberalization of financial markets may be beneficial as it broadens individuals' portfolio choices, and it may boosts growth and welfare in the world economy by channelling capital from countries in which it is relatively abundant to countries in which it is relatively scarce. At the same time, recurrent financial crises, debt defaults and the recent emergence of global imbalances point to potential problems associated with the globalization process.

There are no prerequisites for this course, but a basic knowledge of International Economics is helpful.

**Main topics and learning objectives:**

This course offers a systematic introduction to the structure of modern macroeconomic models of the open economy based on sound microfoundations. These models explain capital flows on the basis of the fundamental intertemporal decisions of households, firms and the government with respect to their consumption, savings and investment allocations. The theoretic framework thus developed is used to analyze the consequences of such diverse factors as excessive governments budget deficits, international capital flows, or demographic change on the balance-of-payments and the dynamics of international indebtedness. Moreover, many classic subjects in international money and finance are re-evaluated and its welfare implications rigorously assessed using these kinds of models, such as issues relating to the optimality of currency areas, the choice of an exchange rate regime, or aspects of international monetary policy coordination.

| Themes | Learning Objectives |
|---|---|
| The balance of payments | To learn about the constituent elements of the current and capital accounts and their relation to foreign exchange markets. |
| The basic intertemporal macroeconomic model | To understand the factors influencing individuals' consumption and savings decisions as determinants of a nation's balance of payments. |
| Modifications and extensions of the basic model | To analyze the influence of the government budget, uncertainty in financial markets, as well as international portfolio diversification on the balance-of-payments. |
| Growth in the open economy | To assess the importance of international capital mobility as a determinant of economic growth. |
| Debt crises | To learn about debt dynamics and to identify factors responsible for debt defaults. |
| The new open-economy macroeconomics | To investigate the effectiveness of monetary and fiscal policies on foreign exchange markets and the macroeconomy. |

**5**

**Learning outcomes:**

**Academic:**

The module deepens and broadens theoretical and quantitative methods of the theory of trade, relevant in many fields of Business and Economics, especially for international organizations, departments for foreign trade of ministries, research institutes, and international operating enterprises. The module also prepares for an economic PhD thesis.

**Soft skills:**

The analysis of complex model structures gives the ability to solve problems, the solution of problem sets in a group is promoting the co-operation-, organization- and communication skills

| | |
|---|---|
| **6** | **Description of possible electives within the modules:**<br>None |

| | |
|---|---|
| **7** | **Examination:**<br>**[ ] Final Module Exam [x] Examinations for every part of the module** |

| | | | |
|---|---|---|---|
| **8** | **Relevant Work:**<br>**Number and Type; Connection to Course** | **Duration** | **Part of final mark in %** |
| | Written exam | 90 min | 70 |
| | Problem-Sets | 4 | 30 |

| | | |
|---|---|---|
| **9** | **Study Work:**<br>**Number and Type; Connection to Course** | **Duration** |
| | | |

| | |
|---|---|
| **10** | **Prerequisites for Credit Points:**<br>The credit points will be granted when the module has been successfully completed, i. e. when all relevant examinations and works are passed. |

| | |
|---|---|
| **11** | **Weight of the module grade for the overall grade:**<br>5,00 % (6 of 120 CP) |

| | |
|---|---|
| **12** | **Module Prerequisites:**<br>None |

| | |
|---|---|
| **13** | **Presence:**<br>Presence is recommended but not compulsory. |

| | |
|---|---|
| **14** | **Use of the module for other course programs:**<br>Master programs in Business Administration, Mathematics, Physics, and Human Geography |

| | | |
|---|---|---|
| **15** | **Responsible Lecturer:**<br>Prof. Dr. Bernd Kempa | **Department:**<br>University of Münster, School of Business and Economics |

| | |
|---|---|
| **16** | **Misc.:** |

## Regulatory Economics (6 ECTS)

Lecture: Wednesday 12:00 – 14:00, STA 1, Thursday 12:00 – 14:00, J 490, Term 1+2

Dozent: Jun.-Prof. Dr. Stühmeier

Link: https://www.wiwi.uni-muenster.de/cawm/das-center/personen/torben-stuehmeier/lehrveranstaltungen

<table>
<tr><td colspan="2">Module Title english:</td><td colspan="5">Economics of Regulation</td></tr>
<tr><td colspan="2">Course Program:</td><td colspan="5">Master Economics PO 2012</td></tr>
<tr><td>1</td><td>Module No: VWL MP4</td><td>State: Compulsory</td><td colspan="4">Language of Instruction: German</td></tr>
<tr><td>2</td><td>Turn: each winter term</td><td>Duration: 1 term</td><td>Semester: 1, 2</td><td>CP: 6</td><td>Workload (h): 180</td></tr>
<tr><td>3</td><td colspan="5">Module Structure:
<table>
<tr><th>No</th><th>Type</th><th>Course</th><th>CP</th><th>Presence (h + CH)</th><th>Self-Study (h)</th></tr>
<tr><td>1</td><td>Course</td><td>Economics of Regulation</td><td>4</td><td>30 h (2 CH)</td><td>90</td></tr>
<tr><td>2</td><td>Exercise</td><td>Tutorial/Case Studies/Discussion of current develpments</td><td>2</td><td>15 h (1 CH)</td><td>45</td></tr>
</table></td></tr>
<tr><td>4</td><td colspan="5">Module Contents:<br>Background and relations to other courses:<br>Recent efforts to deregulate network industries have shown the relevance of knowledge of how to (re-) regulate these industries. Network industries exhibit economic peculiarities leading to regulatory provisions to avoid the exploit of monopoly power. Similarly, recent turmoil in financial markets highlights, that an appropriate regulation is necessary for a frictionless working of financial markets. Identifying the parts of an industry that should be subject to some kind of regulation and knowledge of the regulation instruments are highly relevant in applied economics. The course Regulation, combined with the course Political Economy (Prof. Hartwig) add up to the Module Economic Policy.<br>Main topics and learning objectives:</td></tr>
</table>

The course will show how to regulate network industries. The advantages and disadvantages of various regulatory instruments will be presented. Students will learn how to assess the impact of regulatory instruments in selected network industries and how to implement these instruments in practice. There is a special emphasis on the problems that may occur in the implementation process.

| **Themes** | **Learning objectives** |
|---|---|
| Theory of regulation | To learn when to regulate and how to identify regulatory bottlenecks. To understand that the regulatory process is not frictionless and that players in the process follow their self-interests. To comprehend and discriminate different targets of regulation. |
| Instruments in regulation | To learn different regulatory instruments and to understand their advantages and disadvantages. To evaluate the suitability of certain instruments. |
| General application in network industries | To understand the peculiarity of network industries. To learn regulatory regimes and to analyze their advantages and disadvantages. |
| Application in electricity industry | To understand the peculiarities of electricity industry and their implications for regulating this industry. To learn recent regulations on the European and national level. To assess the effectiveness of these regulations and to analyze other regulatory options. |
| Application in telecommunication industry | To understand the peculiarities of telecommunication industry and their implications for regulating this industry. To learn recent regulations on the European and national level. To assess the effectiveness of these regulations and to analyze other regulatory options. |

**5**

**Learning outcomes:**

**Academic:**

In the examination the student should demonstrate the knowledge of

| | |
|---|---|
| | • the regulatory process and targets of regulation,<br>• the characteristics of network industries in general,<br>• the specific characteristics of both electricity and telecommunications industries,<br>• working principles of economic regulation instruments for network industries,<br>• measures to evaluate regulative instruments<br>and should demonstrate the ability<br>• to apply this knowledge to real-world examples,<br>• to construct suitable regulation mechanism,<br>• to elaborate the pros and cons of these suggested regulative actions. |
| **6** | **Description of possible electives within the modules:**<br>none |
| **7** | **Examination:** Final Module Exam |
| **8** | **Relevant Work:**<br>**Number and Type; Connection to Course** \| **Duration** \| **Part of final mark in %**<br>Final written exam \| 90 min. \| 100 % |
| **9** | **Study Work:**<br>**Number and Type; Connection to Course** \| **Duration**<br>none \| |
| **10** | **Prerequisites for Credit Points:**<br>The credit points will be granted after all relevant work and study work have been successfully completed. |
| **11** | **Weight of the module grade for the overall grade:**<br>5% (6 of 120 CP) |
| **12** | **Module Prerequisites:**<br>none |
| **13** | **Presence:**<br>Presence is recommended but not compulsory. |

| | | |
|---|---|---|
| 14 | **Use of the module for other course programs:**<br>Master Business Administration, Master Economics, Master Mathematics, Master Human Geography | |
| 15 | **Responsible Lecturer:**<br>Prof. Dr. Theresia Theurl | **Department:**<br>School of Business and Economics |
| 16 | **Misc.:** | |

## Microeconometrics (6 ECTS)

Lecture: Monday 08:30 – 10:00, J 372, Terms 1 + 2

Lecturer: Dr. Böhm

Tutorial: Friday 10:00 – 12:00, STA 1, Term 1+2

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

| | | | | | | |
|---|---|---|---|---|---|---|
| **Module Title:** | Applied Microeconometrics | | | | | |
| **Course Program:** | Master of Economics | | | | | |
| 1 | **Module No:** MWP 17 | **State:**<br>[ ] Compulsory [x] Elective | | | **Language of Instruction:**<br>English | |
| 2 | **Turn:** [ ] every term<br>[x] every winter term<br>[ ] every summer term | **Duration:** [x] 1 term<br>[ ] 2 terms | **Semester:**<br>1. - 3. | **CP:**<br>6 | **Workload (h):**<br>180 | |

**3 Module Structure:**

| No | Type | Course | CP | Presence (h + CH) | Self-Study (h) |
|---|---|---|---|---|---|
| 1. | L | Lecture | 3 | 30 h / (2 CH) | 60 h |
| 2. | T | Tutorial | 3 | 30 h / (2 CH) | 60 h |

**4 Contents:**

**Background and relations to other courses:**
Based on the courses statistics, empirical methods, advanced statistics, econometrics I & II econometric methods are learned.

**Main topics and learning objectives:**
The most common methods of modern microeconometrics are going to be discussed and used in software packages.

| Themes | Learning objectives |
|---|---|
| Instrumental variables<br>Regression Discontinuity Design<br>Panel-data models<br>Quantile regression | In the course theories and scientific papers are discussed, while in the tutorial datasets are analyzed, presented and discussed. |

| | | |
|---|---|---|
| | Truncated regression | |

| | |
|---|---|
| 5 | **Learning outcomes:**<br>**Academic:**<br>Participants should be able (i) to evaluate the applicability of the discussed methods to concrete economic questions/problems and (ii) to implement those methods practically.<br>**Soft skills:**<br>Analyzing (discussion, valuation, and presentation) microeconometric topics in small groups and alone. |
| 6 | **Description of possible electives within the modules:**<br>None. |
| 7 | **Examination:**<br>[x] Final Module Exam [ ] Examinations for every part of the module |

| 8 | **Relevant Work:** | | |
|---|---|---|---|
| | Number and Type; Connection to Course | Duration | Part of final mark in % |
| | Final written exam | 90 min. | 100 |
| | | | |

| 9 | **Study Work:** | |
|---|---|---|
| | Number and Type; Connection to Course | Duration |
| | Participation in the lecture and accompanying literature study | |

| | |
|---|---|
| 10 | **Prerequisites for Credit Points:**<br>The credit points will be granted when the module has been successfully completed, i.e. when all relevant examinations and works are passed. |
| 11 | **Weight of the module grade for the overall grade:**<br>5% (6 of 120 CP) |
| 12 | **Module Prerequisites:**<br>Recommended: Statistics, empirical Methods, Advanced Statistics, Econometrics I and II |
| 13 | **Presence:**<br>The presence is recommended. |
| 14 | **Use of the module for other course programs:**<br>Master of Business Administration, Master of Human Geography, Master of Mathematics.<br>For details see respective examination regulations. |

| | | |
|---|---|---|
| 15 | **Responsible Lecturer:**<br>Dr. Tobias Böhm | **Department:**<br>University of Münster, School of Business and Economics |
| 16 | **Misc.:**<br>The module is presented in English. The final exam may be written in English or German. | |

## Behavioral Environmental Economics

Lecture: Friday 04.11.2016 09:30-16:00 S055

Saturday 19.11.2016 09:30-16:00 WIWI Pool II

Friday 02.12.2016 09:30-16:00 WIWI Pool II

Saturday 03.12.2016 09:30-16:00 WIWI Pool II

Lecturer: Prof. Dr. Löschel

## Time Series Analysis (6 ECTS)

Lecture: Wednesday 14:00 – 16:00, ST A 1; Term 1 + 2

Lecturer: Dr. Segnon

Tutorial: Tuesday 14:00 – 16:00, STA 1, Term 1 + 2

Link: http://www.wiwi.uni-muenster.de/oeew/studium/timeseries/index.php

| | | | | | | |
|---|---|---|---|---|---|---|
| **Module Title:** | Time Series Analysis | | | | | |
| **Course Program:** | Master in Economics | | | | | |
| 1 | **Module No:** MWP 18 | **State:** [ ] Compulsory [x] Elective | | | **Language of Instruction:** English | |
| 2 | **Turn:** [ ] every term [x] every winter term [] every summer term | **Duration:** **[x] 1 term** **[ ] 2 terms** | **Semester:** 1.-3. | **CP:** 6 | **Workload (h):** 180 | |

3 **Module Structure:**

| No | Type | Course | CP | Presence (h + CH) | Self-Study (h) |
|---|---|---|---|---|---|
| 1 | V | Lecture | 3 | 30h (2 SWS) | 60h |
| 2 | Ü | Class | 3 | 30h (2 SWS) | 60h |

4 **Contents:**

**Background and relations to other courses:**
This module introduces the basic methodological devices required for understanding the time series analysis approaches used in empirical economics.

**Main topics and learning objectives:**

| Themes | Learning objectives |
|---|---|
| Univariate times series; stochastic processes; stationarity; moment functions; ergodicity; random walks; white noise; ARMA processes; estimation methods; unit root tests; GACRH processes | To understand and be able to apply time series methods. |

5 **Learning outcomes:**

**Academic:**
The students learn time series methods. They can assess if the methods used in empirical studies are sensible.

| | |
|---|---|
| | **Soft skills:**<br>Clear thinking. |
| 6 | **Description of possible electives within the modules:**<br>none |
| 7 | **Examination:**<br>**[x] Final Module Exam [ ] Examinations for every part of the module** |

| 8 | **Relevant Work:** | | |
|---|---|---|---|
| | **Number and Type; Connection to Course** | **Duration** | **Part of final mark in %** |
| | Final exam | 60 min | 100 |

| 9 | **Study Work:** | |
|---|---|---|
| | **Number and Type; Connection to Course** | **Duration** |
| | | |

| 10 | **Prerequisites for Credit Points:**<br>The credit points will be granted when the module has been successfully completed, i.e. when all relevant examinations and works are passed. |
|---|---|
| 11 | **Weight of the module grade for the overall grade:**<br>6/120 |
| 12 | **Module Prerequisites:**<br>none |
| 13 | **Presence:**<br>recommended |
| 14 | **Use of the module for other course programs:**<br>Master programs in Business Administration, Mathematics, Physics, Human Geography |

| 15 | **Responsible Lecturer:**<br>Prof. Dr. Mark Trede, Porf. Dr. Bernd Wilfling | **Department:**<br>University of Münster, School of Business and Economics |
|---|---|---|
| 16 | **Misc.:**<br>It is advisable to know the material of the modules Statistics, Empirical Economics, Advanced Statistics, Econometrics 1 und Econometrics 2<br>. | |

## Selected Topics in Econometrics, Statistics and Empirical Economics: Dynamic Stochastic Equilibrium Models (DSGE) (6 ECTS)

Lecture: Friday, 12:00 – 14:00 , (Room will be announced soon), Term 1+2

Lecturer: Dr. Andrea Beccarini

Tutorial: Tuesday 16:00 – 18:00 (Room will be announced soon), Term 1+3

Link: http://www1.wiwi.uni-muenster.de/oeew/studium/selectedtopics.php

| | | | | | |
|---|---|---|---|---|---|
| **Module Title:** | Selected Topics in Econometrics, Statistics and Empirical Economics I | | | | |
| **Course Program:** | Master of Science in Economics | | | | |
| 1 | **Module No:** MWP 19 | **State:** [--] Compulsory [x] Elective | | | **Language of Instruction:** English |
| 2 | **Turn:** [x] every term [ ] every winter term [ ] every summer term | **Duration:** [x] 1 term [] 2 terms | **Semester:** 1.-3. | **CP:** 6 | **Workload (h):** 180 |

3 **Module Structure:**

| No | Type | Course | CP | Presence (h + CH) | Self-Study (h) |
|---|---|---|---|---|---|
| 1. | L | Lecture | 3 | 30h (2 CH) | 60 |
| 2. | E | Class | 3 | 30 h (2CH) | 60 |
| 3. | S | Seminar | 6 | 30 h (2 CH) | 150 |

4 **Contents:**

**Background and relations to other courses:**
This course builds on the basic courses in econometrics.

**Main topics and learning objectives:**
Selected current topics in econometrics, statistics or empirical economics.

5 **Learning outcomes:**

**Academic:**
Knowledge of current literature and research, reproduction of relevant papers, perform elementary own research

**Soft skills:**
none (only hard skills)

6 **Description of possible electives within the modules:**
You have to visit either the lectures and classes and sit the final written exam, or the seminar and write and present a paper

7 **Examination:**
**[-] Final Module Exam [x] Examinations for every part of the module**

8 **Relevant Work:**

| Number and Type; Connection to Course | Duration | Part of final mark in % |
|---|---|---|
| Final written exam | 60 min | 100 |
| OR (Visit of seminar): paper | Approx. 20 p | 50 |
| Presentation | 45 min | 50 |

9 **Study Work:**

| Number and Type; Connection to Course | Duration |
|---|---|
| | |

| | | |
|---|---|---|
| 10 | **Prerequisites for Credit Points:**<br>The credit points will be granted when the module has been successfully completed. | |
| 11 | **Weight of the module grade for the overall grade:**<br>5 % (6 out of 120) | |
| 12 | **Module Prerequisites:**<br>None | |
| 13 | **Presence:**<br>Attendance is recommended. | |
| 14 | **Use of the module for other course programs:**<br>Master programs in Business Administration, Mathematics, Physics, and Human Geography | |
| 15 | **Responsible Lecturer:**<br>Prof. Dr. Mark Trede, Prof. Dr. Bernd Wilfling | **Department:**<br>University of Münster, School of Business and Economics |
| 16 | **Misc.:** | |

## Seminar Advanced Monetary Theory and Policy (6 ECTS)

Seminar: tba

Lecturer: Prof. Dr. Martin Bohl

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

Link: http://www.wiwi.uni-muenster.de/me/studieren/index.html

| | | | |
|---|---|---|---|
| **Module Title:** | Current Topics in Monetary Economics | | |
| **Course Program:** | Master in Economics | | |
| 1 | **Module No:** VWL MWP 11 | **State:** [ ] Compulsory [x] Elective | **Language of Instruction:** English |

| | | | | | |
|---|---|---|---|---|---|
| 2 | **Turn:** [ ] every term<br>[x ] every winter term<br>[] every summer term | **Duration:** [x] 1 term<br>[ ] 2 terms | **Semester:** 1.-3. | **CP:** 6 | **Workload (h):** 180 |

3 **Module Structure:**

| No | Type | Course | CP | Presence (h + CH) | Self-Study (h) |
|---|---|---|---|---|---|
| 1. | S | Seminar Advanced Monetary Theory and Policy | 6 | 30 h (2 SWS) | 150 h |
| | | | | | |

4 **Contents:**

**Background and relations to other courses:**

**Main topics and learning objectives:**

Students are expected to combine skills acquired in other by accomplishing an applied and independent case study (term paper) on a current research topic. Theoretical, empirical and methodological aspects have to be combined and the results of the individual papers have to be presented and discussed in front of the class.

| Themes | Learning objectives |
|---|---|
| | |

5 **Learning outcomes:**

**Academic:**

This module enables students to empirically apply knowledge from previous lectures.

**Soft skills:**

The seminar's participants write a term paper and present their findings in front of the class. Hence, key skills for successful and scientific research are acquired and extended. Special focus is given to the critical examination and discussion of the students' findings.

6 **Description of possible electives within the modules:**

none

7 **Examination:**

[ ] Final Module Exam [x] Examinations for every part of the module

8 **Relevant Work:**

| Number and Type; Connection to Course | Duration | Part of final mark in % |
|---|---|---|
| term paper | 10 – 15 p. | 80 |
| presentation | 20 min. | 20 |

| | | |
|---|---|---|
| 9 | **Study Work:**<br>**Number and Type; Connection to Course** | **Duration** |
| | | |

| | |
|---|---|
| 10 | **Prerequisites for Credit Points:**<br>The credit points will be granted when the module has been successfully completed, i.e. when all relevant examinations and works are passed. |
| 11 | **Weight of the module grade for the overall grade:**<br>5 % ( 6 of 120 CP) |
| 12 | **Module Prerequisites:**<br>None |
| 13 | **Presence:**<br>Attendance is mandatory. A presence of at least 90 % is required. |
| 14 | **Use of the module for other course programs:**<br>Master of Science in Business Administration, Master Mathematics, Master Human Geography |

| | | |
|---|---|---|
| 15 | **Responsible Lecturer:**<br>Prof. Dr. Martin T. Bohl | **Department:**<br>Münster School of Business and Economics |
| 16 | **Misc.:** | |

## Advanced Public Economics (6 ECTS)

Lecture: Tuesday 14:00 – 16:00 Term 1+2

Tutorial: Wednesday 14:00 – 16:00, Term 1+2

Lecturer: Prof. Dr. Becker

Link: http://www.wiwi.uni-muenster.de/iff1/studieren/vorlesungen-start.html

<table>
<tr><td colspan="2">Module Title english:</td><td colspan="5">Advanced Public Economics</td></tr>
<tr><td colspan="2">Course Program:</td><td colspan="5">Master Economics PO 2012</td></tr>
<tr><td>1</td><td>Module No: VWL MWP28</td><td>State: Elective</td><td colspan="4">Language of Instruction: German</td></tr>
<tr><td>2</td><td>Turn: each winter term</td><td>Duration: 1 term</td><td>Semester: 1, 2, 3</td><td>CP: 6</td><td>Workload (h): 180</td></tr>
<tr><td>3</td><td colspan="5">Module Structure:
<table>
<tr><th>No</th><th>Type</th><th>Course</th><th>CP</th><th>Presence (h + CH)</th><th>Self-Study (h)</th></tr>
<tr><td>1</td><td>Course</td><td>Lecture Public Economics</td><td>6</td><td>30 h (2 CH)</td><td>150</td></tr>
</table></td></tr>
<tr><td>4</td><td colspan="5">Module Contents:<br>Main topics and learning objectives:<br>In this course students will discuss scientific papers in public economics. The main focus is on the methodology of recent research in this field. This includes mathematical models and estimation procedures. The course aims at research-orientated master students and graduate students.</td></tr>
<tr><td>5</td><td colspan="5">Learning outcomes:<br>Academic:<br>The course gives an overview of the most recent research papers and methods in public economics. Participants will be able to read, analyse and classify scientific papers. Learning how to work with formal models and apply recent estimation techniques is an important</td></tr>
</table>

| | |
|---|---|
| | requirement for the students' own research within a master or doctoral thesis.<br>**Soft skills:**<br>Participants will learn how to think at a highly formal and abstract level. |
| **6** | **Description of possible electives within the modules:**<br>none |
| **7** | **Examination:** Final Module Exam |
| **8** | **Relevant Work:** |

| Number and Type; Connection to Course | Duration | Part of final mark in % |
|---|---|---|
| Final written exam | 60 min. | 100 % |

| | |
|---|---|
| **9** | **Study Work:** |

| Number and Type; Connection to Course | Duration |
|---|---|
| none | |

| | |
|---|---|
| **10** | **Prerequisites for Credit Points:**<br>The credit points will be granted after all relevant work and study work have been successfully completed. |
| **11** | **Weight of the module grade for the overall grade:**<br>5% (6 of 120 CP) |
| **12** | **Module Prerequisites:**<br>Good knowledge in microeconomic theory and econometrics, strong interest in scientific research, participation in the course 'Public Economics' is recommended but not required. |
| **13** | **Presence:**<br>Presence is required. |
| **14** | **Use of the module for other course programs:**<br>Master Business Administration, Master Economics, Master Mathematics, Master Human Geography |

| | | |
|---|---|---|
| **15** | **Responsible Lecturer:** | **Department:** |

| | | |
|---|---|---|
| | Professor Dr. Johannes Becker | School of Business and Economics |
| **16** | **Misc.:** | |

### Seminar Public Economics: Economics of White Collar Crime (6 ECTS)

Lecture: Block term: Monday- Wednesday 28.11.16 – 30.11.16

The seminar takes place at the University of Augsburg. Please refer to the chair for further information.

### Business Cooperation: Mergers and Acquisition (6 ECTS)

Lecture: Wednesday 08:00 – 10:00, J372; Thursday 10:00 – 12:00, J372, Term 1+2

Lecturer: Prof. Dr. Theurl

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

## Information Systems:

### Process Management: Information Modeling (6 ECTS)

Lecture: *1st lecture (single!): Friday 14.10.16 10:00 – 16:00 LEO 18.3 then weekly*:

Monday 16:00 – 18:00, Leo 18.3, Wednesday 12:00 – 14:00, LEO 18.3, Term 1+2

Lecturer: PD Dr. Delfmann

Link: https://www.wi.uni-muenster.de/de/studierende/bachelor-master-veranstaltungen/203082

| | | | |
|---|---|---|---|
| **Module Title:** | Process Management: Information Modeling | | |
| **Course Program:** | Master of Science in Information Systems | | |
| 1 | **Module No:** PM1 | **State:** Compulsory | **Language of Instruction:** English |

| | | | | | | |
|---|---|---|---|---|---|---|
| 2 | **Turn:** [] every term<br>[x] every winter term<br>[] every summer term | **Duration:** | [x] 1 term<br>[] 2 terms | **Semester:** | **CP:** | **Workload (h):** |
| | | | | 1-2 | 6 | 180 |

| 3 | **Module Structure:** | | | | | |
|---|---|---|---|---|---|---|
| | **No** | **Type** | **Course** | **CP** | **Presence (h + CH)** | **Self-Study (h)** |
| | 1 | L | Lecture | | 30 (2 CH) | 60 |
| | 2 | E | Exercise | | 30 (2 CH) | 60 |

| 4 | **Contents:** |
|---|---|
| | **Background and relations to other courses:**<br>The lecture is on one of the core topic areas in Information Systems: Conceptual Modeling (i.e., process<br>modeling, data modeling, organizational modeling etc.) with a focus on the use and reuse of conceptual<br>models in business. Hence, the focus is not on how to create a conceptual model, but on what are the |

preconditions of models to really be usable in practice and on approaches and methodologies supporting
model use and reuse, especially model analysis. The lecture therefore provides a theoretical basis for courses applying modeling techniques, such as PM2, PM3, BI1, ISD1, ISD2, ISD3, PR1, PR2, and PR3.

**Main topics and learning objectives:**

| Themes | Learning objectives |
|---|---|
| Meta modeling / meta meta modeling / meta modeling tools | To be able to design modeling languages with meta models, and to be able to design modeling tools and meta modeling tools with meta model and meta meta model-based databases. |
| Modeling frameworks | To be able to provide an overview of modeling frameworks, to be able to evaluate and compare them, and to be able to apply selected parts of them. |
| Model variant management | To be able to apply selected approaches on model variant management onto models of different modeling languages. |
| Model disambiguation | To know why unambiguous models are a precondition for actually using them for business purposes, and to apply selected methodologies on model disambiguation. |
| Model analysis | To know different areas of model analysis, for instance process improvement, process compliance, model transformation, model comparison, model integration, or business activity monitoring, and to be able to apply selected approaches on model analysis. The focus is on pattern-based model querying. |
| Domain-specific modeling | To explain domain-specific modeling and to be able to argue both in favor and against the usage of such modeling approaches. |

**5 Learning outcomes:**

**Academic:** Impart a broad and profound understanding of the main tasks and challenges of conceptual modeling. Facilitate understanding of different modeling and model analysis approaches and judge their appropriateness for specific contexts of application.

**Soft skills:** The ability to organize small working groups independently and to give presentations in front of a large audience.

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

**7 Examination:**
**[x] Final Module Exam [] Examinations for every part of the module**

**8 Relevant Work:**

| Number and Type; Connection to Course | Duration | Part of final mark in % |
|---|---|---|
| Written exam | 120 min. | 100 |

**9 Study Work:**

| Number and Type; Connection to Course | Duration |
|---|---|

| | | |
|---|---|---|
| | none | |

| | |
|---|---|
| 10 | **Prerequisites for Credit Points:**<br>The credit points will be granted when the module has been successfully completed, i.e. when all relevant examinations and works are passed. |
| 11 | **Weight of the module grade for the overall grade:**<br>5% (6/120 CP) |
| 12 | **Module Prerequisites:**<br>None |
| 13 | **Presence:**<br>Presence is strictly advised. |
| 14 | **Use of the module for other course programs:**<br>None |

| | | |
|---|---|---|
| 15 | **Responsible Lecturer:**<br>PD Dr. Patrick Delfmann | **Department:**<br>Münster School of Business and Economics |
| 16 | **Misc.:** | |

# Business Networks: Interorganizational Systems

Lecture: Tuesday16:00-18:00 LEO 18.3, Wednesday 08:00-10:00 LEO 18.3, Term 1+2

Lecturer: Prof. Dr. Klein

<table>
<tr><td colspan="2">Module Title english:</td><td colspan="5">Business Networks: Interorganizational Systems</td></tr>
<tr><td colspan="2">Course Program:</td><td colspan="5">Master Information Systems PO 2010/2014</td></tr>
<tr><td>1</td><td>Module No: BN1</td><td>State: Elective</td><td colspan="3">Language of Instruction: English</td></tr>
<tr><td>2</td><td>Turn: each winter semester</td><td>Duration: 1 term</td><td>Semester: 1 or 2</td><td>CP: 6</td><td>Workload (h): 180</td></tr>
<tr><td>3</td><td colspan="5">Module Structure:
<table>
<tr><th>No</th><th>Type</th><th>Course</th><th>CP</th><th>Presence (h + CH)</th><th>Self-Study (h)</th></tr>
<tr><td>1</td><td>Course</td><td>Interorganizational Systems</td><td>3</td><td>30 h (2 CH)</td><td>45</td></tr>
<tr><td>2</td><td>Exercise</td><td>Exercise on Interorganizational Systems</td><td>3</td><td>30 h (2 CH)</td><td>75</td></tr>
</table></td></tr>
<tr><td>4</td><td colspan="5">Module Contents:<br>Main topics and learning objectives:<br>Networks have become ubiquitous forms of organizing in and between economy, public administration and society at large. On the backdrop of this development this module introduces interorganizational systems and networks in a business context, yet with linkages to public administration (e.g. customs) and social networks. It aims to explore the contingencies and strategies that lie behind the evolution and use of interorganizational information infrastructures and applications (IOS). Further, students will examine the impact of IOS on distributed forms of value generation such as electronic markets and various types of networks. Drawing on case examples as well as theoretical concepts, a life cycle perspective of IOS management will be introduced. The implications of IOS will be discussed from various perspectives such as industry transformation, intermediation, strategic management, organization, information management and IS development. This discussion will be informed by theories addressing networking issues such as institutional economics, collective action or organization theory.</td></tr>
</table>

| | |
|---|---|
| | <table><tr><th>Themes</th><th>Learning objectives</th></tr><tr><td>Transaction cost economics, strategic lenses on networks, organizational issues, managerial perspectives, Networks in society</td><td>The students will acquire a repertoire of theories and concepts to study corporate networks and learn how to apply them to selected cases of networks in order to explain their design and evolution. They will understand contingencies of network design and key dimensions of network management. This enables them to contribute to theoretical and empirical research as well as to create and shape practical socio-technical systems based on well-founded principles.</td></tr></table> |
| **5** | **Learning outcomes:**<br>**Academic:**<br>The course will provide students with analytical skills enabling them to explain the emergence of networks. Students should be able to both identify specific network management tasks and competences and apply prominent theories and frameworks to explain the impact of IOS.<br>**Soft skills:**<br>In addition to providing students with the capabilities to deal with academic concepts and literature reflectively, the course helps to further the students' ability to take an active part in discussions. This ability is based on a combination of reading, thinking, writing, discussing and listening skills. Moreover, students will develop skills in applying these techniques to practical problems, e.g. through problem based learning exercises. Course assignments will be organized as group work, so that students can practice their collaboration skills and learn techniques for efficient collaboration. |
| **6** | **Description of possible electives within the modules:**<br>The module can be taken as part of the track Business Networks or as an elective. Within the electives a minimum of 2 seminars has to be taken. |
| **7** | **Examination:** Examinations for every part of the module |
| **8** | **Relevant Work:** |

| | | | |
|---|---|---|---|
| | **Number and Type; Connection to Course** | **Duration** | **Part of final mark in %** |
| | Final Written Exam | 90 min. | 50 % |
| | Group Presentation (ca 3-5 students) | Ca. 15 min. | 10 % |
| | 2 written elaborations | Ca. 5 pages/elaboration | 20 % |
| | 12 written comments on weekly reading | ca. 0,5 page per comment | 20 % |

| | | |
|---|---|---|
| **9** | **Study Work:** | |
| | **Number and Type; Connection to Course** | **Duration** |
| | none | |

| | |
|---|---|
| **10** | **Prerequisites for Credit Points:** The credit points will be granted after all relevant work and study work have been successfully completed. |
| **11** | **Weight of the module grade for the overall grade:** 5% (6 of 120 CP) |
| **12** | **Module Prerequisites:** none |
| **13** | **Presence:** Presence is recommended. |
| **14** | **Use of the module for other course programs:** Master Business Administration |

| | | |
|---|---|---|
| **15** | **Responsible Lecturer:** Prof. Dr. Stefan Klein | **Department:** School of Business and Economics |
| **16** | **Misc.:** | |

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

Lecture/Tutorial: Tuesday 14:00 – 16:00, LEO 18.3, Friday 12:00 – 14:00, LEO 18.3, Term 1+2

Lecturer: Prof. Dr. Vossen

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

| | | | |
|---|---|---|---|
| **Module Title:** | Business Intelligence: Management Information Systems and Data Warehousing | | |
| **Course Program:** | Master of Science in Information Systems | | |
| 1 | **Module No:** BI1 | **State:** Compulsory | **Language of Instruction:** English |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 2 | **Turn:** | [] every term<br>[x] every winter term<br>[] every summer term | **Duration:** | [x] 1 term<br>[] 2 terms | **Semester:** 1-2 | **CP:** 6 | **Workload (h):** 180 |

3 **Module Structure:**

| No | Type | Course | CP | Presence (h + CH) | Self-Study (h) |
|---|---|---|---|---|---|
| 1 | L | Lecture | | 30 (2 CH) | 60 |
| 2 | E | Exercise, Case Study, Presentations | | 30 (2 CH) | 60 |

4 **Contents:**

**Background and relations to other courses:**
Business Intelligence (BI) refers to a variety of methods and techniques for the analysis of business data such as data warehousing (DWH), reporting, Online Analytical Processing (OLAP), and data mining. This course addresses the methodical design and implementation of data warehouse systems in support of management's decision making, particularly via appropriate use of multidimensional schema design, ETL, and OLAP techniques. All relevant concepts are demonstrated from both a theoretical and a practical perspective. In this course, traditional lectures are complemented by student presentations that provide additional content. In addition, exercises and case studies provide ample opportunities to perform the various development phases in realistic and practical settings.

**Main topics and learning objectives:** Students will be able to explain the problems, issues, solutions, techniques, tools, and applications relating to BI and DWH. They will be able not only to design and implement ETL processes and OLAP solutions but also to discuss differences among OLAP design approaches and to evaluate the quality of multidimensional schemata.

| Themes | Learning objectives |
|---|---|
| Data Warehousing Fundamentals | To define architectures and use cases of data warehousing and management information systems and to assess their roles for companies |
| OLAP Processing and Optimization | To compare differences between OLTP and OLAP; to contrast OLAP workloads and demonstrate appropriate OLAP optimization techniques |

| | | |
|---|---|---|
| | ETL Design | To compare different ETL processes and tools; to design simple ETL processes |
| | OLAP Modeling | To describe the role of functional dependencies for the identification of multidimensional structures; to design multidimensional structures |
| | OLAP Modeling Approaches | To assess different OLAP modeling approaches; to demonstrate conceptual modeling of scenarios according to an appropriate approach |
| | OLAP Implementation | To describe the architecture and functionality of OLAP systems; to implement reports with a standard BI platform according to a case study |
| | Modern Architectures | To characterize modern architectures addressing hardware trends (multi/many core, in-memory),novel data requirements (big data, streaming data), and increased user expectations (situational BI) |
| | Project Management | To compare different approaches to engage in an MIS/DWH project; to evaluate different BI strategies in organizations and understand their implementation. |

| | |
|---|---|
| 5 | **Learning outcomes:** |
| | **Academic:** To understand and to be able to apply the addressed topics |
| | **Soft skills:** To manage and to organize group work regarding given tasks and presentations |

| | |
|---|---|
| 6 | **Description of possible electives within the modules:**<br>None |

| | |
|---|---|
| 7 | **Examination:**<br>**[x] Final Module Exam [] Examinations for every part of the module** |

| | | | |
|---|---|---|---|
| 8 | **Relevant Work:**<br>**Number and Type; Connection to Course** | **Duration** | **Part of final mark in %** |
| | Written exam | 120 min. | 100 |

| | | |
|---|---|---|
| 9 | **Study Work:**<br>**Number and Type; Connection to Course** | **Duration** |
| | none | |

| | |
|---|---|
| 10 | **Prerequisites for Credit Points:**<br>Regular class attendance, solving the course assignments, and passing the written examination. |

| | |
|---|---|
| 11 | **Weight of the module grade for the overall grade:**<br>5% (6/120 CP) |

| | |
|---|---|
| 12 | **Module Prerequisites:**<br>None |

| | |
|---|---|
| 13 | **Presence:**<br>Presence is strictly advised. |

| | |
|---|---|
| 14 | **Use of the module for other course programs:**<br>None |

| | | |
|---|---|---|
| 15 | **Responsible Lecturer:**<br>Prof. Dr. Dr. h. c. Jörg Becker, Prof. Dr. Gottfried Vossen | **Department:**<br>Münster School of Business and Economics |

| | |
|---|---|
| 16 | **Misc.:** |

## Business Intelligence: Data Analytics - I (6 ECTS)

Lecture/Tutorial: Tuesday 10:00 – 12:00, LEO 3.219, Thursday 10:00 – 12:00, LEO 3.219, Term 1+2

Lecturer: Prof. Dr. Trautmann

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

| | | | |
|---|---|---|---|
| **Module Title:** | Business Intelligence: Data Analytics - I | | |
| **Course Program:** | Master of Science in Information Systems | | |
| 1 | **Module No:** BI2 | **State:** Compulsory | **Language of Instruction:** English |

| 2 | **Turn:** | **Duration:** | **Semester:** | **CP:** | **Workload (h):** |
|---|---|---|---|---|---|
| | [] every term<br>[x] every winter term<br>[] every summer term | [x] 1 term<br>[] 2 terms | 1-2 | 6 | 180 |

**3 Module Structure:**

| No | Type | Course | CP | Presence (h + CH) | Self-Study (h) |
|---|---|---|---|---|---|
| 1 | L | Lecture "Data Analytics – I" | | 30 (2 CH) | 60 |
| 2 | E | Exercise | | 30 (2 CH) | 60 |

**4 Contents:**

**Background and relations to other courses:**
The track "Business Intelligence" ideally complemented by electives from marketing and by a seminar, offers a way to start a career in database management and the like. The students are supposed to be familiar with the basic concepts from probability theory and statistics.

**Main topics and learning objectives:** The lecture focusses on multivariate statistical methods in the context of data mining. The main topic is unsupervised learning. Practical exercises using the statistical Software R are integrated into the lecture and a tutorial.

| Themes | Learning objectives |
|---|---|
| **Data Preprocessing:** | Data quality a-priori to quantitative analysis, i.e. outlier detection, checks for multivariate normality |
| **Unsupervised Learning:** | Clustering, Principal Components, Multidimensional Scaling |

**5 Learning outcomes:**

**Academic:** The student is supposed to have an understanding of state of the art techniques in multivariate data analysis as well as the ability to choose and implement an appropriate technique for a given practical task.

**Soft skills:** Team work, presentation techniques

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

**7 Examination:**
**[x] Final Module Exam** **[] Examinations for every part of the module**

**8 Relevant Work:**

| Number and Type; Connection to Course | Duration | Part of final mark in % |
|---|---|---|
| Written exam | 60 min. | 60 |
| Case study with R software, written report and presentation | 40 min. (presentation) | 40 |

| | | |
|---|---|---|
| 9 | **Study Work:**<br>**Number and Type; Connection to Course** | **Duration** |
| | none | |

| | |
|---|---|
| 10 | **Prerequisites for Credit Points:** The credit points will be granted when the module has been successfully<br>completed, i.e. when the written examination as well as the report and presentation of the case study are<br>passed. |

| | |
|---|---|
| 11 | **Weight of the module grade for the overall grade:**<br>5% (6/120 CP) |

| | |
|---|---|
| 12 | **Module Prerequisites:**<br>None |

| | |
|---|---|
| 13 | **Presence:**<br>Presence is strictly advised. |

| | |
|---|---|
| 14 | **Use of the module for other course programs:**<br>None |

| | | |
|---|---|---|
| 15 | **Responsible Lecturer:**<br>Prof. Dr. Heike Trautmann | **Department:**<br>Münster School of Business and Economics |

| | |
|---|---|
| 16 | **Misc.:** |

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

Lecture/Tutorial: Monday 10:00 – 12:00, LEO 18.3, Friday 8:00 – 10:00, LEO 18.3, Term 1+2

Lecturer: Prof. Dr. Kuchen

Link: https://www.wi.uni-muenster.de/de/studierende/bachelor-master-veranstaltungen/204035

| | | | |
|---|---|---|---|
| **Module Title:** | Information Systems Development: Logic Specification and Programming | | |
| **Course Program:** | Master of Science in Information Systems | | |
| 1 | **Module No:** ISD1 | **State:** compulsory in track ISD; optional as elective | **Language of Instruction:** English |

| 2 | **Turn:** | **Duration:** | **Semester:** | **CP:** | **Workload (h):** |
|---|---|---|---|---|---|
| | [] every term<br>[x] every winter term<br>[] every summer term | [x] 1 term<br>[] 2 terms | 1-2 | 6 | 180 |

**3 Module Structure:**

| No | Type | Course | CP | Presence (h + CH) | Self-Study (h) |
|---|---|---|---|---|---|
| 1 | L | Lecture | | 30 (2 CH) | 60 |
| 2 | E | Exercise | | 30 (2 CH) | 60 |

**4 Contents:**

**Background and relations to other courses:**

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

**Main topics and learning objectives:**

It will be shown, how to express real-world facts and their relationships in logic and how to transform a corresponding specification into an executable Prolog program. Moreover, the features of the logic programming language Prolog will be explained, including rules, unification, SLD-resolution, and backtracking. Moreover the use of a constraint solver from Prolog will be treated.

Business rules management systems such as Drools enable the expression of volatile business logic and their integration into an information system. Such systems and the way they evaluate rules will be presented.

Moreover, it will be taught, how to express temporal relationships by temporal logics such as CTL and LTL. Then, it will be shown, how to automatically check information systems for compliance with a temporal specification by using a model checker.

Finally, the logic query language Datalog will be discussed and it will be shown how to infer information from a deductive database.

**5 Learning outcomes:**

**Academic:**

**Soft skills:** The assignments are solved in teams of 5 students. Hence, the students get some experience with teamwork.

**6 Description of possible electives within the modules:**

None

**7 Examination:**

| | | | |
|---|---|---|---|
| | [x] Final Module Exam [] Examinations for every part of the module | | |
| 8 | **Relevant Work:**<br>**Number and Type; Connection to Course** | **Duration** | **Part of final mark in %** |
| | Written exam | 120 min. | 100 |
| 9 | **Study Work:**<br>**Number and Type; Connection to Course** | | **Duration** |
| | none | | |
| 10 | **Prerequisites for Credit Points:** Solving the course assignments, and passing the written examination. | | |
| 11 | **Weight of the module grade for the overall grade:**<br>5% (6/120 CP) | | |
| 12 | **Module Prerequisites:**<br>None | | |
| 13 | **Presence:**<br>Presence is strongly recommended. | | |
| 14 | **Use of the module for other course programs:**<br>None | | |
| 15 | **Responsible Lecturer:**<br>Prof. Dr. Herbert Kuchen | **Department:**<br>Münster School of Business and Economics | |
| 16 | **Misc.:** | | |

# Information Systems Development: Data Integration (6 ECTS)

Lecture/Tutorial: Wednesday 10:00 – 12:00, LEO 18.3, Thursday 16:00 – 18:00, LEO 18.3, Term 1+2

Lecturer: Prof. Dr. Vossen

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

| | | | |
|---|---|---|---|
| **Module Title:** | Information Systems Development: Data Integration | | |
| **Course Program:** | Master of Science in Information Systems | | |
| 1 | **Module No:** ISD2 | **State:** compulsory | **Language of Instruction:** English |

| 2 | **Turn:** | **Duration:** | **Semester:** | **CP:** | **Workload (h):** |
|---|---|---|---|---|---|
| | [] every term<br>[x] every winter term<br>[] every summer term | [x] 1 term<br>[] 2 terms | 1-2 | 6 | 180 |

3 **Module Structure:**

| No | Type | Course | CP | Presence (h + CH) | Self-Study (h) |
|---|---|---|---|---|---|
| 1 | L | Lecture | | 30 (2 CH) | 60 |
| 2 | E | Exercise, Case Study, Presentation | | 30 (2 CH) | 60 |

4 **Contents:**

**Background and relations to other courses:**

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

**Main topics and learning objectives:**

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

| Themes | Learning objectives |
|---|---|
| Introduction, Background, Architectures | To familiarize the audience with the problems, issues, solutions, techniques, and tools relating to data integration |
| Distributed Query Processing and Optimization | To become able to apply classical optimization techniques in distributed scenarios |
| Web Crawling, Search Engines, and Recommendation | To discuss and apply integration on the Web as the currently most dominating integration application |
| MapReduce | To discuss and apply tools for massive data |

| | | |
|---|---|---|
| | | integration and analysis |
| | Mash-up creation | To get hands-on experience in a data integration task |
| | Data cleansing, data fusion, data quality | To learn about basic activities in data integration |
| | Schema matching, schema mapping | To appreciate formal issues arising when data schemas are present or given |
| | GaV/LaV Modeling | To recognize the importance of traditional database topics (in this case relational algebra) in the novel context of data integration |

| | |
|---|---|
| 5 | **Learning outcomes:**<br>**Academic:** In the oral presentation, the student should demonstrate the ability<br>• to select, engage with, assess, and apply pieces of literature,<br>• to build a concise, yet coherent argument, and<br>• to identify open issues.<br>In the written examination, the student should demonstrate the ability<br>• to integrate and apply several concepts,<br>• to apply the concepts to a data integration scenario.<br>**Soft skills:** All assignments are group assignment. Hence the student should demonstrate the ability<br>• to productively work in groups,<br>• to coordinate with a peer. |

| | |
|---|---|
| 6 | **Description of possible electives within the modules:**<br>None |

| | |
|---|---|
| 7 | **Examination:**<br>**[x] Final Module Exam [] Examinations for every part of the module** |

| | | | |
|---|---|---|---|
| 8 | **Relevant Work:**<br>**Number and Type; Connection to Course** | **Duration** | **Part of final mark in %** |
| | Written exam | 120 min. | 100 |

| | | |
|---|---|---|
| 9 | **Study Work:**<br>**Number and Type; Connection to Course** | **Duration** |
| | none | |

| | |
|---|---|
| 10 | **Prerequisites for Credit Points:** Regular class attendance, solving the course assignments, and passing the written examination. |

| | |
|---|---|
| 11 | **Weight of the module grade for the overall grade:**<br>5% (6/120 CP) |

| | |
|---|---|
| 12 | **Module Prerequisites:**<br>Basic database knowledge |

| | |
|---|---|
| 13 | **Presence:**<br>Presence is strictly advised. |

| | |
|---|---|
| 14 | **Use of the module for other course programs:**<br>None |

| | | |
|---|---|---|
| 15 | **Responsible Lecturer:**<br>Prof. Dr. Gottfried Vossen | **Department:**<br>Münster School of Business and Economics |

| | |
|---|---|
| 16 | **Misc.:** |

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

Lecture/Tutorial: Wednesday 14:00 – 16:00, LEO 18.3, Thursday 14:00 – 16:00, LEO 18.3, Term 1+2

Lecturer: Prof. Dr. Hellingrath

Link: https://www.wi.uni-muenster.de/de/studierende/bachelor-master-veranstaltungen/204364

| | | | |
|---|---|---|---|
| **Module Title:** | Production and Retail: Supply Chain Management | | |
| **Course Program:** | Master of Science in Information Systems | | |
| 1 | **Module No:** PR1 | **State:** compulsory | **Language of Instruction:** English |

| 2 | **Turn:** | **Duration:** | **Semester:** | **CP:** | **Workload (h):** |
|---|---|---|---|---|---|
| | [] every term<br>[x] every winter term<br>[] every summer term | [x] 1 term<br>[] 2 terms | 1-2 | 6 | 180 |

3 **Module Structure:**

| No | Type | Course | CP | Presence (h + CH) | Self-Study (h) |
|---|---|---|---|---|---|
| 1 | L | Lecture | | 30 (2 CH) | 60 |
| 2 | E | Exercise | | 30 (2 CH) | 60 |

4 **Contents:**

**Background and relations to other courses:**

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

**Main topics and learning objectives:**

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

| Themes | Learning objectives |
|---|---|
| Basic Principles of Supply Chain Management | To learn about basic terms, ideas, challenges and targets of Supply Chain Management. |
| Supply Chain Modeling | To learn about the basic elements to be modeled in a supply chain. To understand the intention and objectives of modeling supply chains and to be able to create such a model. |

| | | |
|---|---|---|
| | Supply Chain Design | To learn about the relevant influencing factors for supply chain design decisions and to understand design options and principles. |
| | Supply Chain Planning | To understand the core tasks of supply chain planning and the methods being used for demand planning, network planning, supply planning,<br>production planning and distribution planning as well as the objectives and key indicators of order promising. |
| | Supply Chain Execution | To learn about the scope of supply chain execution. To get a basic understanding of the basic concepts and functions of Supply Chain Event Management. |
| | IT-Systems in Supply Chain Management | To get an idea of features and characteristics of different SCM software systems. |

| | |
|---|---|
| 5 | **Learning outcomes:**<br>**Academic:**<br>The course's major academic outcome is a broad and profound understanding of supply chains' challenges, targets, and related concepts for managing supply chain activities. Furthermore, a profound<br>knowledge in actual methods and concepts of supply chain design, modeling, planning, and optimization<br>should be obtained.<br>**Soft skills:**<br>Students are encouraged to prepare the contents of the lecture and exercise and to perform follow-up work in teams. This is supported by a Learnweb discussion forum that is guided by the chair. Case studies<br>that accompany the lecture especially in Supply Chain Design and Planning provide the opportunity for<br>students to get acquainted to selected SCM tools and to apply them in a realistic scenario. The case studies are organized as group work and thus promote the students' ability to cooperate in teams. The<br>intermediary results are presented regularly by the groups in front of the complete audience. This enhances the students' presentation and discussion skills. |
| 6 | **Description of possible electives within the modules:**<br>None |
| 7 | **Examination:**<br>**[x] Final Module Exam [] Examinations for every part of the module** |

| 8 | **Relevant Work:** | | |
|---|---|---|---|
| | **Number and Type; Connection to Course** | **Duration** | **Part of final mark in %** |
| | Written exam | 90 min. | 60 |
| | Course Assignments | | 40 |

| 9 | **Study Work:** | |
|---|---|---|
| | **Number and Type; Connection to Course** | **Duration** |
| | none | |

| | |
|---|---|
| 10 | **Prerequisites for Credit Points:**<br>Regular class attendance, solving the course assignments, and passing the written examination. |
| 11 | **Weight of the module grade for the overall grade:**<br>5% (6/120 CP) |

| | | |
|---|---|---|
| 12 | **Module Prerequisites:**<br>none | |
| 13 | **Presence:**<br>Presence is strictly advised. | |
| 14 | **Use of the module for other course programs:**<br>None | |
| 15 | **Responsible Lecturer:**<br>Prof. Dr.-Ing. Bernd Hellingrath | **Department:**<br>Münster School of Business and Economics |
| 16 | **Misc.:** | |

# Production and Retail: Production Planning and Control (6 ECTS)

Lecture/Tutorial: Monday 12:00 – 14:00, LEO 18.3, Thursday 18:00 – 20:00, LEO 18.3, Term 1+2

Lecturer: Nico Clever

Link: https://www.wi.uni-muenster.de/student-affairs/bachelor-master-lectures/203088

| | | | |
|---|---|---|---|
| **Module Title:** | Production and Retail: Production Planning and Control | | |
| **Course Program:** | Master of Science in Information Systems | | |
| 1 | **Module No:** PR2 | **State:** compulsory | **Language of Instruction:** English |

| 2 | **Turn:** | **Duration:** | **Semester:** | **CP:** | **Workload (h):** |
|---|---|---|---|---|---|
| | [] every term<br>[x] every winter term<br>[] every summer term | [x] 1 term<br>[] 2 terms | 1-2 | 6 | 180 |

3 **Module Structure:**

| No | Type | Course | CP | Presence (h + CH) | Self-Study (h) |
|---|---|---|---|---|---|
| 1 | L | Lecture | | 30 (2 CH) | 60 |
| 2 | E | Exercise | | 30 (2 CH) | 60 |

4 **Contents:**

**Background and relations to other courses:**

The "Production Planning and Control Systems" (PPC) lecture addresses the adaptation of process modeling concepts to the manufacturing sector. Taking an integrated process perspective data structures, information flows and business functions relevant to this domain are presented. The course encompasses processes like material management, capacity management, computer aided design, computer aided manufacturing, and computer aided quality assurance in an integrated manner.

**Main topics and learning objectives:**

The students learn to know the different approaches of PPC. Moreover, they learn to use the corresponding methods and instruments. In sum, the students shall gain insight into the theories behind Production Planning and Control and techniques proposed for tasks and be able to assess these tasks and the underlying theories critically.

| Themes | Learning objectives |
|---|---|
| **Demand Management** | To be able to explain and apply the concepts as well as to be able to explain the rationale behind them. |
| **Materials Management, Inventory Control, Scheduling and Capacity Management** | To be able to explain and apply the concepts as well as to be able to explain the rationale behind them. |
| **Data Models** | To be able to understand the underlying data structures and information needs in PPC. |
| **IT Systems** | To get an overview of the main IT systems in PPC and get used to ERP usage in PPC. |
| **Cost Engineering** | To be able to explain and apply the concepts as well as to be able to explain the rationale behind them. |
| **Smart Factory** | To be able to understand how innovative IT capabilities and services influence production processes. |

5 **Learning outcomes:**

**Academic:**

| | |
|---|---|
| | To understand and to be able to apply the addressed topics |
| | **Soft skills:**<br>To manage and to organize group work regarding given task and presentations |

| | |
|---|---|
| 6 | **Description of possible electives within the modules:**<br>None |

| | |
|---|---|
| 7 | **Examination:**<br>**[x] Final Module Exam [] Examinations for every part of the module** |

| | | | |
|---|---|---|---|
| 8 | **Relevant Work:**<br>**Number and Type; Connection to Course** | **Duration** | **Part of final mark in %** |
| | Written exam | 120 min. | 100 |

| | | |
|---|---|---|
| 9 | **Study Work:**<br>**Number and Type; Connection to Course** | **Duration** |
| | none | |

| | |
|---|---|
| 10 | **Prerequisites for Credit Points:**<br>Regular class attendance, solving the course assignments, and passing the written examination. |

| | |
|---|---|
| 11 | **Weight of the module grade for the overall grade:**<br>5% (6/120 CP) |

| | |
|---|---|
| 12 | **Module Prerequisites:**<br>none |

| | |
|---|---|
| 13 | **Presence:**<br>Presence is strictly advised. |

| | |
|---|---|
| 14 | **Use of the module for other course programs:**<br>None |

| | | |
|---|---|---|
| 15 | **Responsible Lecturer:**<br>Prof. Dr. Dr. h. c. Jörg Becker | **Department:**<br>Münster School of Business and Economics |
| 16 | **Misc.:** | |

## Lecture Electives- Modern Game Algorithms

Lecture: Monday 12:00-14:00 LEO 3.219, Wednesday 16:00-18:00 LEO 3.219

Lecturer: Dr. Preuß

## Information Management: Managing the Information Age Organization

Lecture: Wednesday 16:00-18:00 LEO 18.3, Friday 10:00-12:00 LEO 18.3

Lecteurer: , Dr. Alexander Teubner

| | |
|---|---|
| **Module Title english:** | Information Management: Managing the Information Age Organization |

| | | | | | |
|---|---|---|---|---|---|
| **Course Program:** | Master Information Systems PO 2010/2014 | | | | |
| **1** | **Module No:** IM1 | **State:** Elective | **Language of Instruction:** English | | |
| **2** | **Turn:** each winter semester | **Duration:** 1 term | **Semester:** 1 or 2 | **CP:** 6 | **Workload (h):** 180 |

**3** **Module Structure:**

| No | Type | Course | CP | Presence (h + CH) | Self-Study (h) |
|---|---|---|---|---|---|
| 1 | Course | Managing the Information Age Organization | 4 | 30 h (2 CH) | 90 |
| 2 | Exercise | Tutorial on Managing the Information Age Organization | 2 | 30 h (2 CH) | 30 |

**4**

**Module Contents:**

**Background and relations to other courses:**

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

**Main topics and learning objectives:**

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

**5** **Learning outcomes:**

**Academic:**

| | |
|---|---|
| | After attending the course students should be familiar with the foundations of management, i.e. (strategic) planning, controlling, organization, and leadership. They should understand the specific conditions organizations are exposed to in the "Information Age" and be able to explain the technological, social and economic phenomena constituting it. Furthermore, they are expected to have an idea of how the information age challenges traditional management concepts and what appropriate responses to these challenges might look like.<br>**Soft skills:**<br>The course introduces students to the analysis of case studies in small groups and furthers their ability to actively participate in classroom discussions. |
| **6** | **Description of possible electives within the modules:**<br>The module can be taken as part of the track Information Management or as an elective. Within the electives a minimum of 2 seminars has to be taken. |
| **7** | **Examination:** Final Module Exam |
| **8** | **Relevant Work:**<br>**Number and Type; Connection to Course** \| **Duration** \| **Part of final mark in %**<br>Final written exam \| up to 120 min. \| 100 % |
| **9** | **Study Work:**<br>**Number and Type; Connection to Course** \| **Duration**<br>none \| |
| **10** | **Prerequisites for Credit Points:**<br>The credit points will be granted after all relevant work and study work have been successfully completed. |
| **11** | **Weight of the module grade for the overall grade:**<br>5% (6 of 120 CP) |
| **12** | **Module Prerequisites:**<br>none |
| **13** | **Presence:**<br>Presence is recommended |

| | | |
|---|---|---|
| **14** | **Use of the module for other course programs:**<br>Master Business Administration | |
| **15** | **Responsible Lecturer:**<br>Prof. Dr. Stefan Klein, Dr. Stefan Schellhammer | **Department:**<br>School of Business and Economics |
| **16** | **Misc.:** | |

# Information Management: IM Tasks and Techniques

Lecture/Tutorial: Monday 14:00-16:00 , LEO 18.3, Thursday 12:00-14:00, LEO 18.3, Term 1+2

Dozent: Dr. Alexander Teubner[1]

<table>
<tr><td colspan="2">Module Title english:</td><td colspan="5">Information Management: Tasks and Techniques</td></tr>
<tr><td colspan="2">Course Program:</td><td colspan="5">Master Information Systems PO 2010/2014</td></tr>
<tr><td>1</td><td>Module No: IM2</td><td>State: Elective</td><td colspan="4">Language of Instruction: English</td></tr>
<tr><td>2</td><td>Turn: each winter semester</td><td>Duration: 1 term</td><td>Semester: 1 or 2</td><td>CP: 6</td><td>Workload (h): 180</td></tr>
<tr><td>3</td><td colspan="5">Module Structure:
<table>
<tr><th>No</th><th>Type</th><th>Course</th><th>CP</th><th>Presence (h + CH)</th><th>Self-Study (h)</th></tr>
<tr><td>1</td><td>Course</td><td>Tasks and Techniques</td><td>4</td><td>30 h (2 CH)</td><td>90</td></tr>
<tr><td>2</td><td>Exercise</td><td>Exercise on Tasks and Techniques</td><td>2</td><td>30 h (2 CH)</td><td>30</td></tr>
</table></td></tr>
<tr><td>4</td><td colspan="5">Module Contents:<br>Background and relations to other courses:<br>The course requires a sound understanding of both management studies and information processing in business. This course interlinks with the course “Managing the Information Age Organization”, which deepens the students’ understanding of management basics that this course builds upon. In order to provide students from a non IS-background with the managerial understanding of information processing necessary for participating successfully in this course, an extensive script on this subject is provided at the beginning</td></tr>
</table>

[1]

| | |
|---|---|
| | of the semester.<br>**Main topics and learning objectives:**<br>The lecture provides students with an overview of executives' duties in managing an organization's information and communication capabilities. These duties include tasks such as strategic information planning, strategy implementation, as well as sourcing and organizing the information function. These tasks are structured in a comprehensive framework based on management theory. While identifying critical IM tasks and responsibilities, the course presents methods and techniques that can be applied to deal with them. Class discussions on case studies give students the opportunity to consolidate their newly acquired knowledge and apply the techniques presented to typical problems. In addition, occasional discussions with IT executives allow students to reflect their conceptual knowledge in light of real world practices. |
| **5** | **Learning outcomes:**<br>**Academic:**<br>The course provides students with skills indispensable for an IT executive. In particular, students will obtain a comprehensive overview of the field of IT management and get acquainted with the typical tasks IT managers are charged with. They will also get to know prominent frameworks and techniques to solve IM tasks as proposed in textbooks.<br>**Soft skills:**<br>In addition to expertise in the fields mentioned above, students will deepen their skills in constructively analyzing and solving case studies in both classroom settings and as part of individual assignments. |
| **6** | **Description of possible electives within the modules:**<br>The module can be taken as part of the track Information Management or as an elective. Within the electives a minimum of 2 seminars has to be taken. |
| **7** | **Examination:** Final Module Exam |
| **8** | **Relevant Work:**<br>**Number and Type; Connection to Course** \| **Duration** \| **Part of final mark in %**<br>Final written exam \| up to 120 min. \| 100 % |
| **9** | **Study Work:** |

| | | |
|---|---|---|
| | **Number and Type; Connection to Course** | **Duration** |
| | none | |
| **10** | **Prerequisites for Credit Points:**<br>The credit points will be granted after all relevant work and study work have been successfully completed. | |
| **11** | **Weight of the module grade for the overall grade:**<br>5% (6 of 120 CP) | |
| **12** | **Module Prerequisites:**<br>none | |
| **13** | **Presence:**<br>Presence is recommended. | |
| **14** | **Use of the module for other course programs:**<br>Master Business Administration | |
| **15** | **Responsible Lecturer:**<br>Prof. Dr. Stefan Klein, Dr. Alexander Teubner | **Department:**<br>School of Business and Economics |
| **16** | **Misc.:** | |

## Electives Module (Seminar) (6 ECTS)

Seminar: tba

A registration for seminars is necessary. Further information will follow by end of July on the following homepage:

https://www.wi.uni-muenster.de/student-affairs/bachelor-master-lectures

| | | | |
|---|---|---|---|
| **Module Title:** | | Electives Modules (Seminar) | |
| **Course Program:** | | Master of Science in Information Systems | |
| 1 | **Module No:** EMSem | **State:** compulsory | **Language of Instruction:** English |

| 2 | Turn: | [x] every term<br>[] every winter term<br>[] every summer term | Duration: | [x] 1 term<br>[] 2 terms | Semester: | CP: | Workload (h): |
|---|---|---|---|---|---|---|---|
| | | | | | 1-4 | 6 | 180 |

| 3 | Module Structure: | | | | | |
|---|---|---|---|---|---|---|
| | No | Type | Course | CP | Presence (h + CH) | Self-Study (h) |
| | 1 | L | Seminar | | 60 (4 CH) | 120 |

| 4 | |
|---|---|
| | **Contents:** The elective seminars deal with topics that arise from recent research. They are usually organized in small groups of students. Each student gives a seminar talk and, to this end, writes a seminar elaboration. Main seminar-topics may change from term to term. |
| | **Background and relations to other courses:**<br>Usually, The topics deepen the contents of one (or more) of the four tracks IM, PM, BN and BI. Therefore, knowledge of the contents of pertaining track(s) is strongly recommended. |
| | **Main topics and learning objectives:** To follow recent developments, the topics and, accordingly, the learning objectives are changing from term to term. Examples of earlier topics have been:<br>• Structural Model Analysis<br>• Model Visualisation - Layout and Perception<br>• Network Evolution<br>• Beautiful Data<br>• ERP systems in industry, retail and supply chains<br>• Information Retrieval<br>• Coordination in Supply Chain Management<br>• Theoretical Computer Science |

| 5 | Learning outcomes: |
|---|---|
| | **Academic:** The students deepen their knowledge in specific topics. |
| | **Soft skills:** Students improve their skills in acquiring profound scientific knowledge and presentation. Depending on the topic, group working abilities are supported. |

| 6 | Description of possible electives within the modules:<br>None |
|---|---|

| 7 | Examination:<br>[x] Final Module Exam [] Examinations for every part of the module |
|---|---|

| 8 | Relevant Work: | | |
|---|---|---|---|
| | Number and Type; Connection to Course | Duration | Part of final mark in % |
| | Seminar elaboration and talk | | 100 |

| 9 | Study Work: | |
|---|---|---|
| | Number and Type; Connection to Course | Duration |
| | none | |

| 10 | Prerequisites for Credit Points:<br>The credit points will be granted when the module has been successfully completed. |
|---|---|

| 11 | Weight of the module grade for the overall grade:<br>5% (6/120 CP) |
|---|---|

| 12 | Module Prerequisites:<br>none |
|---|---|

| 13 | Presence:<br>Presence is obligatory. |
|---|---|

| 14 | Use of the module for other course programs:<br>None |
|---|---|

| 15 | Responsible Lecturer: | Department: |
|---|---|---|

| | | |
|---|---|---|
| | Prof. Dr. Heike Trautmann | Münster School of Business and Economics |
| **16** | **Misc.:** | |

## Project Seminar (12 ECTS)

Project Seminar: tba

A registration for project seminars is necessary. Further information will follow by the end of July

Link: https://www.wi.uni-muenster.de/student-affairs/bachelor-master-lectures

| | | | |
|---|---|---|---|
| **Module Title:** | Project Seminar | | |
| **Course Program:** | Master of Science in Information Systems | | |
| 1 | **Module No:** PS | **State:** compulsory | **Language of Instruction:** English |

| | | | | | | |
|---|---|---|---|---|---|---|
| 2 | **Turn:** [x] every term<br>[] every winter term<br>[] every summer term | **Duration:** | [x] 1 term<br>[] 2 terms | **Semester:** | **CP:** | **Workload (h):** |
| | | | | 3-4 | 12 | 360 |

**3 Module Structure:**

| No | Type | Course | CP | Presence (h + CH) | Self-Study (h) |
|---|---|---|---|---|---|
| 1 | | Project Seminar | 12 | 120 (8 CH) | 240 |

**4**

**Contents:** In the project seminar, students realize an IS-project in a team.

**Background and relations to other courses:** The project seminar builds on concepts that were introduced in former Tracks IM, PM, BN and/or BI.

**Main topics and learning objectives:** The topics vary from term to term. Frequently, they originate from current research-questions that have interrelation with problems arising in professional area and, hence
are organized together with industrial partners. Examples are:

- Legally Compliant Information Systems Engineering
- ERCIS CodeSharing
- TAC/SCM - The Trading Agent Competition in Supply Chain Management
- EARevLog - Developing an Enterprise Architecture for Reverse Logistics
- IT-supported Semi-Automatic Analysis of Process Weaknesses
- ITIL in a media company

Learning objective depend on those topics and, hence, are varying.

**5 Learning outcomes:**

**Academic:** The students learn to apply theoretical concepts in a practical environment given by a specific
(e.g. industrial) project.

**Soft skills:** Students learn to realize a project in a team. They acquire several soft skills, e.g. in presentations, writing of scientific texts, and collaboration in teams.

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

**7 Examination:**
**[x] Final Module Exam [] Examinations for every part of the module**

**8 Relevant Work:**

| Number and Type; Connection to Course | Duration | Part of final mark in % |
|---|---|---|
| Assignments (see 10) | | 100 |

**9 Study Work:**

| Number and Type; Connection to Course | Duration |
|---|---|
| none | |

| | | |
|---|---|---|
| 10 | **Prerequisites for Credit Points:**<br>Seeking and reading relevant literature, presenting the material and writing a corresponding report. The project seminar may also include assignments in analyzing requirements, modeling, designing and implementing information systems. | |
| 11 | **Weight of the module grade for the overall grade:**<br>10% (12/120 CP) | |
| 12 | **Module Prerequisites:** Concrete Project Seminars may require certain modules from IM, PM, BN and/or BI. | |
| 13 | **Presence:**<br>Presence is obligatory. | |
| 14 | **Use of the module for other course programs:**<br>None | |
| 15 | **Responsible Lecturer:**<br>Prof. Dr. Heike Trautmann | **Department:**<br>Münster School of Business and Economics |
| 16 | **Misc.:** | |