WESTFÄLISCHE
WILHELMS-UNIVERSITÄT
MÜNSTER

# Courses in English, Summer 2016

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

As of February 17, 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.

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# 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=user&type=0&topitem=&breadCrumbSource=&topitem=functions&noDBAction=y&init=y

### 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 last the whole semester (term 1 + term 2). Classes that last both terms can only be completed, when you are attending classes in both terms. You can see for every class whether it is in term 1, term 2 or both terms.

| | | |
|---|---|---|
| Orientation week: | 04.04.2016 – 08.04.2016 | |
| Beginning of term 1: | 11.04.2016 | End of term 1: 03.06.2016 |
| Exams for classes of term 1: | 14.05.2016 – 03.06.2016 | |
| Beginning of term 2: | 06.06.2016 | End of term 2: 22.07.2016 |

Exams for classes that go through both terms and term 2 classes: 23.07.2016 – 12.08.2016 (possibly Friday or Saturday before)

### Registration for exams

You have to register for all exams you intend to take in Münster by sending an email to the examination office (erasmus@wiwi.uni-muenster.de), otherwise you are not allowed to take any exams. You do not have to do this before the semester has started!

### Contact person:

Mrs. Tanja Koch
Hüfferstr. 27, Room 009
Phone: +49 (251) 83 – 37915
E-Mail: erasmus@uni-muenster.de

## Overview of Classrooms

### H1, H2

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

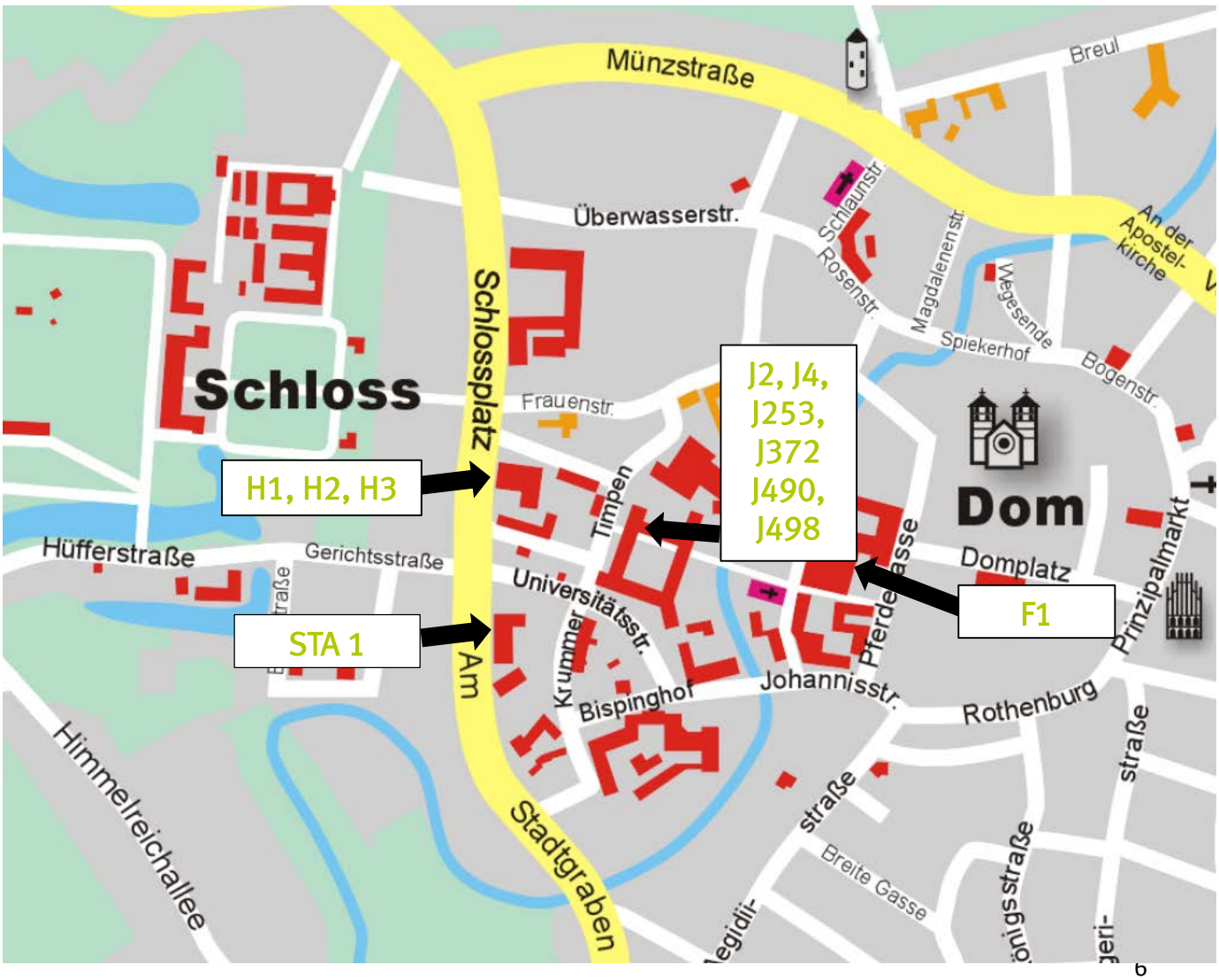
### J2, J4, J490 / F1 / Fürstenberghaus Juridicum

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

### CAWM 1

Am Stadtgraben 9
1st floor

For further information concerning classrooms please go to the interactive location plan (http://wwwuv2.uni-muenster.de/uniplan/?action=search&sel=hoersaele).



# Bachelor:

## Business Administration:

**Foundations of Accounting (9 ECTS)**

Lecture: Tuesday, 10:00 – 13:00, H 2, Term 1+2

Tutorial: Wednesday 16:00 – 18:00, STA 1, Term 1+2

Lecturer: Prof. Dr. Wolfgang Berens

Link: https://www.wiwi.uni-muenster.de/ctrl/studium/bachelorstudium/foundations-accounting-lecture

| | | | |
|---|---|---|---|
| **Module Title:** | Foundations of Accounting | | |
| **Course Program:** | BSc Business Administration | | |
| 1 | **Module No:** BWL 2 | **State:** [x] Compulsory<br>[ ] Elective | **Language of Instruction:**<br>German/partly English |

| | | | | | |
|---|---|---|---|---|---|
| 2 | **Turn:** [ ] every term<br>[ ] every winter term<br>[x] every summer term | **Duration:** [x] 1 term<br>[ ] 2 terms | **Semester:**<br>1 – 2 | **CP:**<br>9 | **Workload (h):**<br>270 h |

3 **Module Structure:**

| No | Type | Course | CP | Presence (h + CH) | Self-Study (h) |
|---|---|---|---|---|---|
| 1 | L | Accounting and Annual Financial Statement (German) | 3 | 30 h<br>(2 CH) | 60 h |
| 2 | L | Foundations of Accounting (German & English) | 4 | 45 h<br>(3 CH) | 75 h |
| 3 | T | Tutorial on Foundations of Corporate Accounting (German & English) | 2 | 30 h<br>(2 CH) | 30 h |

4 **Contents:**

**Background and relations to other courses:**

Accounting and Annual Financial Statement:

As businesses constantly execute financial transactions including sales, purchase, payments etc. students will learn to book those transactions in the course of the account systems. The accumulation of all transactions is recorded in the annual financial statements. Those provide an overview of the financial condition of an enterprise. All information regarding the business is presented in a structured manner. To filter the required internal and external accounting information from the report, managers and investors must be capable of reading and interpreting financial statements. Students will therefore learn to read annual financial statements and understand them in detail. The first part of the course comprises the fundamentals of financial accounting as part of the organisational bookkeeping and annual reporting. The course will continue with the system of accounting transactions and annual statements. Within the scope of double-entry bookkeeping students will learn to execute accounting transactions on their own. In the fourth part students will organise transactions in

standard forms of accounting on their own. The course closes with a comprehensive view as a basis for closing accounts.

Foundations of Accounting:

Managers and investors require internal and external accounting information for business and investment decisions. This course will enable students to learn about the roles, procedures and shortcomings of the mathematical models in use. In the first half of the semester students gain knowledge on costing systems and cost information for managers' decision-making and control. Thus, students learn on how to gain quantitative information, which is in other classes frequently taken for granted. During the second half of the semester, students gain knowledge about financial accounting principles within Germany which forms the basis for other courses focusing on special accounting issues. Furthermore, it enables students to assess differences between German GAAP and international accounting principles in advanced courses.

**Main topics and learning objectives:**

Accounting and Annual Financial Statement:

The aim of this course is that students will gain the ability to understand accounting and financial accounting statements. By the end of the course students will be capable of independently booking transactions in the course of the accounting system. Beyond that they will be able to read and interpret annual financial statements.

| Themes | Learning Objectives |
|---|---|
| Financial accounting as an element of organisational bookkeeping | To learn about the systematisation of organisational bookkeeping |
| Fundamentals of financial accounting | To study the organisation, legal bases and components of financial accounting |
| System of accounting and financial statements | To evaluate the financial and profit situation of a business as well as the system of doubleentry-bookkeeping and financial statements |
| Booking of complex business transactions | To book capital assets, personnel expenditures, inventory, fuel, raw and auxiliary materials as well as legal titles |
| Standard forms of accounts to organise the booking system | To learn about the structure of standard forms of accounts and standard forms of accounts in industry enterprises |
| Corporate overview as a basis for the closing account | To execute a closing account |

Foundations of Accounting:

The aim of this course is that students will be able to understand the principles of both management and financial accounting systems. By the end of the course, it is expected that the students understand and are able to apply management accounting systems in different settings. In addition, students will gain an understanding in developing and analysing annual

financial statements under German GAAP.

| Themes | Learning Objectives |
|---|---|
| Purpose of accounting systems | To learn about the objectives of accounting systems and differences between essential terms. |
| Management accounting systems | To comprehend the scope of internal accounting systems depending on allocated costs and time. |
| Cost-type accounting | To read and have a basic understanding of cost types focusing on mathematical methods and calculatory costs. |
| Cost-centre accounting | To assess the appropriateness in allocating costs to different costcentres applying the cost distribution sheet. |
| Cost-object accounting | To learn about a variety of methods to conduct cost-object accounting. To explain techniques which provide information concerning the company's success. |
| Selected cost accounting systems | To use additional cost accounting systems with a special focus on providing information for decision making. |
| Basic principles in financial accounting | To appreciate the intention and legal fundamentals of the financial statement considering addressees and legal principles emerging from the literature. |
| Balance sheet | To evaluate the elements of the balance sheet including both fixed and current assets and equity and debt. |
| Profit and loss statement | To study the types of profit and loss statements in use. To gain knowledge about the disposition of the net income. |
| Financial statement analysis | To perform financial statement analysis in order to assess the financial situation (profitability and financial risk) of a company applying the understanding gained before. |

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| 5 | **Learning outcomes:**<br>**Academic:**<br><u>Accounting and Annual Financial Statement:</u><br>During the 90 minutes written examination students have to accomplish various bookings in standard forms of accounts. Finally all of those are merged in the closing account.<br>In the written examination, students are supposed to demonstrate their abilities<br>☐Understand the fundamentals of financial accounting |

| | |
|---|---|
| | ☐Book specific transactions in standard forms of accounts<br>☐Read and interpret annual financial statements<br>☐Select and identify relevant information from the statement<br>Foundations of Corporate Accounting:<br>The aim of this course is that students will be able to understand the principles of both management and financial accounting systems. By the end of the course, it is expected that the students understand and are able to apply management accounting systems in different settings. In addition, students will gain an understanding in developing and analysing annual<br>financial statements under German GAAP.<br>In the written examination, students are supposed to demonstrate their abilities<br>☐to solve problems effectively within a limited period of time,<br>☐to transfer and integrate knowledge, methods and theory from lectures and workshops,<br>☐to present their solutions in a coherent and sophisticated manner,<br>☐to select and identify the most relevant aspects first. |
| | **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 %** |
| | Accounting and Annual Financial Statement. Final written exam | 90 min | 33 1/3 |
| | Foundations of Corporate Accounting: Final written exam | 120 min | 66 2/3 |

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

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|---|---|
| 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. |

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|---|---|
| 11 | **Weight of the module grade for the overall grade:**<br>5,26% (9 of 171 LP) |

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

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

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| 14 | **Use of the module for other course programs:**<br>BSc Economics; BSc Information Systems |

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

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

**Corporate Finance (6 ECTS)**

Lecture: Monday 10:00 – 12:00, H 1, Thursday 10:00 – 12:00, F 1, Term 1+2

(Thursday 14.04.2016 only 18:00 – 20:00, H1)

Tutorial: Friday 8:00 – 10:00, H 1, Term 1+2

Lecturer: Prof. Dr. Thomas Langer

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

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|---|---|
| **Module Title:** | Corporate Finance |
| **Course Program:** | Bachelor in Business Administration |

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|---|---|---|---|
| 1 | **Module No:** BWL 7 | **State:** [x] Compulsory [ ] Elective | **Language of Instruction:** English |

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|---|---|---|---|---|---|
| 2 | **Turn:** [ ] every term<br>[ ] every winter term<br>[x] 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 | Corporate Finance | 4 | 30 h (2CH) | 90 h |
| 2 | T | Tutorial in Corporate Finance | 2 | 30 h (2CH) | 30 h |

4 **Contents:**

**Background and relations to other courses:**

The module "Corporate Finance" analyses financial decision-making in companies with a special focus on the uncertainty of the consequences. This includes capital investment decisions and the question to what extend equity or debt should be used to finance the firm's investment projects. The discussion builds on a thorough understanding of the functioning of financial markets and the valuation of securities and corporations. Learning about asset pricing models will concurrently improve the student's ability to make smart financial decisions. The course lays the groundwork for the elective finance module in the *6th semester* which will address the topic "investments" in greater detail.

Prerequisite for the course is the comprehension of valuation under certainty.

**Main topics and learning objectives:**

The course introduces students to portfolio theory and develops an understanding of basic principles of asset pricing in financial markets (CAPM). Furthermore, capital structure issues are discussed and the Modigliani-Miller irrelevance theorem is put into perspective. Students will learn how companies should optimally satisfy their financial needs and how investment projects and securities can be valued. Additionally, the students will learn to use and select between different concepts of multi-period business valuation. The tutorial will be partly in class, partly as a online-tutorial that gives students the opportunity to discuss exercises with the tutor as exam preparation.

| Themes | Learning objectives |
|---|---|
| Valuation under uncertainty | To learn about different methods for evaluating alternatives with uncertain consequences and |

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| | | their appropriateness for financial decision-making. |
| | Portfolio Theory | To understand the risk and return characteristics of combinations of financial securities and the effects of diversification. |
| | Capital Asset Pricing Model | To learn about the valuation of securities in capital markets and the standard model of market equilibrium. |
| | Cost of capital and capital structure | To identify the pivotal factors in determining the optimal capital structure. To assess a company's cost of capital. |
| | Business Valuation | To use discounted cash flow methods in business valuation. |
| | Advanced Business Valuation | To understand multiple period valuation models which allow for changing capital structures and the influence of taxation. |

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| 5 | **Learning outcomes:** |
| | **Academic:**<br>After completing this module the students have fundamental knowledge about asset pricing concepts in capital markets. They are able to explain relationships between risk, return and cost of capital. They can analyze the effects of a change in the capital structure of a company on the value and the risk of this company. The students can choose and employ suitable valuation approaches for the respective task. |
| | **Soft skills:**<br>The self-preparation of the students for the lecture facilitates the ability of the students to manage themselves and their time in a more effective and efficient way. The analysis of complex financial problems helps them to solve problems in a structured way. The interactive character of the lectures and tutorials strengthens the student's discussion-skills in the academic context. |

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| 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 %** |
| | Final exam | 90 min. | 100 |
| | | | |

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

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|---|---|
| 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. |

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

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|---|---|---|
| 12 | **Module Prerequisites:**<br>Basic knowledge in business administration and economics. Recommended modules: Principles of Business, Foundations of Accounting, Financial Accounting and Taxation, Microeconomics I, Macroeconomics I, Statistics | |
| 13 | **Presence:**<br>The presence in lectures and tutorials is recommended. | |
| 14 | **Use of the module for other course programs:**<br>Bachelor in Economics, Bachelor in Business Informatics | |
| 15 | **Responsible Lecturer:**<br>Prof. Dr. Thomas Langer | **Department:**<br>Münster School of Business and Economics |
| 16 | **Misc.:** | |

**Rational Decision Making (3 ECTS)**

Lecture: Monday 12:00 – 14:00, JUR 2, Tuesday 08:00 – 10:00, H 2, Term 2

Tutorial: Thursday 08:00 – 10:00, JUR 2

Lecturer: Prof. Dr. Langer

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

| | |
|---|---|
| **Modultitel deutsch:** | Planung und Entscheidungsrechnung |
| **Modultitel englisch:** | Operations Research |
| **Studiengang:** | *Bachelorstudiengang Betriebswirtschaftslehre* |

| | | | |
|---|---|---|---|
| **1** | **Modulnummer:** BWL 8 | **Status:** [x] Pflicht-modul - [ ] Wahlpflicht-modul | **Sprache:** deutsch/teilweise englisch |

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|---|---|---|---|---|---|
| **2** | **Turnus:** [ ] jedes Sem.<br>[ ] jedes WS<br>[x] jedes SS | **Dauer:** [X] 1 Sem.<br>[ ] 2 Sem. | **Fachsem.:** 3./4. | **LP:** 6 | **Workload (h):** 180 |

**3** **Modulstruktur:**

| Nr. | Typ | Lehrveranstaltung | Status | LP | Präsenz (h + SWS) | Selbst-studium (h) |
|---|---|---|---|---|---|---|
| 1. | V | Entscheidungs-Unterstützungs-Rechnung (EUR) | [X] P [ ] WP | 3 | 30 h (2 SWS) | 15 h |
| 2. | Ü | Übung zu Entscheidungs-Unterstützungs-Rechnung (EUR) | [X] P [ ] WP | | 30 h (2 SWS) | 15 h |
| 3. | V | Planung und Entscheidung | [] P [X] WP | 3 | 30 h (2 SWS) | 60 h |
| 4. | V | Rational Decision Making (RDM) | [ ] P [X] WP | 3 | 30 h (2 SWS) | 60 h |

**4** **Lehrinhalte:**

**Hintergrund und Verhältnis zu anderen Modulen:**

Für die Vorlesungen EUR und RDMist es erforderlich bzw. dringend empfehlenswert, die Module BWL1 und BWL2 absolviert zu haben. Für EUR sollten vorab zudem die Vorlesungen Statistik, sowie Mathematik und IT besucht worden sein. Die im Rahmen der Vorlesung EUR vermittelten Inhalte stellen Methoden und Techniken bereit, welche in etlichen anderen Modulen instrumental herangezogen und nicht mehr ins Detail erklärt werden, um dort die Konzentration auf die zentraleren Inhalte zu ermöglichen. Die Vorlesung RDM vermittelt wichtige entscheidungstheoretische Grundlagen, auf die in vielen weiterführenden Modulen Bezug genommen wird.

**Inhalt und Lernziele:**

Ziel ist es, den Studierenden anhand konkreter Fragestellungen Einblicke in den Werkzeugkasten und in grundlegende Prinzipien der strategischen Planung, der Entscheidungstheorie und des Operation Research zu geben. Dabei werden sowohl theoretische Grundlagen des rationalen Entscheidens vermitelt als auch wichtige Zusammenhänge der Planungs- und Entscheidungsrechnung verdeutlicht und praktische Anwendungen erarbeitet. Damit sollen die Studierenden befähigt werden, quantitative wie auch strategische (Entscheidungs-) Probleme der Betriebswirtschaftslehre aufbauend auf den schon vorhandenen spezifischen Kenntnissen einzuordnen, sowie Wege zur Lösung derselben aufzeigen zu können.

| Themen | Lernziele |
|---|---|
| *A EUR*<br>1. Grundlegende Begrifflichkeiten<br>2. Gewinnung von Plandaten als Basis<br>3. Analytische Verfahren der Optimierung (mit Schwerpunkt Lineare Programmierung)<br>4. Heuristiken<br>5. Simulation<br>6. Netzplantechnik<br><br>B *RDM (zentrale Kapitel)*<br>1. *Mehrfachziel-Entscheidungen*<br>2. *Entscheidungen unter Unsicherheit* | Ziel der Vorlesung EUR ist es, den Studierenden ein grundsätzliches Verständnis des Operations Research und der wichtigsten Methoden und Techniken desselben zu vermitteln. Dabei sollen Möglichkeiten und Grenzen der quantitativen Lösung betriebswirtschaftlicher Probleme aufgezeigt werden. Besondere Aufmerksamkeit gilt dabei der Linearen Programmierung und den dieser verwandten Verfahren, die in einer größeren Tiefe behandelt werden. Darüber hinaus werden Einblicke in weitere ausgewählte Themen des Operations Research (siehe Themen) gegeben.<br>Die Vorlesung RDM verfolgt das Ziel, den Studierenden die Thematik des rationalen Entscheidens aus einer axiomatisch fundierten Perspektive näher zu bringen. Dabei werden geeignete Entscheidungskonzepte und -prozeduren identifiziert und deren praktische Umsetzung und Anwendung im Detail besprochen. |

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| 5 | **Erworbene Kompetenzen:** |

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|---|---|
| | **Fachliche Kompetenzen:**<br>Die Studierenden verfügen nach Abschluss des Moduls über tiefergehende Kenntnisse der Konzepte der strategischen Planung, der Entscheidungstheorie und des Operation Research. Ihr in diesem Umfeld erweitertes Instrumentarium versetzt sie insbesondere in die Lage, Entscheidungsprobleme zu strukturieren, relevante Informationen zur Planungs- und Entscheidungsrechnung zu generieren, zu analysieren und strategische Implikationen abzuleiten. Ferner sind sie mit branchenspezifischen Besonderheiten und neuesten Entwicklungen der Planungs- und Entscheidungsrechnung vertraut. Darüber hinaus können die Studierenden verschiedene Formen und Ansatzpunkte der betrieblichen Planungsprozesse und ihrer Umsetzung differenzieren. Dabei können sie ihr erworbenes Wissen auf konkrete strategische Problemstellungen anwenden, sowie entsprechende Möglichkeiten und Grenzen kritisch reflektieren.<br>Die Studierenden sollten nach Abschluss der Vorlesung EUR in der Lage sein, die wichtigsten Problemstellungen des Operations Research einordnen und klassifizieren zu können. Sie sollten in der Lage sein, für konkrete Problemstellungen quantitativer Natur geeignete Methoden und Techniken zur Bearbeitung zu identifizieren. Für einige zentrale Methoden und Techniken (siehe Themen) sollten sie eine Bearbeitung einfacher Problemstellungen selbständig bewältigen können. Es sollte eine Wissensbasis geschaffen sein, die es den Studierenden ermöglicht, sich im Falle der Notwendigkeit weiteres Wissen aus diesem Feld schnell anzueignen. Schließlich sollten die Studierenden auch in der Lage sein, die Grenzen der quantitativen Problemlösung in der Betriebswirtschaftslehre aufzuzeigen und sie für konkret gegebene Problemstellungen zu identifizieren. |
| | **Soft Skills und Schlüsselqualifikationen:**<br>Soft Skills werden im Rahmen der Vorlesung EUR nicht vermittelt. Als Schlüsselqualifikation kann der klassifizierende Umgang mit quantitativen Problemstellungen – z.B. das strukturierte Denken in zu extremierenden bzw. satisfizierenden Zieldimensionen und Restriktionen – angesehen werden. |
| 6 | **Beschreibung von Wahlmöglichkeiten innerhalb des Moduls:**<br>Die Vorlesung/Übung EUR ist verpflichtend zu besuchen. Weiterhin ist entweder die Veranstaltung „Planung und Entscheidung“ (auf deutsch) oder die Veranstaltung „Rational Decision Making“ (auf Englisch) zu besuchen. |
| 7 | **Leistungsüberprüfung:**<br>[ ] Modulabschlussprüfung [X] Modulteilprüfungen |

**8 Prüfungsleistungen:**

| Anzahl und Art; Anbindung an Lehrveranstaltung | Dauer bzw. Umfang | Gewichtung für die Modulnote in % |
|---|---|---|
| Klausur „Entscheidungs-Unterstützungs-Rechnung“ | 60 min. | 50 |
| Klausur „Planung und Entscheidung“ | 60 min. | 50 |
| Klausur „Rational Decision Making“ | 60 min. | 50 |

**9 Studienleistungen:**

| Anzahl und Art; Anbindung an Lehrveranstaltung | Dauer bzw. Umfang |
|---|---|
| | |

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|---|---|
| 10 | **Voraussetzungen für die Vergabe von Leistungspunkten:**<br>Die Leistungspunkte für das Modul werden angerechnet, wenn das Modul insgesamt erfolgreich abgeschlossen wurde, d.h. alle Prüfungsleistungen bestanden wurden. |
| 11 | **Gewichtung der Modulnote für die Bildung der Gesamtnote:**<br>3,51% (6 von 171 LP) |
| 12 | **Modulbezogene Teilnahmevoraussetzungen:**<br>Keine |
| 13 | **Anwesenheit:** |

| | |
|---|---|
| | Empfohlen. |

| | |
|---|---|
| 14 | **Verwendbarkeit in anderen Studiengängen:**<br>Bachelorstudiengang Volkswirtschaftslehre |

| | | |
|---|---|---|
| 15 | **Modulbeauftragte/r:**<br>Prof. Dr. Thomas Ehrmann | **Zuständiger Fachbereich:**<br>FB 04 – Wirtschaftswissenschaften |
| 16 | **Sonstiges:** - | |

**Market Research (3 ECTS)**

Lecture: Tuesday 14:00 – 16:00, F 1, Wednesday 12:00 – 14:00, Aula am Aasee, Term 1

Tutorial: Friday 10:00 – 12:00, H 1

Lecturer: Prof. Dr. Manfred Krafft

This course is part of the module "Quantitative Marketing".

Link: http://www.marketingcenter.de/ifm/en/studium/bachelor/marketresearch.html

| | | | |
|---|---|---|---|
| **Module Title:** | Quantitative Marketing | | |
| **Course Program:** | Bachelor of Science in Business Administration | | |
| 1 | **Module No:** BWL 9 | **State:** [x] Compulsory<br>[ ] Elective | **Language of Instruction:** English |

| | | | | | |
|---|---|---|---|---|---|
| 2 | **Turn:** [ ] every term<br>[ ] every winter term<br>[x] 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 | V | Market Research (Marktforschung) | 3 | 30 | 30 |
| 2 | V | Marketing Operations | 3 | 30 | 30 |
| 3 | T | Tutorial | | 30 | 30 |

4 **Contents:**

**Background and relations to other courses:**

The course requires basic knowledge of descriptive and inductive statistics.

**Main topics and learning objectives:**

**Market Research (Marktforschung)**

Precise information is an essential prerequisite in order to make reasonable marketing decisions. Thus, correct information is a crucial resource for marketing managers and other business managers. The increasing demand of information makes the acquisition and analysis of information a core challenge in business practice. The European Society for Opinion and Marketing Research (ESOMAR) and the International Chamber of Commerce (ICC) jointly describe market research as the "systematic gathering and interpretation of information about individuals or organizations using the statistical and analytical methods and techniques of the applied social sciences to gain insight or support decision making." Thus, market research can be regarded as fundamental for the provision of the required information. The focus of the course lies on the process of solving market research problems by applying different methods of analysis. Besides an in-class tutorial, online tools will provide additional in-depth information.

After attending this course, participants should be able to conduct market research themselves. An exemplary in-class project will show the planning, execution, analysis, and interpretation of market research surveys. Accordingly, the participation in such surveys is part of the course.

**Marketing Operations**

In Marketing Operations, the quantitative foundation of operational marketing decisions will be treated. Special focus in these sessions is on the modeling of decisions, calibration of market

| | |
|---|---|
| | response functions, optimization of the marketing mix and budget allocation, as well as the marketing controlling. Besides an in-class tutorial, online tools will provide additional in-depth information and exercises. Practice cases and experiments will be part both of the lecture and tutorials, too. |

| | |
|---|---|
| 5 | **Learning outcomes:** |
| | **Academic:**<br><br>**Market Research (Marktforschung)**<br>The course gives insights in the theoretical basics of market research. By pointing out the different nature of market research problems and explaining the steps of a market research process, the course aims to enable attendants to conduct market research by themselves.<br><br>**Marketing Operations**<br>After that lecture, the students are aware of the main procedures of market operations, as well as are able to quantitatively consolidate marketing decisions. They get used to critically look at the various methods and tools of budget allocation and demonstrate their capabilities and limitations. |
| | **Soft skills:**<br>The module is taught in English. Thus, the business English skills of the students are increased. |

| | |
|---|---|
| 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 Market Research (Marktforschung) | 60 min | 50 |
| | Exam Marketing Operations | 60 min | 50 |

| 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. |

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

| | |
|---|---|
| 12 | **Module Prerequisites:**<br>The module requires basic knowledge of descriptive and inductive statistics. |

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|---|---|
| 13 | **Presence:**<br>The presence is recommended. |

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

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

**Marketing Operations (3 ECTS)**

Lecture: Tuesday 14:00 – 16:00, F 1, Wednesday 12:00 – 14:00, Aula am Aasee, Term 2

Tutorial: Friday 10:00 – 12:00, H 1

Lecturer: Prof. Dr. Manfred Krafft

This course is part of the module "Quantitative Marketing".

Link: http://www.marketingcenter.de/ifm/studium/bachelor/mops.html

| | | | |
|---|---|---|---|
| **Module Title:** | Quantitative Marketing | | |
| **Course Program:** | Bachelor of Science in Business Administration | | |
| 1 | **Module No:** BWL 9 | **State:** [x] Compulsory<br>[ ] Elective | **Language of Instruction:** English |

| | | | | | |
|---|---|---|---|---|---|
| 2 | **Turn:** [ ] every term<br>[ ] every winter term<br>[x] 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 | V | Market Research (Marktforschung) | 3 | 30 | 30 |
| 2 | V | Marketing Operations | 3 | 30 | 30 |
| 3 | T | Tutorial | | 30 | 30 |

4 **Contents:**

**Background and relations to other courses:**

The course requires basic knowledge of descriptive and inductive statistics.

**Main topics and learning objectives:**

**Market Research (Marktforschung)**

Precise information is an essential prerequisite in order to make reasonable marketing decisions. Thus, correct information is a crucial resource for marketing managers and other business managers. The increasing demand of information makes the acquisition and analysis of information a core challenge in business practice. The European Society for Opinion and Marketing Research (ESOMAR) and the International Chamber of Commerce (ICC) jointly describe market research as the "systematic gathering and interpretation of information about individuals or organizations using the statistical and analytical methods and techniques of the applied social sciences to gain insight or support decision making." Thus, market research can be regarded as fundamental for the provision of the required information. The focus of the course lies on the process of solving market research problems by applying different methods of analysis. Besides an in-class tutorial, online tools will provide additional in-depth information.

After attending this course, participants should be able to conduct market research themselves. An exemplary in-class project will show the planning, execution, analysis, and interpretation of market research surveys. Accordingly, the participation in such surveys is part of the course.

**Marketing Operations**

In Marketing Operations, the quantitative foundation of operational marketing decisions will be treated. Special focus in these sessions is on the modeling of decisions, calibration of market

| | |
|---|---|
| | response functions, optimization of the marketing mix and budget allocation, as well as the marketing controlling. Besides an in-class tutorial, online tools will provide additional in-depth information and exercises. Practice cases and experiments will be part both of the lecture and tutorials, too. |

| | |
|---|---|
| 5 | **Learning outcomes:** |
| | **Academic:**<br><br>**Market Research (Marktforschung)**<br>The course gives insights in the theoretical basics of market research. By pointing out the different nature of market research problems and explaining the steps of a market research process, the course aims to enable attendants to conduct market research by themselves.<br><br>**Marketing Operations**<br>After that lecture, the students are aware of the main procedures of market operations, as well as are able to quantitatively consolidate marketing decisions. They get used to critically look at the various methods and tools of budget allocation and demonstrate their capabilities and limitations. |
| | **Soft skills:**<br>The module is taught in English. Thus, the business English skills of the students are increased. |

| | |
|---|---|
| 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 Market Research (Marktforschung) | 60 min | 50 |
| | Exam Marketing Operations | 60 min | 50 |

| 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) |

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|---|---|
| 12 | **Module Prerequisites:**<br>The module requires basic knowledge of descriptive and inductive statistics. |

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|---|---|
| 13 | **Presence:**<br>The presence is recommended. |

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

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

**Specialization in Finance (6 ECTS)**

Lecture: Monday 10:00 – 12:00, H 1, Thursday 10:00 – 12:00, F 1, Term 2

Tutorial: Friday 8:00 – 10:00, H 1, Term 2

Lecturer: Prof. Dr. Thomas Langer

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

| | |
|---|---|
| **Module Title:** | Specialization in Finance |
| **Course Program:** | BSc Business Administration |

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|---|---|---|---|
| 1 | **Module No:** BWL 13 | **State:** [ ] Compulsory [x] Elective | **Language of Instruction:** English |

| | | | | | |
|---|---|---|---|---|---|
| 2 | **Turn:** [ ] every term<br>[ ] every winter term<br>[x] 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 | Specialization in Finance | 4 | 30h (2CH) | 90h |
| 2 | T | Tutorial in Specialization in Finance | 2 | 15h (1CH) | 45h |

4 **Contents:**

**Background and relations to other courses:**

To evaluate investment strategies, for instance in the field of retirement savings, it is important to disclose and assess the risks associated with these strategies and to understand how to (partially) immunize portfolios against these risks. The comprehension of the pricing of (government) bonds and of options and futures enables an investor to evaluate financial transactions and to discuss the stability and susceptibility of financial markets.

As most topics of this course deal with pricing concepts, it builds on the course "Betriebliche Finanzwirtschaft" (Corporate Finance). Furthermore it builds on the statistics courses taught at the early stage of the program.

**Main topics and learning objectives:**

The primary purpose of this course is to strengthen students' knowledge about individual investment decisions. Building on earlier courses, the intersection of this knowledge with pricing concepts for capital markets is emphasized. This includes an in depth discussion of interest rates, bond pricing, and portfolio immunization. Furthermore, basic concepts of the pricing of derivatives like futures, forwards, and options are taught. Several practically relevant investment strategies and their replication are discussed. Finally, performance measurement methods are discussed and applied to previously taught topics.

In the end, successful students are able to select and apply appropriate techniques to solve complex investment problems. Furthermore students learn to justify their conclusions with appropriate rigor.

| Themes | Learning objectives |
|---|---|
| Interest rates and bonds | Thorough understanding of bond pricing concept under certainty and assessment of the influence of default risk. Being able to understand interest rate risks and to pursue portfolio immunization. |
| Derivatives | Knowing several classes of derivatives and being able to clearly assess influence factors on |

| | | |
|---|---|---|
| | | derivative prices |
| | Structured Products and Investment strategies | Assessment of the use of different investment strategies and complex structured products. Being able to apply concepts of derivative pricing to yield prices for structured products. |
| | Performance measurement | Estimate the risk-return trade-off from different points of view. |

| | |
|---|---|
| 5 | **Learning outcomes:**<br>**Academic:**<br>The students are able to value bonds under certainty and assess interest rate risks. They know different classes of derivatives and their use in portfolio management. They are able to quantify the influence of relevant factors on the price of options and structured products.<br>**Soft skills:**<br>The self-preparation of the students for the lecture facilitates the ability of the students to manage themselves and their time in a more effective and efficient way. The analysis of complex financial problems helps them to solve problems in a structured way. The interactive character of the lectures and tutorials strengthens the student's discussion-skills in the academic context. They are able to choose and employ different performance and risk-measures in order to evaluate different investment strategies. They are familiar with current developments in portfolio management and can evaluate different investment strategies in the lights of the efficient market hypothesis. |

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|---|---|
| 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 | 90 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. |

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

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|---|---|
| 12 | **Module Prerequisites:**<br>All modules of the 1st and 2nd semester must be passed. |

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| 13 | **Presence:**<br>The presence in lectures and tutorials is recommended. |

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| 14 | **Use of the module for other course programs:**<br>BSc Economics, BSc Information Systems |

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

| | | |
|---|---|---|
| | Prof. Dr. Thomas Langer | Münster School of Business and Economics |
| 16 | **Misc.:** | |

### Services Marketing (3 ECTS)

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

Tutorial: Monday 14:00 – 16:00, JUR 490

Lecturer: Prof. Dr. Hennig-Thurau, Alegra Kaczinski

### Customer Management (3 ECTS)

Lecture: Tuesday 10:00 – 12:00, JUR 2, Wednesday 14:00 – 16:00, JUR 2, Term 1

Lecturer: Dr. Sebastian Tillmanns

### Retail Management (3 ECTS)

Lecture: Tuesday 10:00 – 12:00, JUR 2, Wednesday 14:00 – 16:00, JUR 2, Term 2

Lecturer: Prof. Dr. Wiesel

Link:

http://www.marketingcenter.de/mcm/studium/veranstaltungen/veranstaltung_detail.php?we_oid=7240

Link: http://www.marketingcenter.de/mcm/studium/veranstaltungen/ss16.php

| | | | | | | |
|---|---|---|---|---|---|---|
| **Module Title:** | | **Advanced Marketing** | | | | |
| **Course Program:** | | Bachelor of Science in Business Administration | | | | |
| **1** | **Module No:** BWL 15 | **State:** [ ] Compulsory<br>[x] Elective | | | **Language of Instruction:**<br>English | |
| **2** | **Turn:** [ ] every term<br>[ ] every winter term<br>[x] every summer term | **Duration:** [ x] 1 term<br>[ ] 2 terms | | **Semester:**<br>5./6. | **CP:**<br>6 | **Workload (h):**<br>180 |

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

| No | Type | Course | CP | Presence (h + CH) | Self-Study (h) |
|---|---|---|---|---|---|
| 1 | Lecture | Services Marketing | 3 | 30 (2 CH) | 60 |
| 2 | Lecture | Customer Management | 3 | 30 (2 CH) | 60 |
| 3 | Lecture | Retail Management | 3 | 30 (2 CH) | 60 |

**4** **Contents:**

**Background and relations to other courses:**

Services Marketing:

Services Marketing is part of the module "Advanced Marketing" which also comprises Customer Management and a third lecture to be announced.. The course gives an overview of the theories, models, strategies, methods, and instruments of the field. The course will both transfer general marketing approaches into the service context and introduce several facets which are unique to the marketing management of service firms. There are no formal prerequisites for this course above and beyond the mandatory principles of marketing courses.

Customer Management:

Understanding customers as one of a firm's central assets and, thus, managing a company's customer

base in a way that fosters customer satisfaction, customer retention and in the end customer equity has become one of the major challenges of market-oriented management today. Companies have to be able to evaluate potential, current and lost customers' attractiveness and manage them accordingly on an individual basis. Since capabilities of data processing have immensely increased in the last decades, possibilities and complexity of database-driven customer management both grew. Thus, the competency of knowing and managing its customers has become a competitive advantage itself for many companies today.

This course builds upon the basic marketing modules "Strategic Marketing", "Marketing Operations" and "Market Research".

Retail Management:

**Main topics and learning objectives:**

Services Marketing

The main topics are as follows:

1. What are Services and Why Do they Matter?
2. A Service Marketing Success Framework
3. Customer Satisfaction and Service Quality
4. Managing Customer Satisfaction and Service Quality
5. Managing Relationships with Service Customers
6. Branding Services

| **Themes** | **Learning Objectives** |
|---|---|
| What are Services and Why Do they Matter? | To familiarize with the basic terminology and key definitions; to increase awareness of today's role of services. |
| A Service Marketing Success Framework | To understand and systematize the components of service marketing success and to link them to the overall framework Customer Satisfaction and Service |
| Customer Satisfaction and Service Quality | To work out meaning, importance and relationship of the key outcome constructs customer satisfaction and service quality; to learn about different customer expectations and customer perceptions. |
| Managing Customer Satisfaction and Service Quality | To get an overview of different services marketing instruments; to analyze and assess these with regard to specific characteristics of marketing mix variables (product, price, place, promotion) in the services context; to learn about the role of service failure and service recovery. |
| Managing Relationships with Service Customers | To understand relevant approaches and theories of customer relationship marketing in a service context, including customer loyalty, lifetime value and equity as well as the commitment-trust theory |

| | |
|---|---|
| Branding Services | To define brands in the services context; to understand and evaluate basic service branding strategies, to learn about service brand extensions. |

Customer Management:

The main objectives of this course are threefold. First, the concept of customer relationship management with a holistic view on managing a customer base builds the foundation. The major fields of managing customer acquisition, customer retention and customer reactivation are explained. Second, the customer lifecycle as a universal view on each individual customer is introduced. Each phase is thereby related to one of the core management activities. Finally, concepts and methods of a value-oriented customer management are introduced, explained and discussed.

| **Themes** | **Learning Objectives** |
|---|---|
| Introduction to customer management | To understand the concept of customer management as a holistic management orientation and describe the underlying paradigm shift in marketing |
| Basic constructs | To describe and differentiate the central psychological constructs |
| Customer lifecycle | To understand the concept of the customer lifecycle and distinguish its different phases and the corresponding customer management instruments |
| Implementation | To evaluate companies' structures, organization and system in its suitability for enhancing customer orientation and responsiveness |
| Value orientation | 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) |

Retail Management:

The goal of the teaching unit Retail Management is to provide students with theoretical and methodical knowledge in relation to the management of commercial enterprises. Here an insight into the key strategies, theories, methods and instruments is given, which are used for marketing and sales of products and services in commercial enterprises.

**5**

**Learning outcomes:**

**Academic:**

Services Marketing:

The general learning objective is to acquire a comprehensive and in-depth theoretical grounding in Services Marketing, which is also directly relevant to management practice.

Customer Management:

The general learning objective is to acquire a comprehensive and in-depth theoretical grounding in Customer Management, which is also directly relevant to management practice.

| | |
|---|---|
| | Retail Management:<br>The general learning objective is to acquire a comprehensive and in-depth theoretical grounding in Retail Management, which is also directly relevant to management practice. |
| | **Soft skills:**<br>The module is taught in English. Thus, the business English skills of the students are increased. |

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| **6** | **Description of possible electives within the modules:**<br>2 out of 3 lectures have to be absolved |

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|---|---|
| **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 Services Marketing | 60 min | 50 |
| Exam Customer Management | 60 min | 50 |
| Exam Course Retail Management | 60 min | 50 |

**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 module requires basic knowledge of descriptive and inductive statistics. |

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|---|---|
| **13** | **Presence:**<br>The presence is recommended. |

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

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

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

## Advanced Management (6 ECTS)

Lecture: Friday 08:00 – 17:00, SCH 121.5, (15.04.2016), Friday 08:00 -12:00, SCH 121.5 (22.04.2016), Friday 08:00 -18:00, SCH 121.5 (03.06.2016), Friday 08:00 -18:00, SCH 121.5 (10.06.2016), Friday 08:00 – 12:00, SCH121,5 (17.06.2016), Term 1+2

Lecturer: Prof. Dr. Nüesch

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

| | | | | | | |
|---|---|---|---|---|---|---|
| **Module Title:** | Advanced Management | | | | | |
| **Course Program:** | Bachelor Business Administration | | | | | |
| **1** | **Module No:** BWL 16 | **State:** [ ] Compulsory<br>[ x ] Elective | | | **Language of Instruction:** english | |
| **2** | **Turn:** [ ] every term<br>[ ] every winter term<br>[x] 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 | V | Advanced Management | 6 | 60 h (4 SWS) | 120 h |

**4**

**Contents:**

**Background and relations to other courses:**

**Main topics and learning objectives:**

Strategic Management is characterized by a multitude of models and frameworks. The theoretical foundation and the interdependencies between the different models often get lost. This course provides a coherent theoretical framework that combines the most important theories of strategic management and answers how firms can achieve a sustainable competitive advantage. Through case studies and exercises students learn how firms select a suitable industry, how firms position within this industry, how firms develop and use core competencies, and how firms create efficient governance structures. The students also learn about the importance of leadership in implementing suitable actions in practice.

**5**

**Learning outcomes:**

**Academic:**

Students learn to analyze and assess the essential questions in strategic management. The students learn how leadership influences the implementation of strategic actions.

**Soft skills:**

By conducting a case study as a team, students develop and strengthen various soft skills. Students learn how to efficiently and effectively work as a team, how individual attitudes, preferences and behaviors influence the quality of team decisions, what kind of communication facilitates or hinders team collaboration.

**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 % |
|---|---|---|---|
| | Exam | 60 min | 60% |
| | Team case study (seminal paper and presentation) | A seminar paper of ten pages plus 30 minutes presentation | 40% |

| | | |
|---|---|---|
| 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>3,51% (6 out of 171 LP) |
| 12 | **Module Prerequisites:** |
| 13 | **Presence:**<br>Compulsory attendance of 90% of the time. |
| 14 | **Use of the module for other course programs:**<br>Bachelor Economics, Bachelor Business Informatics |

| | | |
|---|---|---|
| 15 | **Responsible Lecturer:**<br>Prof. Dr. Stefan Nüesch | **Department:**<br>Münster School of Business and Economics |
| 16 | **Misc.:**<br>For the team case study, students have to apply at the chair of business policy at the beginning of the semester. Further information will be shown on the chair's webpage in a timely manner. | |

**Business Cooperation: Management (6 ECTS)**

Lecture/Tutorial: Tuesday 14:00 – 18:00, J 490, Term 1+2

Lecturer: Eric Meyer

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

| | | | |
|---|---|---|---|
| **Module Title:** | Business Cooperation: Management | | |
| **Course Program:** | BSc Business Administration | | |
| 1 | **Module No:** BWL 22 | **State:** [ ] Compulsory [x] Elective | **Language of Instruction:** German/English |

| | | | | | | |
|---|---|---|---|---|---|---|
| 2 | **Turn:** [ ] every term<br>[ ] every winter term<br>[x] every summer term | **Duration:** | [x] 1 term<br>[ ] 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 | V | Business Cooperation: Management | 4 | 45 h (3 CH) | 75 |
| 2 | T | Tutorial on Business Cooperation: Management | 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.

Lecture and exercises pursue 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 exercises aim to introduce students to the new world of business co-operation. They introduce to the competition policy and management aspects of co-operation. Co-operative arrangements may be subject to competitive law scrutiny. The course will introduce to the economic analysis of competitive impacts of co-operation and how European and national law deal with co-operative arrangements. Moreover, the management of business co-operation is presented. A 6-step management approach towards managing co-operation is brought forward and the peculiarities of managing co-operation are presented.

| Themes | Learning Objectives |
|---|---|
| 1. Competition and co-operation – examples | To learn that co-operation is subject of legal constraints of competition law. |
| 2. The economic impact of | To understand the rationale for co-operation and identify possible |

| | | |
|---|---|---|
| | co-operation and mergers | interferences with competition law. |
| | 3. Regulation: Goals and implementation | To understand the economic purpose of governmental regulations and to assess their impacts. |
| | 4. Co-operation and competition law | To understand the still rather diffuse positioning of co-operation in competition law. To learn the different European and national provisions of competition law that may apply to co-operative arrangements. To enable to assess the legal relevance of given co-operation cases. |
| | 6. Introduction to managing co-operation | To learn the relevance of managing co-operation. To understand shortcomings of usual instruments. To comprehend frequently made mistakes in co-operating. |
| | 6. Co-operation management – Requirements, contents, implementation | To understand new requirements for managing co-operation. To understand the constraints of management due to limited leeway for intervening in partner enterprises. To derive the contents of co-operation management. To learn different option for implementing co-operation management in a company. |
| | 7. The 6-step management model | To understand the dynamic process of managing a co-operation. To learn the 6-step-management approach and to derive and understand the contents of each step. |
| | 8. Selected instruments of co-operation management | To understand some selected instruments in managing co-operation |
| | 9. Cases | To evaluate management requirements in selected cases and suggest suitable instruments for managing the co-operation. |
| | The course will be held as a lecture including a lot of exercises. Students are encouraged to actively participate in discussing the problems of business co-operation during the lectures and to apply their knowledge. An internet forum will be set up, where students can discuss the course's contents. A research assistant moderates these discussions and exercises will be published in the forum. Working on these exercises is voluntarily, but is strongly recommended as preparation for the final examination.<br>Some of the lectures will be given by practitioners who present business cases in co-operation. | |

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| 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><br>In the examination the student should demonstrate the knowledge of<br>• legal provisions, that apply to co-operative arrangements,<br>• management tools for managing co-operation.<br>and should demonstrate the ability<br>• to apply this knowledge to examples,<br>• to assess an economic situation and suggest the legal treatment of co-operation,<br>• to suggest managing tools for a given example. |
| | **Soft skills:**<br>In this module, students learn particularly the analysis of complex economic circumstances with |

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| | 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 | |

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|---|---|
| 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>All modules of the 1st and 2nd semester must be passed. |
| 13 | **Presence:**<br>Recommended |
| 14 | **Use of the module for other course programs:**<br>BSc Economics; |

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

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| 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: Governance” and Business Cooperation: Current cases” can be continued through the master-module). |

**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

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

Lecture: to be announced

Lecturer: Dr. Brian Joseph Bloch

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

**Business and Intercultural Communication (3 ECTS) (Part of Business Skills)**

Lecture: Thursday 16:00 – 18:00, J4, Term 1+2

Lecturer: Prof. Dr. Christoph Watrin

Link:

**Business Simulation TOPSIM (3 ECTS) (Part of Business Skills)**

Lecture: Tuesday 18:00 – 20:00, J372, Term 1+2

Lecturer: Prof. Dr. Kajüter

Link:

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

Lecture: Friday 08:00 –12:00, J372, Term 1+2

Lecturer: Henrik Schirmacher

Link:

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|---|---|---|---|---|---|
| **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.

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| | **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>**[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" | Depens 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.:** | | |

## Economics:

**Principles of Economics (3 ECTS)**

Lecture: Monday 16:00 – 18:00, STA 1, Term 1

Lecturer: Jun.-Prof. Dr. Torben Stühmeier

This course is part of the module "Microeconomics I".

Link: http://www.wiwi.uni-muenster.de/cawm/17tost.html

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

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

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

3 **Module Structure:**

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

4 **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.

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|---|---|
| | **Soft skills:** |

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

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| 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 for Principles of Economics | 60 min. | 25 |
| | Written exam for Microeconomics | 60 min. | 75 |

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

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|---|---|
| 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. |
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| 11 | **Weight of the module grade for the overall grade:**<br>6,67% (12 out of 180) |

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

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| 13 | **Presence:**<br>Presence is recommended. |

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

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| 15 | **Responsible Lecturer:**<br>Prof. Dr. Bohl / Prof. Dr. Ströbele | **Department:**<br>FB 04 – Wirtschaftswissenschaften |

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

**Econometrics II (6 ECTS)**

Lecture: Monday 14:00 – 16:00, STA 1, Term 1+2

Tutorial: Thursday 16:00 – 18:00, J 372, Term 1+2

Lecturer. Prof. Dr. Bernd Wilfling

Link: http://www.wiwi.uni-muenster.de/oeew/studium/econometrics2/index.php

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

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|---|---|---|---|
| 1 | **Module No:** VWL 18 | **State:** [ ] Compulsory [x] Elective | **Language of Instruction:** English |

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|---|---|---|---|---|---|
| 2 | **Turn:** [] every term<br>[] every winter term<br>[x]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 | 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 deepens and enhances the material introduced in the modules Empirical Economics and Econometrics 1.

**Main topics and learning objectives:**

| Themes | Learning objectives |
|---|---|
| Dummy variables and interactions; heteroskedasticity; generalized least squares; autocorrelation; stochastic convergence and limit theorems; stochastic exogenous variables; IV estimation; dynamic models; interdependent equations systems | 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 most important violations of the standard assumptions of the linear regression model 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:**<br>**Number and Type; Connection to Course** | **Duration** |
| | | |

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| 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. |

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| 11 | **Weight of the module grade for the overall grade:** 6/180 |

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|---|---|
| 12 | **Module Prerequisites:** Modules Statistics, Empirical Economics, Advanced Statistics, Econometrics 1.<br>All module exams of the first year must have been passed. |

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| 13 | **Presence:** recommended |

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| 14 | **Use of the module for other course programs:**<br>Bachelor BWL, Mathematik Geographie, Politik und Wirtschaft, Economics and Law, Ökonomik |

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|---|---|---|
| 15 | **Responsible Lecturer:**<br>Bernd Wilfling, Mark Trede | **Department:**<br>Münster School of Business and Economics |

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

## Information Systems:

### Computer Structures and Operating Systems

Lecture: Tuesday 10:00 – 12:00, LEO 1 (first lecture 19.04.2016), Thursday 12:00 – 14:00 Term 1+2

Lecturer: Prof. Dr. Vossen

Link: https://www.wi.uni-muenster.de/de/studierende/bachelor-master-veranstaltungen/213522

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

Link: https://www.wi.uni-muenster.de/de/studierende/bachelor-master-veranstaltungen/213524

| | | | | | |
|---|---|---|---|---|---|
| **Modultitle englisch:** | Computer Structures and Operating Systems | | | | |
| | Bachelor-Information Systems | | | | |
| 1 | **Modul No:** Inf4 | **State:** [x] compulsory | | | **Unterrichtssprache:** english |
| 2 | **Turnus:** [x] summer | **Duration:** [x] 1 Term. | **Sem.:** 4 | **CP:** 9 | **Workload (h):** 270 |

3 **Modulstruktur:**

| No. | Type | Course | CP | Präsenz (h + SWS) | Self Study (h) |
|---|---|---|---|---|---|
| 1. | L | Lecture | | 60 (4 CH) | 120 |
| 2. | E | Exercise | | 30 (2 CH) | 60 |

4 **Contents:**

**Background and relations to other Courses:**

This course presents the foundations of computer architecture and organization as well as the fundamentals of operating systems. It covers the basic composition and functionality of a computer, starts from individual components and derives larger units from them. An important aspect is the understanding of mathematical foundations underlying computer circuits, which is why the course takes students from Boolean functions to adders, multiplexers, PLAs, and storage. The result is the basic von Neumann model of a sequential machine, which is treated from a modern perspective. Based on this understanding of computer hardware, the course then deals with the fundamentals of operating systems. Operating systems provide elementary functionality which interacts with specific hardware and provides abstract services for applications that do not need to know details about specific hardware. Typical functionality and services include resource and memory management, process management and processor scheduling, I/O, as well as protection and security mechanisms, all of which are addressed in class. Thus, this course forms the basis for understanding hardware and software interactions in larger systems.

**Main topics and learning objectives:**

The primary purpose of the course is to develop a solid background of computer structures and operating systems. Students learn to translate problems into Boolean functions, to design and optimize functional units for sample problems, to discuss the fundamental von Neumann concept, in particular with respect to performance. They are able to discuss architectures,

concepts, and components of operating systems and to apply typical management tasks and data structures in
sample scenarios.

| Themes | Learning objectives |
|---|---|
| Von Neumann computer concept, programming models for CPUs, pipelining | To describe and make good use of the most fundamental computer model that is still valid today, seen from a modern perspective of achieving performance |
| Assembler programming | To explain and write simple procedures in this field of programming as used in high-performance as well as embedded applications. |
| Boolean functions, multiplexers, adders, PLAs, PALs | To apply the basics of switching theory and discuss its connections to modern computer building blocks |
| Operating system architecture, processes, threads | To discuss major architectures and components of modern OSs; to explain and contrast processes and threads and their roles for OSs and applications |
| Scheduling, I/O, virtual memory, file systems | To explain OS data structures, algorithms, and management techniques |
| Concurrency, mutual exclusion | To analyze programming challenges arising from concurrency and to apply appropriate techniques addressing these challenges |
| Security | To discuss the notion of IT security and to apply security mechanisms provided by the operating system in support of secure IT systems |

**5 Learning Outcomes:**

**Academic:**
Solid understanding of computer organization and the interaction of hardware and operating software.

**Soft Skills:**
Independent and interactive work with a simulation tool, individually as well as in groups.

**6 Wahlmöglichkeiten innerhalb des Moduls:** keine

**7 Leistungsüberprüfung:**
[ ] Modulabschlussprüfung (MAP) [ ] Modulprüfung (MP) [x] Modulteilprüfungen (MTP)

**8 Relevant Work:**

| Number and Type; Connection to Course[1] | Duration | Part of final mark in % |
|---|---|---|
| Written Exams | 120 Min | 70 |
| Course Assignments | | 30 |

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

**12 Module Prerequisites:**
None

**13 Presence:**
Presence is strictly advised..

**15 Responsible Lecturer:** Prof. Dr. Gottfried Vossen

# Master:

## Business Administration

## Accounting:

### Cases in Top Management decision making (6 ECTS)

Lecture: Monday 8:00 – 12:00, J 372, Term 1+2

Lecturer: Prof. Dr. Hebestreit

A registration in advance is necessary, the number of participants is limited and a paper has to be written in advance. Please see http://www.wiwi.uni-muenster.de/iur/lehre/index.html

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

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|---|---|---|---|
| 1 | **Module No:** ACM12 | **State:** [ ] Compulsory [x] Elective | **Language of Instruction:** Partly in english |

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

3 **Module Structure:**

| No | Type | Course | CP | Presence (h + CH) | Self-Study (h) |
|---|---|---|---|---|---|
| 1 | L | Accounting and Auditing II | 3 | 30 h (2 CH) | 60 h |
| 2 | S | Cases in Top Management decision making (English) | 6 | 30 h (1 CH) | 150 h |
| 3 | L | Trade and Company Law I | 3 | 30 h (2 CH) | 60 h |
| 4 | L | Insurance Economics | 6 | 60 h (4 CH) | 120 h |
| 5 | S | International Operations Simulation (INTOP) (English) | 6 | 60 h (4 CH) | 120 h |
| 6 | L | Case Studies in International Accounting | 3 | 30 h (2 CH) | 60 h |
| 7 | L | Sales tax law | 3 | 30 h (2 CH) | 60 h |
| 8 | L | Empirical Tax Research (PhD program) (English) | 6 | 30 h (2 CH) | 150 h |
| 9 | L | Empirical Accounting Research (English) | 3 | 30 h (2 SWS) | 60 |

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

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| | contents might differ from semester to semester. However, each summer 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 09 that have not yet been accomplished. |

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| 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. |

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

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| 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), the exact information will be given in the beginning of the lecture. | | 100 |

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

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|---|---|
| 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. |

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

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| 12 | **Module Prerequisites:**<br>The number of participants for the INTOP-seminar can be restricted. |

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| 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. |

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

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

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| 16 | **Misc.:** |

**INTOP (6 ECTS)**

Monday 16:00 – 18:00, J 372, Term 1+2

Lecturer: Prof. Dr. Watrin

A registration in advance is necessary, the number of participants is limited. Please see http://www.wiwi.uni-muenster.de/iub/studieren/

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

| | | | |
|---|---|---|---|
| 1 | **Module No:** ACM12 | **State:** [ ] Compulsory [x] Elective | **Language of Instruction:** Partly in english |

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

3 **Module Structure:**

| No | Type | Course | CP | Presence (h + CH) | Self-Study (h) |
|---|---|---|---|---|---|
| 1 | L | Accounting and Auditing II | 3 | 30 h (2 CH) | 60 h |
| 2 | L | Cases in Top Management decision making (English) | 6 | 15 h (1 CH) | 75 h |
| 3 | L | Trade and Company Law I | 3 | 30 h (2 CH) | 60 h |
| 4 | L | Insurance Economics | 6 | 60 h (4 CH) | 120 h |
| 5 | S | International Operations Simulation (INTOP) (English) | 6 | 60 h (4 CH) | 120 h |
| 6 | L | Case Studies in International Accounting | 3 | 30 h (2 CH) | 60 h |
| 7 | L | Sales tax law | 3 | 30 h (2 CH) | 60 h |
| 8 | L | Empirical Tax Research (PhD program) (English) | 6 | 30 h (2 CH) | 150 h |
| 9 | L | Empirical Accounting Research (English) | 3 | 30 h (2 SWS) | 60 |

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 summer 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 09 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. |

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

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|---|---|
| 7 | **Examination:**<br>**[x] 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 %** |
| | 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), the exact information will be given in the beginning of the lecture. | | 100 |

| | | |
|---|---|---|
| 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. |

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

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| 12 | **Module Prerequisites:**<br>The number of participants for the INTOP-seminar can be restricted. |

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| 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. |

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

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

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

**Advanced International Financial Reporting (6 ECTS)**

Lecture: Wednesday 14:00 – 16:00, J 498, Thursday 8:00 – 10:00, J 490, Term 1

Cases: Wednesday 14:00 – 16:00, J498, Friday 10:00 – 12:00, J498, Term2

Lecturer: Prof. Dr. Kajüter

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

| | | | |
|---|---|---|---|
| **Module Title:** | Advanced International Accounting | | |
| **Course Program:** | Master of Science in Business Administration | | |
| 1 | **Module No:** ACM16 | **State:** [ ] Compulsory<br>[X] Elective | **Language of Instruction:** English |

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

3 **Module Structure:**

| No | Type | Course | CP | Presence (h + CH) | Self-Study (h) |
|---|---|---|---|---|---|
| 1 | L | Advanced International Financial Reporting | 3 | 30 h (2 CH) | 60 h |
| 2 | S | Cases in International Financial Reporting | 3 | 10 h (1 CH) | 80 h |

4 **Contents:**

**Background and relations to other courses:**

The module builds upon the module International Financial Reporting (ACM02) and extends students' knowledge in the field of international financial reporting.

**Main topics and learning objectives:**

The module deals with special issues of international financial reporting of both public and private firms. Topics include interim reporting, financial instruments, enforcement and correction of errors, current trends in corporate reporting (e.g. sustainability reporting, integrated reporting) as well as IFRS for SMEs. In addition to the perspective of financial statement preparers, auditors and users the module takes a country-perspective and discusses national influences on IFRS practice. Evidence from empirical research is presented. Extensive practical exercises are integrated in the lectures. Moreover, students have to apply their IFRS knowledge on complex case studies.

5 **Learning outcomes:**

**Academic:**

After completing the course, students have a profound knowledge of the International Financial Reporting Standards and their application. They are capable of understanding IFRS financial statements and evaluating accounting options offered by the standards. In addition, students know the differences to national financial accounting systems (German GAAP, US-GAAP) and they are able to assess national influences on IFRS practice.

**Soft skills:**

Having passed the module students are able to analyze theoretical questions in a profound way and to identify and solve practical problems related to IFRS application. Moreover, they are able to develop a solution in a team and present their work in a professional way.

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

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|---|---|
| 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 %** |
|---|---|---|---|
| | No. 1: Final written exam | 60 min. | 50 |
| | No. 2: Case study presentation | - | 50 |

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

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|---|---|
| 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. |

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

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

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

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| 14 | **Use of the module for other course programs:**<br>Master programs in Information Systems, Mathematics and Physics |

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

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| 16 | **Misc.:** |

## Finance:

### Financial Intermediation I (6 ECTS)

Lecture: Monday 16:00 – 18:00, J 490, Tuesday 14:00 – 16:00, H2, Term 1

Lecturer: Prof. Dr. Andreas Pfingsten

Tutorial: Thursday 14:00 – 18:00, J490, Term 1

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

| | |
|---|---|
| **Module Title:** | Financial Intermediation I |
| **Course Program:** | Master of Science in Business Administration |

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| 1 | **Module No:** FCM04 | **State:** [x] compulsory (major finance)<br>[x] elective (minor finance) | **Language of Instruction:** English |

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

3 **Module Structure:**

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

4 **Contents:**

**Background and relations to other courses:**

The financial services sector is a sector of paramount importance concerning the stability of the economy. During the last years, the relevance of financial intermediation has risen continuously. A couple of components have changed in order to guarantee an optimal supply of financial services. The course provides students with knowledge about banking systems and explanations for the existence of banks. They learn about practical implications arising from different theoretical models concerning e.g. loans, deposits and securitization.

**Main topics and learning objectives:**

The course starts with a short characterization of the banking system. Model based considerations concerning the existence of banks lead to the analysis of important divisions of banks like credit business, deposit banking, and securitization. The course is completed by an additional tutorial, which consists e.g. of case studies and presentations given by visiting scientists and experts.

The primary purpose of this course is to provide students with a profound knowledge of informational and institutional economics. They learn about the role banks play in imperfectly competitive financial markets and they are able to explain essential financial basics model based. Their competence in solving problems is revealed by their skill to theoretically illustrate reasons for phenomena occurring in reality.

| Themes | Learning Objectives |
|---|---|
| Basics | To learn basics about e.g. the most important transfer activities of |

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| | | banks and the German banking system |
| | Theoretical basics and existence of banks | To understand the role of banks in financial intermediation as an explanation for their existence |
| | Loan | To analyze different theoretical models like e.g. Stiglitz/Weiss and get additional practical and empirical knowledge about loans and collaterals. Students also learn fundamental impacts of asset-backed-securities transactions and are able to evaluate them. |
| | Deposits | To understand the relevance of savings concerning bank runs, deposit insurance and liquidity |

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| 5 | **Learning outcomes:** |
| | **Academic:**<br>The students have a solid knowledge of information and institutional economics. They are able to explain analytically by a model the role of banks in (imperfect) capital markets. The students know the main banking activities and they can explain the effect of important contract features model-based. Their particular problem-solving- competence is demonstrated by the fact that they can explain theoretically phenomena that are observed in practice. |
| | **Soft skills:** |

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

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|---|---|
| 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** |
| | | |

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|---|---|
| 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. |

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

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| 12 | **Module Prerequisites:**<br>Students are expected to have a basic knowledge about financial markets, as provided in introductory finance classes. |

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

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| 14 | **Use of the module for other course programs:**<br>MSc in Economics, Mathematics and Physics |

| 15 | **Responsible Lecturer:**<br>Prof. Dr. Andreas Pfingsten | **Department:**<br>University of Münster, School of Business and Economics |
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| **16** | **Misc.:** |

**Advanced Corporate Finance (6 ECTS)**

Lecture: Monday 10:00 – 14:00, J 490, Term 1

Lecturer: Zoe Tsesmelidakis

Tutorial: Tuesday 08:00 – 10:00, J490, Wednesday 12:00 – 16:00, F 4, Thursday 10:00 – 12:00, J490, Term 1

Link: http://www.wiwi.uni-muenster.de/fcm/fcm/studium/Vorlesung.php?weobjectID=4551

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

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|---|---|---|---|
| 1 | **Module No:** FCM05 | **State:** [ ] Compulsory [x] Elective | **Language of Instruction:** English |

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

3 **Module Structure:**

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

4 **Contents:**

**Background and relations to other courses:**

The lecture discusses an array of important aspects of corporate financing decisions. Based on the examination of fundamental financing decisions in perfect markets, which have been covered in the module "Introduction to Finance", this course analyzes the effects of different forms of market imperfection. Especially problems of asymmetric information and the closely related incentive and signaling mechanisms are at the center of attention. In addition, and on the grounds of the module "Behavioral Finance" the assumption of perfectly rational agents is relaxed and implications for financing decisions of corporations are discussed (Behavioral Corporate Finance). The consequences are illustrated by focusing on several important areas of application (dividend policy, management incentives and corporate governance, etc.). The lecture is accompanied by a practitioner's seminar that trains the interdisciplinary transfer of knowledge by a combination of case studies, guest lectures and discussions of recent academic literature.

**Main topics and learning objectives:**

The primary purpose of the course is to develop a deeper understanding of the various factors that influence corporate financing decisions. The students are enabled to assess business scenarios by identifying common problems and finding appropriate financing solutions. They are shown how to attain the central goal in corporate finance, minimizing the cost of capital while safeguarding liquidity, even when market imperfections and behavioural obstacles are present.

| Themes | Learning Objectives |
|---|---|

| | | |
|---|---|---|
| | Introduction to Corporate Finance | To learn why the classic objective in corporate finance needs to be modified due to associated agency costs to meet the characteristics of a good objective function. |
| | Long-Term Financing | To understand how information about the term structure is related to the prices of corporate bonds and how interest rate risk can be eliminated by portfolio immunization. |
| | Short-Term Financing | To appreciate the contribution of working capital and credit management to the overall success in corporate financial planning. |
| | Dividend policy and incentive systems | To comprehend the principal-agent background of dividend decisions and realize how managerial incentives must be set in order to realign the conflicting interests with shareholders according to signalling theory. |
| | Mergers and Acquisitions | To distinguish different methods for pricing acquisition targets and to indentify an appropriate target corridor depending on the acquirer's strategic aims. |

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| 5 | **Learning outcomes:** |
| | **Academic:**<br>Students understand the impact that various forms of market imperfections have on corporate financing decisions. They have the competence to apply the basic mechanisms of action on areas that go beyond the lecture examples. Through the discussion of many current studies, the students have also acquired advanced research methodological competence (empirical tests of competing hypotheses and explanations, interpretation of empirical results, ...). |
| | **Soft skills:** |

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

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

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

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

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|---|---|
| 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. |

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

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| 12 | **Module Prerequisites:**<br>Prerequisite is the module "Introduction to Finance". |

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| 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.:** | |

**Corporate Governance and Responsible Business Practices (6 ECTS)**

Lecture: Monday 8:00 – 10:00, J 490, Thursday 08:00 – 10:00, J 490, Term 2 (01.06.2015 – 17.07.2015, Exams: 18.07.2015 – 07.08.2015)

Tutorial: Wednesday 08:00 – 10:00, J 253, Wednesday 10:00 – 12:00, J 253, Term 2

Lecturer: Prof. Dr. Guenster

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

<table>
<tr><td colspan="2">Module Title:</td><td colspan="6">Corporate Governance and Responsible Business Practices</td></tr>
<tr><td colspan="2">Course Program:</td><td colspan="6">Master of science in Business Administration</td></tr>
<tr><td>1</td><td colspan="2">Module No: FCM06</td><td colspan="2">State: [ ] compulsory<br>[x] elective</td><td colspan="2">Language of Instruction:<br>English</td></tr>
<tr><td>2</td><td colspan="2">[ ] every term<br>Turn: [ ] every winter term<br>[x] every summer term</td><td colspan="2">Duration: [x] 1 term<br>[ ] 2 terms</td><td>Semester:<br>2.</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>Corporate Governance and Responsible Business Practices</td><td>3</td><td>30 h (2 CH)</td><td>60 h</td></tr>
<tr><td>2</td><td>T</td><td>Corporate Governance and Responsible Business Practices</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>Corporate governance involves a set of relationships between a company's management, its board, its shareholders and other stakeholders. It is a key element not only in maximizing shareholder value, but also in enhancing economic efficiency and growth. This course examines various contemporary aspects of corporate governance, including issues relating to responsibility, accountability, oversight, risk, ethics and incentives. The course is multi-disciplinary, integrating concepts from the disciplines of accounting, finance, law, economics, and business ethics. It will prove most useful to those seeking a thorough introduction to the subject for both academic and applied purposes. While a multiplicity of factors affect the governance and decision-making processes of firms, and are important to their long-term success, this course focuses on governance problems that result from the separation of ownership and control in large enterprises with diffuse ownership. However, this is not simply an issue of the relationship between shareholders and management, although that is indeed the central element. In some jurisdictions, governance issues also arise from the power of certain controlling shareholders over minority shareholders. In other countries, employees have important legal rights irrespective of their ownership rights. In addition, some of the other issues relevant to a company's decision-making processes, such as environmental, anti-corruption or ethical concerns, are taken into account. Although this course focuses on the shareholder-oriented model, one that is today best exemplified by the large Anglo-American public firm, considerable attention is given to institutional differences in international corporate governance.</td></tr>
<tr><td>5</td><td colspan="7">Learning outcomes:<br>Academic:<br>After completing this module successfully, students have a comprehensive overview of the myriad of</td></tr>
</table>

| | |
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| | issues, both theoretical and practical, arising out of the current debate on creating effective corporate governance and stakeholder relations. There are 5 key objectives: (1) Students acquire a comprehensive overview of corporate governance; (2) Students develop a deep understanding of the key elements of internal and external corporate governance; (3) Students gain a general appreciation of institutional differences in corporate governance and many different codes of best practice worldwide; (4) Students obtain a good understanding of how to analyze corporate governance in a specific company; and (5) Students can critically evaluate the importance of responsible business practices and stakeholder relations.<br>**Soft skills:**<br>The students complete case studies and other assignments in small teams, which will eventually also be presented. In this 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. | 70% |
| Case studies, assignments, or presentations | 4 case studies | 30% |

| | | |
|---|---|---|
| 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 of all lectures and tutorials is highly recommended. If a student does not attend, when he/she is scheduled to present, he/she will obtain zero points for the presentation. | |
| 14 | **Use of the module for other course programs:**<br>Master program in economics | |
| 15 | **Responsible Lecturer:**<br>Prof. Dr. Nadja Guenster | **Department:**<br>University of Münster, School of Business and Economics |
| 16 | **Misc.:**<br>--- | |

**Derivates II (6 ECTS)**

Lecture: Monday 10:00 – 12:00, J 490, Tuesday 08:00 – 10:00, J 490, Term 2

Tutorial: Monday 12:00 – 14:00, J490, Tuesday 10:00 – 12:00, J490, Term 2

Lecturer: Prof. Dr. Branger

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

<table>
<tr><td colspan="2">Module Title:</td><td colspan="5">Derivatives II</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 07</td><td colspan="2">State: [ ] compulsory<br>[x] elective</td><td colspan="3">Language of Instruction:<br>English</td></tr>
<tr><td>2</td><td colspan="2">Turn: [ ] every term<br>[ ] every winter term<br>[x] every summer term</td><td colspan="2">Duration: [x] 1 term<br>[ ] 2 terms</td><td>Semester:<br>2.</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>Derivatives II</td><td>3</td><td>30 h (2 CH)</td><td>60 h</td></tr>
<tr><td>2</td><td>T</td><td>Tutorial Derivatives II</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><br>Main topics and learning objectives:<br>Within the scope of the class “Derivatives II” the students will be taught further topics on option pricing. The main focus of this course is on interest rate derivatives and interest rate models. The most important discrete-time and continuous-time models, currently discussed in both literature and practice, will be introduced. In particular, we will elaborate on implementing the models as well as the conceptual differences between those. Furthermore, we will analyze the most important interest rate derivatives such as caps, floors and swaps. Moreover, questions related to the management of interest rate risks and credit risks will be discussed. 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="7">Learning outcomes:<br>Academic:<br>The students can handle the relevant tools to price interest rate derivatives. They are familiar with the most important models and know in which ways they are distinct from each other and can make a decision as to which model fits and is applied to a certain situation. They also gain some first experience in implementing the models. Compared to the “Derivatives I” class, the students possess a deeper understanding of the mathematical tools frequently used in this area, in particular the basic concepts from stochastic calculus.<br>Soft skills:<br>Clear thinking</td></tr>
<tr><td>6</td><td colspan="7">Description of possible electives within the modules:<br>- none -</td></tr>
<tr><td>7</td><td colspan="7">Examination:<br>[x] Final Module Exam [ ] Examinations for every part of the module</td></tr>
<tr><td>8</td><td colspan="7">Relevant Work:</td></tr>
</table>

| | | | |
|---|---|---|---|
| | **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 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>Recommended: Module “Derivates I” | | |
| 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 | | |
| 15 | **Responsible Lecturer:**<br>Prof. Dr. Nicole Branger | **Department:**<br>University of Münster, School of Business and Economics | |
| 16 | **Misc.:**<br>--- | | |

## Empirical Lab II (6 ECTS)

Lecture: Thursday 12:00 – 14:00, Term 2

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

<table>
<tr><td colspan="2">Module Title english:</td><td colspan="4">Empirical Lab II</td></tr>
<tr><td colspan="2">Course Program:</td><td colspan="4">Master Business Administration PO2010</td></tr>
<tr><td>1</td><td>Module No: FCM12</td><td>State: Elective</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, 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>Empirical Lab II</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>This course builds upon the basic course FCM11 (Empirical Lab I). The fundamentals concerning statistical methods and the use of databases and statistical software are extended to more complex models and practical examples in this course. This enables students to perform more extensive empirical analyses. Students learn to apply their knowledge and skills by solving case studies. The lecture is supplemented with presentations and discussions of the methodological background (empirical capital market research, simulations, experimental re-search) of current research projects at the Finance Center.</td></tr>
<tr><td>5</td><td colspan="5">Learning outcomes:<br>Academic:<br>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</td></tr>
</table>

| | |
|---|---|
| | 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:**<br>**Number and Type; Connection to Course** / **Duration** / **Part of final mark in %**<br>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 %<br>Written exam / 90 min. / 75 % |
| **9** | **Study Work:**<br>**Number and Type; Connection to Course** / **Duration**<br>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:** Recommended: Module 'Empirical Lab I' |
| **13** | **Presence:** |

| | | |
|---|---|---|
| | 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.:** | |

## Marketing:

**Brand Management and Integrated Communication (6 ECTS)**

Lecture: Tuesday 14:00 – 18:00, J 2, Term 2

Tutorial: Monday 14:00 – 18:00, J 2, Term 2

Lecturer: Prof. Dr. Thorsten Hennig-Thurau

Link: http://www.marketingcenter.de/mcm/studium/index.html

| | | | | | |
|---|---|---|---|---|---|
| **Module Title:** | Brand management | | | | |
| **Course Program:** | Master of Science in Business Administration | | | | |
| 1 | **Module No:** MCM 06 | **State:** [x] Compulsory [] Elective | | | **Language of Instruction:** English |
| 2 | **Turn:** [ ] every term [ ] every winter term [x] every summer term | **Duration:** [x] 1 term [ ] 2 terms | **Semester:** 2. | **CP:** 6 ECTS | **Workload (h):** 180 h |

**3 Module Structure:**

| No | Type | Course | CP | Presence (h + CH) | Self-Study (h) |
|---|---|---|---|---|---|
| 1 | L | Brand Management and Integrated Communication | 3 | 30 h (2 CH) | 60 |
| 2 | E | Brand Management and Integrated Communication | 3 | 30 h (2 CH) | 60 |

**4 Contents:**

**Background and relations to other courses:**

Consumers are confronted with an endless number of brands in their everyday life in nearly every situation. An increasing flood of communications and brand diversity encounters less involved consumers. This leads to an information overload, which especially affects brand communication. It is becoming increasingly difficult to reach consumers.

Brands can be a label for goods or services, things or people (for example, political candidates, performers), and integrated communication is about marketers projecting brands into the consciousness of consumers. In order to best communicate with consumers, companies must utilize a myriad of tools (advertising, public relations, direct marketing, interactive/ internet marketing, sales promotion, and personal selling). A firm must use all these promotional tools systematically to convey a unified message to the consumer. For the marketing managers it is a huge challenge to integrate the marketing tools employed in a holistical way. The aim of integration and brand management must be a strong brand with a high value. A strong brand reduces customers risk and contributes to differentiation from competitors. In addition strong brands enable companies to systematically develop a brand architecture, e.g. by transferring a strong brand to a newly developed product.

Prerequisite is a basic knowledge of marketing-mix and brand management

**Main Topics and learning objectives:**

The primary purpose of this course is to develop an understanding of the high relevance of a consistent and integrated communication of the brand identity. Through brand identity the brand image of a product or service is built in the consciousness of consumers. This brand image is the

basis of the consumers assessment of the specific good and therefore of their preference and willingness to pay for the product.
The students should understand the importance of brands. They will learn concepts of brand equity and how to build, measure, and manage it. Market conditions are constantly evolving and successful strategies in the past might lead to false conclusions in changing market contexts. Students will therefore learn how to use a set of methods and analysis tools that can be used to develop own proposals.

Students are able to understand the main challenges when planning communication strategies or building brand equity. They should be able to structure such decision making problems as well as to describe and analyze them. Students learn to propose own solutions to strategic problems and identify internal and external factors that influence the effectiveness of their own proposals. Finally they should be able to evaluate strategic proposals created by others.

Students will also improve social skills such as teamwork, presentation techniques and English language skills.

| Themes | Learning Objectives |
|---|---|
| Branding basics | Students learn about basic branding issues, e.g. they will be able to discuss several brand concepts and get to know more "technical" information on how to create brands. |
| Development of brand strategies | The aim is to understand key challenges practitioners are faced with when building brands. Students will get to know key elements of a brand architecture and be able to compare, design and assess own branding options. One focus will be on brand transfers – here students will learn about key success factors. |
| Building and controlling brand equity | Students will learn how to assess brand equity by applying a mix of several market-research tools. They will also learn about factors that influence short- and long-term brand equity. Next practical approaches for brand building are presented. Students should know and understand these approaches. They should be able to design and discuss own proposals for given cases. |
| Integrated Marketing Communication (IMC) basics | Students will learn about basic elements and psychological background when developing communication strategies. They will be able to discuss the advantageousness of several media types. Students will learn about dynamic and challenging characteristics of communicating to customers on a global base. This is essential as traditional communication becomes decreasingly effective. Marketers thus have to react and change the way their business works. Therefore it is essential to understand concepts of integrated communication. |
| Integrated Marketing Communication strategies | Students are able to understand how companies develop goals and objectives and how they determine communication budgets in order to achieve their goals. Also the common STP-approach is essential in this context. Students are able to describe several methods that can be applied so segment markets (S), target customers (T) and position a brand or a product (P). Finally |

| | | |
|---|---|---|
| | | examples of execution strategies are presented. Students should understand how the selection of several media (traditional vs. new types of media) influences the attainment of the goals. |

**5**

**Learning outcomes:**

**Academic:**

**Soft skills:**

In the written examination, students should demonstrate their ability:

- to describe and discuss characteristics of the markets, methods and tools presented in the lectures
- to identify a problem described in a case study and to propose a solution
- to discuss the cons and pros of that proposal

In the seminar-like course part, students will work in groups, demonstrating how to:

- work effectively and efficiently in groups and
- present their findings in order to ease learning of the concepts for the other participants of the lecture.

Students will also train their English speaking and writing skills.

The seminar-like course consists of two parts.

In the case-study part, students will demonstrate their ability:

- to identify problems companies are faced with
- to identify structures, methods and analysis techniques that can be used to create a solution to a novel problem
- to discuss the pros and cons as well as the practical applicability of this solution

In the conceptual part of the seminar like course students will demonstrate their ability:

- to read and understand scientific articles
- to search for additional literature that is related to the problem
- to develop an own structure of a SmartBook or a single chapter, respectively, that eases learning to others
- to continuously work on the SmartBook in order to create a consistent knowledge base

**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 % |
|---|---|---|
| Academic paper and presentation of results (in a group) | 1-2 x 10 pages and 1-2 x at least 20 min | 30 |
| Exam | 60 min | 70 |

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

| 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 | |
| 14 | **Use of the module for other course programs:**<br>none | |
| 15 | **Responsible Lecturer:**<br>Prof. Dr. Thorsten Hennig-Thurau<br>Dr. Ann-Kristin Knapp | **Department:**<br>University of Münster, School of Business and Economics |
| 16 | **Misc.:**<br>- | |

**Marketing Strategy (12 ECTS)**

This course will be held as a block course. Please check the course website for further information.

Lecture: Friday 14:00 – 16:00 (first lecture 22.04.2016) Term 1+2

Lecturer: Prof. Dr. Krafft

Link: http://www.marketingcenter.de/ifm/studium/master/Marketing_Strategy.html

| | | | |
|---|---|---|---|
| **Module Title:** | Marketing Strategy | | |
| **Course Program:** | Master Program Business Administration | | |
| 1 | **Module No:** MCM 14 | **State:** [x] Compulsory<br>[ ] Elective | **Language of Instruction:** English |

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

3 **Module Structure:**

| No | Type | Course | CP | Presence (h + CH) | Self-Study (h) |
|---|---|---|---|---|---|
| 1 | S | Marketing Strategy | 12 | 60 h (4 CH) | 300 h |

4 **Contents:**

**Background and relations to other courses:**

It is more important now than ever for students to be able to apply their theoretical knowledge in a practical environment. Giving students the skills to improve their strategic long-term orientation is a key goal of this course. In a computer-simulated environment, each team is responsible for implementing tactics which force teams to look beyond the immediate gain to be had from each of their decisions. Students will be able to accurately gauge the success or failure of their strategies over time, making this simulation a risk-free method for improving skills, for testing alternatives, and for building confidence. The simulation program therefore enforces the combination of strategic long-term orientation and tactics and extends the normal learning methods.

**Main topics and learning objectives:**

This course builds on students' knowledge of marketing management and focuses on how firms can formulate market-driven business strategies. Furthermore, this course broadens students' understanding of product innovation management, as well as effective product portfolio management in a dynamic market environment. The objectives of this course are to enable students to do the following:

- Define a business strategy and goals, and select target products/markets in order to gain a profitable and sustainable competitive advantage.
- Identify external threats and opportunities concerning customers, competitors, and the environment that a business might face.
- Assess a business's strengths and weaknesses in relation to those of competitors, and determine external factors that might add to a competitive advantage.
- Design and implement products to fit a target group, as well as market needs.
- Apply analytical tools to market strategy development.

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| 5 | **Learning outcomes:** |
| | **Academic:**<br>Ability to solve a given problem in a realistic situation using learned methods. Deliberate the given problem thoroughly in order to solve it properly; Analyze, evaluate and synthesize the influence of environmental and organizational forces; Anticipate and forecast changes in competitor and customer behaviour. |
| | **Soft skills:**<br>Skill to present in front of a large group of people, to convey learned knowledge to others, to advance one's view and defend one's opinion (via traceable structuring and stringent arguments). Productively work within their groups; Communicate strategies and decisions within a group. Deal with possible conflicts; Coordinate the given tasks within the group; |

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

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| 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 %** |
| | Group work:<br>Written paper and presentation + simulation game | Ca. 2-3 pages as well as 2x15 min and 1x20 min. | 85 |
| | Exam | 45 min. | 15 |

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

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| 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. |

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| 11 | **Weight of the module grade for the overall grade:**<br>12/120 ECTS |

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

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| 13 | **Presence:**<br>Presence is mandatory with a rate of 90%. |

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

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

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| 16 | **Misc.:** Please refer to the website of the Marketing Center Münster for further information and updates. |

## Seminar Marketing I (12 ECTS)

This course will be a block course. Please check out the chair's website for further information.

Link: http://www.marketingcenter.de/ifm/studium/master/seminar1.html

| | | | | | |
|---|---|---|---|---|---|
| **Module Title english:** | Seminar Marketing I | | | | |
| **Course Program:** | Master Business Administration PO2010 | | | | |
| **1** | **Module No:** MCM05 | **State:** Compulsory | **Language of Instruction:** German and English | | |
| **2** | **Turn:** each summer term | **Duration:** 1 term | **Semester:** 2 | **CP:** 12 | **Workload (h):** 360 |

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

| No | Type | Course | CP | Presence (h + CH) | Self-Study (h) |
|---|---|---|---|---|---|
| 1 | Course | Seminar Marketing | 12 | 30 h (2 CH) | 330 |

**4**

**Module Contents:**

**Main topics and learning objectives:**

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

**5**

**Learning outcomes:**

**Academic:**

Students are able to produce a scientific paper oer a written case study solution and they can present and defend it in a critical discussion. They employ - depending on the research question - either qualitative-analytical or formal-methodical instruments.

**Soft skills:**

<table>
<tr><td></td><td>They master relevant skills, especially communication-, presentation- and rhetorical skills. If the seminar is offered in Egnlish, the Busines English skills will be promoted.</td></tr>
<tr><td>6</td><td>Description of possible electives within the modules:<br>none</td></tr>
<tr><td>7</td><td>Examination: Examinations for every part of the module</td></tr>
<tr><td>8</td><td>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>Academic paper or case studies, presentation, discussion, feed-back</td><td>approx. 12 pages and approx. 20 min.</td><td>100 %</td></tr>
</table></td></tr>
<tr><td>9</td><td>Study Work:
<table>
<tr><th>Number and Type; Connection to Course</th><th>Duration</th></tr>
<tr><td>none</td><td></td></tr>
</table></td></tr>
<tr><td>10</td><td>Prerequisites for Credit Points:<br>The credit points will be granted after all relevant work and study work have been successfully completed.</td></tr>
<tr><td>11</td><td>Weight of the module grade for the overall grade:<br>10% (12 of 120 CP)</td></tr>
<tr><td>12</td><td>Module Prerequisites:<br>none</td></tr>
<tr><td>13</td><td>Presence:<br>Attendance is mandatory. An attendance of 80% is required.</td></tr>
<tr><td>14</td><td>Use of the module for other course programs:<br>Master Business Administration</td></tr>
<tr><td>15</td><td>Responsible Lecturer:<br>Univ.-Prof. Dr. Thorsten Hennig-Thurau</td><td>Department:<br>School of Business and Economics</td></tr>
</table>

**E-Commerce (6 ECTS)**

Lecture: Monday 10:00 – 12:00, SRZ 5, Friday 10:00 – 14:00, SRZ 5, Term 2

Lecturer: Dr. Sonja Gensler

Link:

http://www.marketingcenter.de/mcm/studium/veranstaltungen/veranstaltung_detail.php?we_oid=7238

## Economics:

**Empirical Methods (6 ECTS)**

Lecture: Tuesday 12:00 – 14:00, J 2, Terms 1 + 2

Tutorial: Thursday 12:00 – 14:00, H 2, Term 1+2

Lecturer: Prof. Dr. Bernd Wilfling

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

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|---|---|---|---|---|---|---|
| **Module Title:** | Empirical Methods | | | | | |
| **Course Program:** | Master of Science in Economics | | | | | |
| 1 | **Module No:** VWL MP 3 | **State:** [x] Compulsory [ ] Elective | | **Language of Instruction:** English | | |
| 2 | **Turn:** [ ] every term [ ] every winter term [x] 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 | Lecture on Empirical Methods | 3 | 30 h (2 CH) | 60 h |
| 2 | T | Class on Empirical Methods | 3 | 30 h (2 CH) | 60 h |

**4 Contents:**

**Background and relations to other courses:**
This module reviews important econometric techniques and their applications.

**Main topics and learning objectives:**
Topics: Multiple linear regression model (estimation and hypothesis testing) and further econometric techniques and models. Objective: Understanding the econometric techniques and how to apply them.

**5 Learning outcomes:**

**Academic:**
Understanding the relevant econometric techniques and their applications.

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

**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:**<br>**Number and Type; Connection to Course** | **Duration** / **Part of final mark in %** |
| | Written exam | 60 min / 100 |
| 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. | |
| 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 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.:** | |

**Selected Topics in Economic History (6 ECTS)**

Lecture: tba

Seminar: tba

Lecturer: Prof. Dr. Pfister

Link: http://www.wiwi.uni-muenster.de/wisoge/studieren/VWL/WS1415/index.html

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|---|---|---|---|
| **Module Title:** | Selected Topics in Economic History | | |
| **Course Program:** | VWL (MA) | | |

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

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|---|---|---|---|---|---|
| 2 | **Turn:** [x] every term<br>[ ] 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 | VL | Lecture in Economic History | 1 | 30 | |
| 2 | HS | Selected Topics in Economic History | 5 | 30 | 120 |

4 **Contents:**

**Background and relations to other courses:**

**Main topics and learning objectives:**

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

5 **Learning outcomes:** The lecture covers specific topics of economic history, such as the history of globalization or the history of the European economy of the 20th century. The lecture is accompanied by a seminar with a related topic. The topics of the lecture provide necessary knowledge for the seminar.

**Academic:** The module teaches knowledge in the field of economic history. It also allows student to apply economic theory and empirical methods to historical data.

**Soft skills:** The module teaches to the ability to analyze social phenomena in a model oriented way, and to bring together theory and empirics. The students are specifically trained in reading English literature/scientific articles and learn to discuss formal, quantitative as well as qualitative arguments. Furthermore, the students train their presentation skills and improve their computer knowledge. Students have to apply efficient techniques of self-organization in order to finish their presentation in time. Last but not least, interdisciplinary communication skills will be improved as presentations have to be given in grouped.

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 % |
|---|---|---|
| Seminar paper | 12-18 pages | 100 |
| | | |

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|---|---|---|
| 9 | **Study Work:**<br>**Number and Type; Connection to Course** | **Duration** |
| | Presentation | 45 min |

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|---|---|
| 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. |

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

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| 12 | **Module Prerequisites:**<br>Introduction to Economics and Statistics at Bachelor's level necessary. Advanced statistics or empirical methods recommended. |

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| 13 | **Presence:**<br>Regular attendance required. |

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

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

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

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

Lecture: tba

Tutorial: tba

Lecturer: Prof. Dr. Wilfling, Prof. Dr. Trede

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

http://www.wiwi.uni-muenster.de/oeew/studium/aktuelleveranstaltungen/index.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 |

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|---|---|---|---|---|---|
| 2 | **Turn:** [x] every term<br>[ ] 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. | 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:**
The credit points will be granted when the module has been successfully completed.

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|---|---|---|
| 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.:** | |

**Empirical Public Economics: Taxes and Business Strategy – Insights from Accounting and Economics (6 ECTS)**

Seminar: 3 days, date and time tba

Lecturers: Dr. Evalina Gavrilova (NHH Bergen), Jun.-Prof. Dr. Andrea Schneider, Jun.-Prof. Dr. Robert Ullmann

A registration in advance is necessary, the number of participants is limited. Please see http://www.wiwi.uni-muenster.de/jp_ullmann/studium/SoSe2015/TaxesandBusinessStrategy2015.html

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|---|---|---|---|---|---|---|
| **Module Title:** | Empirical Public Economics | | | | | |
| **Course Program:** | Master of Science in Economics | | | | | |
| 1 | **Module No:** VWL MWP 29 | **State:** [] Compulsory [x] Elective | | **Language of Instruction:** German | | |
| 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 | S | Empirical Public Economics | 6 | 30 h (2 CH) | 150 h |

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|---|---|
| 4 | **Contents:** |
| | **Background and relations to other courses:** |
| | **Main topics and learning objectives:**<br>In this course students will discuss recent state-of-the-art research papers. The main focus is on empirical questions in public and social economics. This can include various topics such as the sustainability of public debt, the evaluation of microcredit programs or the impact of gender and religion on developing capital markets. Students will learn how to present the methodology and results of an academic paper to a scientific audience. |
| 5 | **Learning outcomes:** |
| | **Academic:**<br>As the main focus is on empirical questions, participants will strengthen their knowledge in empirical methods, e.g. how to with the issue of endogeneity or omitted variables. Moreover, the course will give insights into how modern scientific papers are written, i.e. what is the typical structure of a scientific paper, what is the choice of methods, how are results presented. |
| | **Soft skills:**<br>As scientific papers are written in English, this course can help to improve the participants' language skills. By giving a presentation, students learn how to give a brief and correct summary on a rather complex subject, and thus improve their presentation 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 % |
|---|---|---|---|
| | Academic paper | Ca. 15 pages | 50 |
| | Presentation of paper/results | Ca. 45 min. | 50 |

| 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 and works are passed. |
|---|---|

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

| 12 | Module Prerequisites:<br>Good knowledge of microeconomic theory, 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>None |
|---|---|

| 15 | Responsible Lecturer:<br>Prof. Dr. Johannes Becker | Department:<br>Münster School of Business and Economics |
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| 16 | Misc.: |
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## Information Systems:

### Information Management: Theories (6 ECTS)

Lecture: Monday 14:00 – 16:00, LEO 18.3, Friday 12:00 – 14:00, LEO 18.3, Term 1+2

Lecturer: Prof. Dr. Stefan Klein

Link: https://www.wi.uni-muenster.de/de/studierende/bachelor-master-veranstaltungen/213531

| | | | | | | |
|---|---|---|---|---|---|---|
| **Module Title:** | Information Management: Theories | | | | | |
| 1 | **Module No:** IM3 | **State:** Compulsory | | | | |
| 2 | **Turn:** every summer 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 | L | Class Discussion | | 45 (3 CH) | 80 |
| 2 | E | Presentation, preparation of discussion | | 30 (2 CH) | 25 |

**4 Contents:**

*Background*: A sound understanding of management and information management as provided in the courses "Managing the Information Age Organization" and "Information Management Tasks & Techniques".

*Main topics and learning objectives*: This course deepens the students' understanding of IM tasks and techniques in that it enables them to assess underlying theoretical propositions in more detail. To this end, the lecture introduces important management theories, including market, resource and capability based theories of strategic information systems, IT strategy theory, IT value and productivity theory, organization theory of IT and theories of sourcing and governing the information function. Moreover, on the basis of this theoretical knowledge, critical issues of IM are discussed in the light of the controversial academic discussions surrounding them.

The course builds on well-prepared class discussions rather than traditional lectures. The lecturer will support learning by carefully selecting papers and placing them into a broader "theoretical landscape". He will moderate and facilitate the discussions, and provide feedback on the assignments during the semester (reading papers, preparing presentations, writing minutes).

**5 Learning Outcomes:**

*Academic:* The overall aim of this course is to give students access to the academic debate on

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|---|---|
| | IM. More specifically, the course is intended to introduce students to the international academic debate on the most important or discussed issues of information management. The students will gain insight into the theories underlying the frameworks and techniques proposed for solving IM tasks and will be able to assess these tools and the underlying theories critically.<br>*Soft skills*: In addition to providing students with the capabilities to deal with academic literature reflectively, the course helps to further the students' ability to take an active part in academic discussions. This ability is based on a combination of reading, thinking, writing, discussing and listening skills. |

| | | | |
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| 8 | **Relevant Work:**<br>**Number and Type; Connection to Course** | **Duration** | **Part of final mark in %** |
| | Written Exam | 90 Min. | 60 |
| | Course Assignments | | 40 |

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

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

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| 13 | **Presence:**<br>Presence is strictly advised. Participation in assignments for continuous assessment is a prerequisite to successfully complete the course. |

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| 15 | **Responsible Lecturer**<br>Prof. Dr. Stefan Klein |

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| 16 | **Misc.:** |

**Process Management: Enterprise Architecture Management (6 ECTS)**

Lecture: Monday 10:00 – 12:00, LEO 18.3, Wednesday 12:00 – 14:00, LEO 18.3, Term 1+2

Lecturer: Prof. Dr.-Ing. Bernd Hellingrath

Link: https://www.wi.uni-muenster.de/de/studierende/bachelor-master-veranstaltungen/213525

| | | | | | |
|---|---|---|---|---|---|
| **Module Title:** | Process Management: Enterprise Architecture Management | | | | |
| **Course Program** | Master of Science in Information Systems | | | | |
| 1 | **Module No:** PM2 | **State:** compulsory in track PM; optional as elective | | **Language of Instruction:** English | |
| 2 | **Turn:** every summer 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 | L | Lecture | | 30 (2 CH) | 60 |
| 2 | E | Exercise | | 30 (2 CH) | 60 |

4

**Contents:** This course provides insights into the concepts and methods of Enterprise Architecture Management. The need for architectures in complex organizations as an instrument for transformation is motivated by the challenges enterprises face in today's business. Architectures support the effective planning and governance of enterprises as a whole consisting of business and IT. Consistently implemented, they facilitate the understanding of business entities' interrelationships, set them in relation to strategic goals and help define the desired to-be state and the roadmap for its realization. For this purpose, concepts, methods, models and tools are discussed and enriched with insights from practice. The introduction of a specialized modeling language introduces the students to the creation of architectural artifacts. The concrete architecture realization process is underlined by the study of architecture frameworks currently discussed in research and practice.

**Background and relations to other courses:** This course stresses the aspect of IM as an engineering discipline, in contrast to being a management discipline only. The fundamental idea is to describe organizations as a whole, consisting of goals and strategies, business models, processes, people and information technology. Enterprise Architecture Management propagates a holistic approach that primarily aims at aligning the spheres of business and IT within one or across several companies and at facilitating and governing transformation processes. The Information Manager thereby has the role of an architect of the corporate information infrastructure.
The Module "Managing IT in the Information Age" introduces students to the tasks and tools in Information Management thus setting the scene for this Module.

**Main topics and learning objectives:**

| Themes | Learning objectives |
|---|---|
| Motivation of Enterprise Architecture Management | To learn about the challenges today's enterprises are facing and the answers Enterprise Architecture Management provides in this context. |
| Positioning Enterprise Architecture Management | To learn the definition and major concepts of Enterprise Architecture Management, about its key applications and its role as a bridge from strategy to design. |
| Management areas and best practices | To learn about the management areas relevant to Enterprise Architecture Management and associated best practices commonly applied. |
| Modeling of Enterprise Architectures | To learn how to create different architectural artifacts and to connect them to create a holistic, purposeful picture of the enterprise. Moreover, to learn to use viewpoints to generate stakeholder-specific views of the architecture. |
| Frameworks in | To learn why frameworks play an important role in Enterprise |

| | | |
|---|---|---|
| | Enterprise Architecture Management | Architecture Management and to get to know prominent frameworks that are vividly discussed in research and practice. |

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| 5 | **Learning outcomes:**<br>**Academic:** The students' ability to develop and manage Enterprise Architectures is the course's major goal. An understanding of current developments and frameworks in the domain of architecture implementation should be obtained. Students are equipped with methods for planning, creating and governing such architectures. Furthermore, practical skills in architecture development will be conveyed with work on case studies and presentation of the results.<br>**Soft skills:** Students are encouraged to prepare the contents of the lecture and exercises and to perform follow-up work in teams. This is supported by a Learnweb discussion forum that is guided by the chair. The case study is organized as group work and thus promotes the students' ability to cooperate in teams and to manage their time efficiently. The intermediary results are presented regularly by the groups in front of the complete audience. This enhances the students' presentation and discussion skills. The creation of architectural models by using a syntactically and semantically defined modeling language sharpens analytical and logic skills. |
| 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:** | | |
|---|---|---|---|
| | **Number and Type; Connection to Course** | **Duration** | **Part of final mark in %** |
| | Written Exam | 90 Min. | 60 |
| | Case Study with EAM-Software, Reports and Presentation | Ca 40 pages documentation, ca 40 minutes presentation | 40 |

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

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|---|---|
| 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:** 5% (6 of 120 CP) |
| 12 | **Module Prerequisites:** None |
| 13 | **Presence:** Presence is strictly advised. |
| 14 | **Use of the module for other course programs:** None |

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| 15 | **Responsible Lecturer:** Prof. Dr.-Ing. Bernd Hellingrath | **Department:** Münster School of Business and Economics |
| 16 | **Misc.:** | |

**Process Management: Workflow Management (6 ECTS)**

Lecture/Tutorial: The lecture will be held as a block course. Check out the website for further information and dates.

Lecturer: PD Dr. Patrick Delfmann

Link: https://www.wi.uni-muenster.de/de/studierende/bachelor-master-veranstaltungen/213528

| | | | | | |
|---|---|---|---|---|---|
| **Module Title:** | Process Management: Workflow Management | | | | |
| **Course Program** | Master of Science in Information Systems | | | | |
| **1** | **Module No:** PM3 | **State:** compulsory in track PM; optional as elective | **Language of Instruction:** English | | |
| **2** | **Turn:** Every summer 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 | L | Lecture | | 30 (2 CH) | 30 |
| 2 | E | Exercise | | 30 (2 CH) | 90 |

**4** **Contents:**

**Background and relations to other courses:**

This course links the business view on organizational business processes with the technical implementation of these. It therefore provides means for implementing business requirements in an organizational environment, as task related to topics in PM1, PM2, ISD1, ISD2, ISD3, PR1, and PR3.

**Main topics and learning objectives:**

| Themes | Learning objectives |
|---|---|
| (1) Basics of Workflow Management | To be able to provide an overview of the entire process of workflow implementation and to explain its relevance |
| (2) Conceptual workflow definition | To be able to understand and create workflow definitions. |
| (3) Technical workflow implementation | To be able to understand and create workflow implementations, and to explain the relations between (2) and (3) |
| (4) Workflow Management Systems | To be able to actually implement workflows with Workflow Management Systems used in practice. |

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|---|---|
| 5 | **Learning outcomes:** |
| | **Academic:** The ability to manage business process redesign projects in organizations, an understanding of the challenges faced in the course of such a project, and techniques to cope with them. |
| | **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:**<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 | Ca 90 min. | 60 |
| | Four presentations of an accompanying case study | Ca 20+20+20+30 Min. | 40 |

| 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 both the written examination and the course assignments were passed. If one fails the written examination, the total course is failed, even if the grade for the case study work is excellent. |
| 11 | **Weight of the module grade for the overall grade:** 5% (6 of 120 CP) |
| 12 | **Module Prerequisites:** None |
| 13 | **Presence:** Presence is strictly advised. |
| 14 | **Use of the module for other course programs:** None |

| 15 | **Responsible Lecturer:** | **Department:** |
|---|---|---|
| | PD Dr. Patrick Delfmann, Dr. Armin Stein | Münster School of Business and Economics |
| 16 | **Misc.:** | |

**Business Networks: Information Security (6 ECTS)**

Lecture/Tutorial: Tuesday 14:00 – 16:00, LEO 18.3, Thursday 16:00 – 18:00, LEO 18.3, Term 1+2

Lecturer: Prof. Dr. Rainer Böhme

Link: https://www.wi.uni-muenster.de/de/studierende/bachelor-master-veranstaltungen/213530

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|---|---|---|---|---|---|
| **Module Title:** | Business Networks: Information Security | | | | |
| **Course Program** | Master of Science in Information Systems | | | | |
| 1 | **Module No:** BN2 | **State:** Compulsory | | | |
| 2 | **Turn:** Summer | **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 | L | Information Security | | 30 (2) | 60 |
| 2 | E | Information Security | | 30 (2) | 60 |

4 **Contents:** This lecture covers the foundations of information security including the specification of protection goals, adversary models, security mechanisms (e.g., identification, access control) and cryptographic primitives to enforce protection goals in distributed systems (e.g., symmetric and asymmetric encryption, integrity protection). Security mechanisms will be discussed both from the perspective of a system operator, who protects a larger distributed system, as well as from the end users' point of view, who may wish to use security technology to self-protect against untrustworthy system operators.

**Background and relations to other courses:** None

**Main topics and learning objectives:**

| Themes | Learning objectives |
|---|---|
| Lecture: Theoretical Security, Practical Security, Security Strategy, Privacy<br>Exercise: Primer on Information Theory, Primer on Coding Theory, Primer on Number Theory, Primer on Computational Complexity, Block Cipher Operating Modes, exercises accompanying the lecture | This course contributes to ensure that every graduate who potentially makes decisions with security impact has sufficient knowledge to a) identify security issues, b) communicate effectively with security experts, c) keep aware of changing technological limits, d) evaluate security advises critically and comprehensively, e) oversee the implementation of security measures, and f) assume responsibility for their effects and potential side-effects. |

5 **Learning outcomes:**

| | |
|---|---|
| | **Academic:** See objectives a), c), d), e) |
| | **Soft skills:** See objectives b) and f) |
| 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:** | | |
|---|---|---|---|
| | **Number and Type; Connection to Course** | **Duration** | **Part of final mark in %** |
| | Oral examination | Ca 20 Min. | 80 |
| | Written exercises | Ca 5-10 pages | 20 |

| 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. all parts of the examination are passed. |
| 11 | **Weight of the module grade for the overall grade:** 5% (6 of 120 CP) |
| 12 | **Module Prerequisites:** None |
| 13 | **Presence:** Presence is strictly advised. |
| 14 | **Use of the module for other course programs:** None |

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|---|---|---|
| 15 | **Responsible Lecturer:** Prof. Dr. Rainer Böhme | **Department:** Münster School of Business and Economics |
| 16 | **Misc.:** | |

**Business Networks: Network Economics (6 ECTS)**

Lecture/Tutorial: Monday 16:00 – 18:00, LEO18.3, Tuesday 16:00 – 18:00, LEO 18.3, Wednesday 12:00 – 14:00, LEO 18.3, Term 1+2 (first lecture 18.04.2016)

Lecturer: Prof. Dr. Stefan Klein

Link:

| | | | | | |
|---|---|---|---|---|---|
| **Module Title:** | Business Networks: Network Economics | | | | |
| **Course Program** | Master of Science in Information Systems | | | | |
| 1 | **Module No:** BN3 | **State:** Compulsory | | | |
| 2 | **Turn:** Summer | **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 | L | | | 30 (2) | 60 |
| 2 | E | | | 30 (2) | 60 |

4 **Contents:** This course blends an introduction to network economics with selected topics in computer networking. It teaches technical and formal economics skills in a unique combination tailored to students of Information Systems. Emphasis is put on simple models lending themselves to rigorous solutions. Participants immerse in the notion that network graphs form the social and economic fabric of an information society, and grasp the emergent properties of design choices in the Internet technology. They learn by many practical examples to appreciate the power of networks as well as ways to control it. Successful graduates are equipped with essential skills that qualify them for assuming responsibility in strategy teams of network industries (including startups), policy-making bodies, or research institutions.

**Background and relations to other courses:** There is intentional overlap with the module BN Interorganizational Systems, which complements this course by taking a qualitative-holistic approach to questions in the scope of network economics.

**Main topics and learning objectives:**

| Themes | Learning objectives |
|---|---|
| History and foundations of network economics, agents, incentives, externalities, information regimes; network topologies, random graphs, degree distributions; non-cooperative network games, congestion, risk propagation; network formation, dynamics, standards, adoption; | a) Students learn to "think in networks". They get a deep understanding of the role of network topology as a distinctive factor that defines the properties of complex social and technical systems. They get used to the ideas of emergence, feedback loops and equilibria. b) They dispose of models to describe as well as analytical tools to analyze and explain phenomena arising in networks. c) They can apply |

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| | network management and regulation, pricing, strategic partnerships, competition; analysis tools, including primers on game and graph theory, computational aspects, approximation, software tools, simulation, visualization; Internet protocols as practical examples | their knowledge in unprecedented ways to study new real-world problems with the lens of network economics. This enables them to d) contribute to theoretical and empirical research as well as to e) create and shape practical socio-technical systems based on well-founded principles. f) Awareness of the limitations of formal models, taught by examples of failure, prevents blind reliance and encourages responsible action. |

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|---|---|
| 5 | **Learning outcomes:** |
| | **Academic:** See objectives b), d), e) |
| | **Soft skills:** See objectives a), c), f) |
| 6 | **Description of possible electives within the modules:** None |
| 7 | **Examination:**<br>[X] Final Module Exam [ ] Examinations for every part of the module |

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

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

| | |
|---|---|
| 10 | **Prerequisites for Credit Points:** |
| 11 | **Weight of the module grade for the overall grade:** 5% (6 of 120 CP) |
| 12 | **Module Prerequisites:** None |
| 13 | **Presence:** Presence is strictly advised |
| 14 | **Use of the module for other course programs:** None |

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|---|---|---|
| 15 | **Responsible Lecturer:** Prof. Dr. Rainer Böhme | **Department:** Münster School of Business and Economics |
| 16 | **Misc.:** | |

**Business Intelligence: Data Analytics II (6 ECTS)**

Lecture: Wednesday 10:00 – 12:00, LEO 3.219 (13.04.2016 only) JUR 067 WIWI Pool 2 (after 13.04), Thursday 10:00 – 12:00, LEO 3.219, Term 1+2 (08.04.2015 – 17.07.2015, Exams: 18.07.2015 – 07.08.2015)

Lecturer: Prof. Dr. Heike Trautmann

Link: https://www.wi.uni-muenster.de/de/studierende/bachelor-master-veranstaltungen/213527

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|---|---|---|---|---|---|
| **Module Title:** | Business Intelligence: Data Analytics - II | | | | |
| **Course Program** | Master of Science in Information Systems | | | | |
| **1** | **Module No:** BI3 | **State:** compulsory in track BI; optional as elective | | **Language of Instruction:** English | |
| **2** | **Turn:** Every summer 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 | L | Lecture "Data Analytics - II" | | 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 supervised 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, specifically treatment of missing values |
| **Supervised Learning:** | Selected regression and classification approaches |

**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.

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| | **Soft skills:** Team work, presentation techniques |
| 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:** | | |
|---|---|---|---|
| | **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 | Ca 40 Min. (presentation), ca 10-20 pages (report) | 40% |

| 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 the written examination as well as the report and presentation of the case study are passed. |
|---|---|
| 11 | **Weight of the module grade for the overall grade:** 5% (6 of 120 CP) |
| 12 | **Module Prerequisites:** None |
| 13 | **Presence:** Presence is strictly advised |
| 14 | **Use of the module for other course programs:** None |

| 15 | **Responsible Lecturer:** Prof. Dr. Heike Trautmann | **Department:** Münster School of Business and Economics |
|---|---|---|
| 16 | **Misc.:** | |

**Information Systems Development: Advanced Concepts of Software Engineering (6 ECTS)**

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

Lecturer: Prof. Dr. Herbert Kuchen

Link: https://www.wi.uni-muenster.de/de/studierende/bachelor-master-veranstaltungen/213534

| | |
|---|---|
| **Module Title:** | Information Systems Development: Advanced Concepts in Software Engineering |
| **Course Program** | Master of Science in Information Systems |

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|---|---|---|---|
| **1** | **Module No:** ISD3 | **State:** compulsory in track ISD; optional as elective | **Language of Instruction:** English |

| | | | | | |
|---|---|---|---|---|---|
| **2** | **Turn:** every summer 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 | L | Lecture | | 30 (2 CH) | 45 |
| 2 | E | Exercise | | 30 (2 CH) | 75 |

**4** **Contents:**

**Background and relations to other courses:** It is assumed that the students have some experience with programming and software development as they are taught in the bachelor program. The learned concepts and techniques are (often) helpful in the master thesis.

**Main topics and learning objectives:** The course consists of lectures providing the theoretical background of topical software-engineering concepts such as enterprise application integration and model-driven software development. Moreover, it consists of 5 assignments where these concepts are applied to develop and connect example information system.

| Themes | Learning objectives |
|---|---|
| Enterprise Application Integration (EAI) concepts | Knowing and being able to evaluate typical EAI topologies and possible integration layers. Knowing corresponding communication paradigms. |
| Web applications and Middleware | Knowing typical concepts and frameworks for the development of enterprise applications. Being able to use these frameworks for developing enterprise applications with e.g. Java. |
| Web Services | Being able to connect existing enterprise applications using web-service technologies. |
| Message-oriented Middleware | Being able to connect enterprise applications using message-oriented middleware. |

| | | |
|---|---|---|
| | Model-Driven Software Development (MDSD) | Understanding the main concepts of MDSD such as automatically transforming a model to e.g. executable code as well as meta- and meta-meta-modeling. |
| | Domain-Specific Languages | Knowing how to develop domain-specific languages (DSL) for a considered domain and to apply them. |
| | Model-to-Text Transformations | Knowing and applying leading tools (such as Xtend) for describing model-to-text transformations. |
| | Model-to-Model Transformations | Knowing and applying leading tools (such as QVTo) for describing model-to-model transformations. |

| | |
|---|---|
| 5 | **Learning outcomes:** |
| | **Academic:** The students learn to know and apply current integration technologies for software systems within a company and across collaborating enterprises. Moreover, they learn how to increase the productivity of software development by automatically transforming abstract models to desired artifacts such as executable code. |
| | **Soft skills:** The exercises are solved in teams of about 5 students. Thus, the students are trained to collaborate in teams. |

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

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|---|---|
| 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 | Ca 90 Min. | 70 |
| | Development of software artifacts in groups of ca 5 students (biweekly) | Ca 6 hours/week | 30 |

| | | |
|---|---|---|
| 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:** 5% (6 of 120 CP) |

| | |
|---|---|
| 12 | **Module Prerequisites:** none |

| | |
|---|---|
| 13 | **Presence:** Presence is strictly advised. |

| | | |
|---|---|---|
| 14 | **Use of the module for other course programs:** None | |
| 15 | **Responsible Lecturer:** Prof. Dr. Herbert Kuchen | **Department:** Münster School of Business and Economics |
| 16 | **Misc.:** | |

**Logistics, Production, Management and Retail: Retail (6 ECTS)**

Lecture/Tutorial: Thursday 14:00 – 16:00, LEO 18.3, Friday 10:00 – 12:00, LEO 18.3 Term 1+2

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

Link: https://www.wi.uni-muenster.de/de/studierende/bachelor-master-veranstaltungen/213532

| | |
|---|---|
| **Module Title:** | Logistics, Production and Retail: Retail |
| **Course Program** | Master of Science in Information Systems |

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|---|---|---|---|
| 1 | **Module No:** LPR3 | **State:** compulsory in track SPR; optional as elective | **Language of instruction:** English |

| | | | | | |
|---|---|---|---|---|---|
| 2 | **Turn:** Every summer 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 | L | Lecture | 3 | 30 (2 CH) | 60 |
| 2 | E | Exercise | 3 | 30 (2 CH) | 60 |

4

**Contents:** The retail course as part of the production and retail module presents retail as an important sector for the economy. It uses reference models for retail as a framework to introduce retail business process and data structures. To highlight the integration of business processes and information technology, the ERP system selection and implementation process is elaborated. Process and data modeling techniques are applied throughout the lecture and accompanying exercises.

**Background and relations to other courses:** The course is complementary to the courses Production Planning and Control and Supply Chain Management and Logistics.

**Main topics and learning objectives:**

| Themes | Learning objectives |
|---|---|
| Business Processes in Retail | The students get to know reference models for retail. They understand core processes, coordination processes, support processes and their integration. |
| Process Modeling | The students are able to model business processes in retail, especially with the help of domain specific, semantic modeling languages. |
| Data Modeling | The students are able to model data structures and get to know selected data models in retail. |
| ERP-Systems for Retail | The students understand the importance of ERP-systems in retail and their selection and implementation process. |

5 **Learning outcomes:**

| | |
|---|---|
| | **Academic:** The students recognize information systems and the underlying business processes in retail as an important sector for the economy. They understand the cross-departmental integration of business processes and how retail companies are embedded in the value chain. They deepen their knowledge in process and data modeling and are able to apply methods and techniques in various application scenarios. |
| | **Soft skills:** The exercises comprise both individual work and team-based group work. The students apply and improve their capabilities in team work, presentation and discussion. |

| | |
|---|---|
| 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:** | | |
|---|---|---|---|
| | **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:** Regular class attendance, solving the course assignments, and passing the written examination. |
| 11 | **Weight of the module grade for the overall grade:** 5% (6 of 120 CP) |
| 12 | **Module Prerequisites:** None |
| 13 | **Presence:** Presence is strictly advised. |

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

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

**Elective Modules (Lecture/Exercise) (6 ECTS)**

Lecture: tba

Tutorial: tba

Lecturer: tba

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

| | | | | |
|---|---|---|---|---|
| **Module Title:** | Elective Modules (Lecture/Exercise) | | | |
| **Course Program:** | Master of Science in Information Systems | | | |
| 1 | **Module No:** EMLE | **State:** compulsory | **Language of Instruction:** English | |

| 2 | **Turn:** | **Duration:** | **Semester:** | **CP:** | **Workload (h):** |
|---|---|---|---|---|---|
| | [x] every term<br>[] every winter term<br>[] every summer term | [x] 1 term<br>[] 2 terms | 1-4 | 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:**
Selection of modules with 6 CP from the "Minor" programs of the Master program of the department of
Business Administration, namely "Basis Accounting", "Basis Finance", "Basis Management" and "Basis
Marketing". Preconditions defined for the selected modules have to be obeyed. The modules "Advanced
Market Research" and "Strategic Management II" are excluded.
Or:
Choosing modules out of the not previously enrolled modules within IM, PM, BN and BI
Or:
Choosing special modules in Information Systems or Computer Science

Two of the selected modules have to be seminars!

**Background and relations to other courses:** to be found in the descriptions of the above mentioned modules

**Main topics and learning objectives:** to be found in the descriptions of the above mentioned modules

**5**

**Learning outcomes:** (in general) The students deepen their knowledge in specific topics

**Academic:** to be found in the descriptions of the above mentioned modules

**Soft skills:** to be found in the descriptions of the above mentioned modules

**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:** depending on the selected modules

**9 Study Work:**

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

**10 Prerequisites for Credit Points:**

| | |
|---|---|
| | The credit points will be granted when the prerequisites of the selected module have 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 strictly advised. |
| 14 | **Use of the module for other course programs:**<br>None |
| 15 | **Responsible Lecturer:**<br>Prof. Dr. Heike Trautmann<br>**Department:**<br>Münster School of Business and Economics |
| 16 | **Misc.:** |

**Electives Module (Seminar) (6 ECTS)**

Seminar: tba

A registration for seminars is necessary. Further information will follow.

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

| | | | | | | |
|---|---|---|---|---|---|---|
| **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:** 1-4 | **CP:** 6 | **Workload (h):** 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:**
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:

- Structural Model Analysis
- Model Visualisation - Layout and Perception
- Network Evolution
- Beautiful Data
- ERP systems in industry, retail and supply chains
- Information Retrieval
- Coordination in Supply Chain Management
- 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:**
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 % |
|---|---|---|
| Seminar elaboration and talk | | 100 |

**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. |
| 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:**<br>Prof. Dr. Heike Trautmann<br>**Department:**<br>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.

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

| | | | |
|---|---|---|---|
| **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:** 3-4 | **CP:** 12 | **Workload (h):** 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<br>are organized together with industrial partners. Examples are:<br>• Legally Compliant Information Systems Engineering<br>• ERCIS CodeSharing<br>• TAC/SCM - The Trading Agent Competition in Supply Chain Management<br>• EARevLog - Developing an Enterprise Architecture for Reverse Logistics<br>• IT-supported Semi-Automatic Analysis of Process Weaknesses<br>• ITIL in a media company<br>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<br>(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:**<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 %** |
| | Assignments (see 10) | | 100 |

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

| 10 | **Prerequisites for Credit Points:** |
|---|---|

| | |
|---|---|
| | 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<br>**Department:**<br>Münster School of Business and Economics |
| 16 | **Misc.:** |