

Department: Business

## Study program: Business Administration, M.Sc.

(Regulations as of 2018)

Overview of English-taught modules:

- Business Development and Entrepreneurship<sup>2</sup>
- E-Business and E-Procurement<sup>1</sup>
- Elective classes<sup>2</sup>
- IFRS Reporting and Capital Markets<sup>2</sup>
- Supply Chain Management<sup>2</sup>

Classes marked with a '1' are only taught in the winter; classes marked with a '2' are taught both in the winter and the spring semester.

In German, a "module" is a combination of more than one class.

Detailed module descriptions:

### 1. Business Development and Entrepreneurship

<p><b>Name of the module:</b> Business Development and Entrepreneurship</p>
<p><b>Number of credits:</b> 6 credits</p>
<p><b>Classes the module is made up of:</b></p> <ul style="list-style-type: none"> <li>• 1 lecture</li> <li>• 1 practical class</li> </ul>
<p><b>Module content:</b> <b>Content:</b> Students will learn the major business concepts and theories and how to apply them to real management situations. For that the lecture will focus on how to</p> <ul style="list-style-type: none"> <li>• conduct a robust and insightful Market research and plan</li> <li>• tools to describe the innovation and value of a business concept (incubators and accelerators)</li> <li>• pitch a good idea</li> <li>• fund start-ups (Venture Capital)</li> <li>• profoundly find and describe the Sales-Strategy</li> </ul> <p><b>Learning Outcomes:</b> Students will be able to</p> <ul style="list-style-type: none"> <li>• word "Vision, Mission and Goals" as a strategy guardrail</li> <li>• identify the relevant market of your venture, focusing on value chain, core competencies and usage of tools to identify the competitive advantage of your business</li> <li>• perform an external analysis including Five Forces Model of Porter, PESTLE, Scenario and Strategic Group Analysis</li> <li>• show the results of the above analyses in your business plan by using tools such as portfolio-analysis and SWOT-analysis</li> <li>• explain how to make sure that the primary and secondary market research are intertwined and embedded in nicely told story line of your business plan</li> </ul>

<ul style="list-style-type: none"> <li>• explain how financial backers such as Private Equity and other financial situations evaluate business plans and what they focus on</li> <li>• pitch the start-up-idea, that means to demonstrate orally and in writing their comprehension in the solution of case studies and also be able to analyse new start up cases as to probability of successful backing by C-level management/investment committees</li> </ul> <p><b>Literature:</b></p> <ul style="list-style-type: none"> <li>• Friend/Zehle: The Economist Guide to Business Planning</li> <li>• Abrams: Successful Business Plan: Secrets &amp; Strategies</li> <li>• Wilhelms/Li: For Managers and Entrepreneurs: Strategic Management</li> <li>• Rothaermel: Strategic Management: Concepts</li> <li>• Fink/Vogelsang/Baumann: Existenzgründung und Businessplan – Ein Leitfaden für erfolgreiche Start-ups</li> <li>• Dorf/Blank: Handbuch für Start-ups</li> </ul>
<p><b>Final exam(s) and/or assignment(s):</b></p> <ul style="list-style-type: none"> <li>• Research paper</li> <li>• Additional forms of assessment possible (e.g. by means of a presentation and/or a final exam)</li> </ul> <p>The exact type of assessment will be announced at the start of the module.</p>
<p><b>Duration:</b> 1 semester</p>
<p><b>Hours per week:</b> 4</p>

## 2. Digital Finance

<p><b>Name of the module:</b> Digital Finance</p>
<p><b>Number of credits:</b> 5 credits</p>
<p><b>Classes the module is made up of:</b></p> <ul style="list-style-type: none"> <li>• 1 lecture</li> <li>• 1 practical class</li> </ul>
<p><b>Module content:</b> <b>Content:</b></p> <ul style="list-style-type: none"> <li>• Current developments in capital markets and financial services: equity markets,</li> <li>• bond markets, credits, structured products, financial derivatives, private equity, asset management,</li> <li>• Credit insurance, etc.</li> <li>• Introduction to capital market theories</li> <li>• Developments in digital finance and capital markets, e.g.</li> <li>• Corporate finance: crowdinvesting/crowdfunding/equity-based funding/private equity/ IPOs based on Web 2.0 auction principle, P2P lending for companies, funding via stock exchanges with the help of fintechs</li> <li>• Management of working capital (e.g. sale of receivables, structured products, etc.)</li> <li>• Securities transactions</li> <li>• Data management (e.g. Big Data, forecasting).</li> <li>• Regtech</li> <li>• Distributed ledger technologies</li> <li>• Collaborations between banks and fintechs in selected aspects of the financial services sector</li> </ul>

- Risk management (e.g., through the use of financial derivatives).
- Monetary policy in times of digitalization
- International financial management
- Examples of financial econometrics
- Current developments

#### Learning Outcomes:

- Knowledge of major capital market theories and related issues
- Ability to solve relevant case studies independently (capital market theories, currency rates, online currencies, financial derivatives, structured products, new product development, impact of digitalization, etc.).
- Application of theoretical basics for the solution and processing of current, practical issues in the financial services and controlling
- Understanding of current scientific discussions regarding developments in capital markets, currencies, international trade relations, online currencies, financial derivatives, structured products, Digital Finance, etc.
- Knowledge of financial management instruments and critical evaluation of their possible applications
- Knowledge of mathematical principles and possible applications of modern products in corporate management, in portfolio and risk management, controlling, financial management, etc.
- Ability to react competently to current regulatory issues
- Ability to evaluate and implement new technologies (distributed ledger, etc.) for their use in corporate management, controlling, financial management and to be able to implement them
- Dealing with large amounts of data
- Application of selected statistical methods to current issues and handling of software
- identify complex issues of portfolio and risk management in corporate management and to independently assess practical issues and identify procedures for dealing with them, identify and apply them
- implement methods of modern financial management in order to achieve the company's goals, implement and monitor them
- classify current issues and to propose and implement practical solutions
- present facts and research results in accordance with industry standards

#### Final exam(s) and/or assignment(s):

- Regular attendance (75%)
- Active participation
- Submission of Texts and homework to be completed at home
- A presentation
- Written exam during the semester and at the end of the semester
- Additional forms of assessment are possible

The exact type of assessment will be announced at the beginning of the module.

#### Duration:

1 semester

#### Hours per week:

4

### 3. E-Business and E-Procurement

<p><b>Name of the module:</b> E-Business and E-Procurement</p>
<p><b>Number of credits:</b> 6 credits</p>
<p><b>Classes the module is made up of:</b> 1 seminar</p>
<p><b>Module content:</b> <b>Content:</b> Students will learn the major E-Business and E-Procurement concepts and theories and how to apply them in practice. To reach that goal the lecture will contain the following topics:</p> <ul style="list-style-type: none"> <li>• Defining Management and Marketing for the 21st Century.</li> <li>• Discussion of fundamental theoretical principles of the New Economy</li> <li>• Introduction of the empirical laws of a networked economy</li> <li>• To systematize the fundamentals of emerging sell- and buy-side E-Commerce technologies and applications.</li> <li>• Introduce the infrastructural components for successfully implementing E-Business and E-Procurement systems</li> <li>• Verify how management decisions are impacted by new technologies.</li> <li>• Analyze the use of the Internet and wireless technologies in management, marketing and buying decisions.</li> <li>• Discuss how companies can both attract and retain customers as well as suppliers.</li> <li>• Show how companies can improve customer, supplier and company profitability.</li> </ul> <p><b>Learning Outcomes:</b> This course examines the general nature of the emergence of progressive e-business and e-procurement technologies. The student will explore the major concepts and tools of the new economy used by small, midsize and multinational corporations. Especially new e-business models, content management systems, EShops, E-Marketplaces, E-Auctions and customer as well as supplier relationship management concepts will be discussed. The student learning outcomes are:</p> <ul style="list-style-type: none"> <li>• Be able to explain and apply the concepts associated with the analysis, design, and implementation of E-Business information technology systems.</li> <li>• Learn how to plan and control the activities associated with an implementation of E-Business systems.</li> <li>• Know about the associated cost of information system investments.</li> <li>• Develop skills to work together with other students in a team to plan, prepare and present case studies in class.</li> <li>• Be able to transfer the acquired knowledge in practical experience.</li> <li>• Be able to demonstrate orally and in writing their comprehension in the solution of case studies.</li> </ul> <p>Students will acquire knowledge, skills and competencies in the following areas:</p> <ul style="list-style-type: none"> <li>• Professional competence: Skills and knowledge that are useful for managing and planning information systems on a strategic as well as on an operational level. They also acquire knowledge that is useful to manage the challenges of the age of the platform economy.</li> <li>• Methodological competence: Codified set of practices that may be repeatably carried out to produce E-Business and E-Procurement systems and applications which can be used in practice.</li> </ul>

<ul style="list-style-type: none"> <li>• Interpersonal skills: For building and working on E-Business and E-Procurement related case studies in teams to enhance the current and future roles as team members and team leaders. The conceptual, technical and interpersonal skills needed to present findings from working on case studies effectively in the business world.</li> </ul> <p><b>Literature:</b></p> <ul style="list-style-type: none"> <li>• Laudon/Laudon: Management Information Systems, Prentice Hall</li> <li>• Laudon/Traver: E-Commerce: Business, Technology, Society, Addison Wesley Publishing Company</li> <li>• Robinson/Tapscott/Kalakota: e-Business 2.0: Roadmap for Success</li> <li>• Afuah/Tucci: Internet Business Models and Strategies: Text and Cases, McGraw-Hill/Irwin</li> <li>• Neef: e-Procurement: From Strategy to Implementation, Financial Times Prentice Hall</li> <li>• Chopra/Meindl: Supply Chain Management, Prentice Hall</li> </ul>
<p><b>Final exam(s) and/or assignment(s):</b></p> <ul style="list-style-type: none"> <li>• Final exam in written form (60 to 120 minutes)</li> <li>• Oral examination</li> <li>• Analysis of two case studies</li> <li>• Additional assessments (e.g. by means of a final exam) possible</li> </ul> <p>The exact type of assessment will be announced at the start of the module.</p>
<p><b>Duration:</b> 1 semester (only offered in winter semesters)</p>
<p><b>Hours per week:</b> 4</p>

#### 4. Elective modules with varying topics

<p><b>Name and content of the module:</b> Varying names The modules post online shortly before the start of the semester. Classes in the past have comprised:</p> <ul style="list-style-type: none"> <li>• Business and Tax Law in English in Practice (by means of exercises)</li> <li>• The Social and Political Dimensions of Accounting</li> <li>• Entrepreneurship and Social Change: Foundations and Case Studies</li> </ul>
<p><b>Number of credits:</b> Typically 5 credits, but changes are possible</p>

#### 5. IFRS Reporting and Capital Markets

<p><b>Name of the module:</b> IFRS Reporting and Capital Markets</p>
<p><b>Number of credits:</b> 5 credits</p>
<p><b>Classes the module is made up of:</b></p> <ul style="list-style-type: none"> <li>• 1 lecture</li> <li>• 1 practical class</li> <li>• 1 group work</li> </ul>
<p><b>Module content:</b> <b>Content:</b> Key element of this module is the analysis of relevant IFRS standards against the background of their informational impact on the capital market. Therefore, we will shortly discuss the</p>

internationalisation of accounting, the relevance of IFRS in this context and the effect of internationalisation and IFRS on capital markets. After this introduction we will touch highly important aspects of accounting – e.g. revenue recognition, recognition and measurement of assets or financial instruments. All accounting topics discussed will be analysed with respect to their capital market relevance. We will illustrate the effects using current accounting practices of multinational entities, go into major findings in research concerning the link between accounting and capital markets' effects and apply the knowledge in case studies discussed and solved in exercise classes. The schedule will be concluded by an assessment of the importance of accounting for corporate governance and controlling (inside perspective) and capital-market-oriented financial statement analysis (outside perspective).

### **Learning Outcomes:**

The module aims at making students familiar with the objectives, principles as well as the most important standards of IFRS accounting and their implication on international capital markets.

Students will be able to

- explain economic consequences of financial reporting and the role accounting information plays on capital markets,
- explain the special role of IFRS on international capital markets and how the IASB conducts IFRS standard-setting,

Students will further be able to demonstrate orally and in writing their comprehension in the solution of case studies.

They will also be able to

- discuss the objectives and principles of IFRS and evaluate the relevance of these for respective IFRS standards,
- critically assess political influence on IFRS and IFRS standard-setting,
- analyse a financial statement from an inside and an outside view.

### **Literature:**

- Kothari/Barone: Advanced financial accounting: an international approach, Pearson
- Picker et al.: Applying International Financial Reporting Standards, Wiley
- Walton/Aerts: Global Financial Accounting and Reporting, Cengage Learning

### **Final exam(s) and/or assignment(s):**

- Research paper (as a group work, 10 pages) and presentation of the paper
- Final exam
- Additional forms of assessment are possible

The exact type of assessment will be announced at the start of the module.

### **Duration:**

1 semester

### **Hours per week:**

4