Courses in English, Summer 2019

at the School of Business and Economics,

Westfälische Wilhems-Universität Münster

As of February 01, 2019

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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Contents

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 electronic course catalogue. As the electronic course catalogue is not yet complete, new data might be added.

The university calendar can be found under: https://studium.uni-muenster.de/qisserver/rds?state=wtree&search=1&trex=step&root120191=189949%7C187446&P.vx=kurz&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.

Further semester dates can be found under: http://www.uni-muenster.de/studium/en/orga/termine.html

Registration for exams

	Summer Semester 2019
Orientation week	
Semester	April 01 – September 30th
Semester-long courses	April 01– July 12
Term 1 classes	April 01 – Mai 20th
Term 2 classes	Mai 20th – July 12
Early exam period	June 11 – June 15th
Regular exam period	July 15th – August 02

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:

Hüfferstr. 27, Room 009

Phone: +49 (251) 83 – 37915

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

Overview of Classrooms

H1, H2

Schlossplatz 46

H1: 1st floor

H2: 2nd floor

J2, J4, J490 / Juridicum

Universitätsstraße 14-16

J2: 1st floor

J4: 2nd floor

J253: 2nd floor

J372: 3rd floor

J490: 4th floor

J498: 4th floor

F1 / Fürstenberghaus

Domplatz 20-22

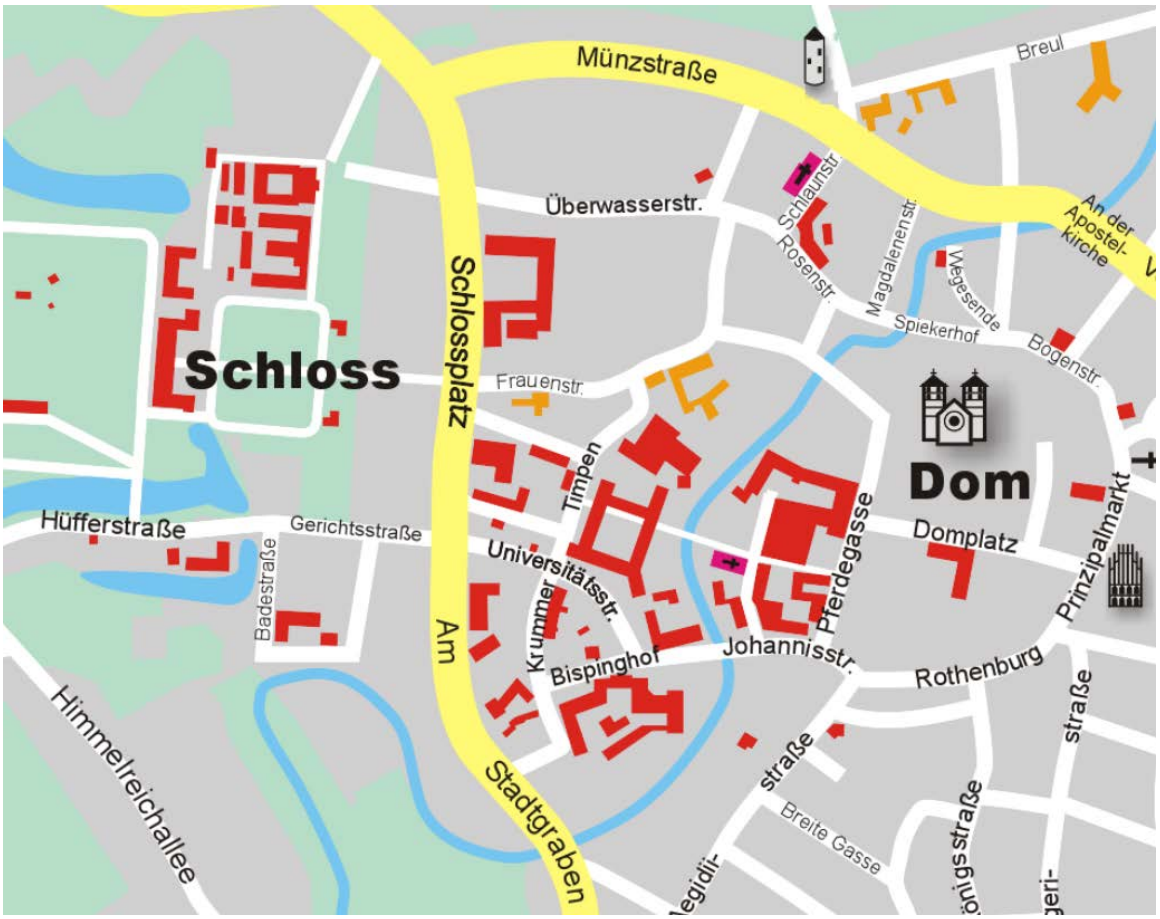
2nd floor

CAWM 1

Am Stadtgraben 9

1st floor

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



Bachelor:

Business:

Corporate Finance (6 ECTS)

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

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

Lecturer: Prof. Dr. Thomas Langer

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

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=286108&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung&noDBAction=y&init=y

<table>
<tr><td colspan="2">Module Title english:</td><td colspan="4">Corporate Finance</td></tr>
<tr><td colspan="2">Course Program:</td><td colspan="4">Bachelor Business Administration PO 2010</td></tr>
<tr><td>1</td><td>Module No: BWL 7</td><td>State: Compulsory</td><td colspan="3">Language of Instruction: English</td></tr>
<tr><td>2</td><td>Turn: each summer term</td><td></td><td>Semester: 3, 4</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>Corporate Finance</td><td>4</td><td>30 h (2 CH)</td><td>90</td></tr>
<tr><td>2</td><td>Exercise</td><td>Corporate Finance</td><td>2</td><td>30 h (2 CH)</td><td>30</td></tr>
</table></td></tr>
<tr><td>4</td><td colspan="5">Module Contents:
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</td></tr>
</table>

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 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	To learn about the valuation of securities in capital markets and the standard model of market equilibrium.
Model 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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Learning outcomes:
Academic:
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:
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.

6

Description of possible electives within the modules:
none

7

Examination: Final Module Exam

8

Relevant Work:

Number and Type; Connection to Course	**Duration**	**Part of final mark in %**
Final written exam	120 min.	100 %

9

Study Work:

Number and Type; Connection to Course	**Duration**
none	

10	**Prerequisites for Credit Points:** The credit points will be granted after all relevant work and study work have been successfully completed.	
11	**Weight of the module grade for the overall grade:** 3.33% (6 of 180 CP)	
12	**Module Prerequisites:** 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:** none	
14	**Use of the module for other course programs:** Bachelor Business Administration, Bachelor Economics, Bachelor Information Systems, Bachelor Mathematics, Master Physics	
15	**Responsible Lecturer:** Professor Dr. Thomas Langer	**Department:** School of Business and Economics

Rational Decision Making (6 ECTS)

Lecture: Monday 10:00 – 12:00, JUR 498, Tuesday 08:00 – 10:00, ULB 1, Term 2

Tutorial: Thursday 08:00 – 10:00, ULB 1, Term 2

Lecturer: Prof. Dr. Langer

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

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=285524&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

<table>
<tr><td colspan="2">Module Title english:</td><td colspan="5">Operations Research</td></tr>
<tr><td colspan="2">Course Program:</td><td colspan="5">Bachelor Business Administration PO 2010</td></tr>
<tr><td>1</td><td>Module No: BWL 8</td><td>State: Compulsory</td><td colspan="4">Language of Instruction: German, partly English</td></tr>
<tr><td>2</td><td>Turn: each summer term</td><td></td><td>Semester: 3, 4</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>~~Introduction to Operations Research~~</td><td>1.5</td><td>30 h (2 CH)</td><td>15</td></tr>
<tr><td>2</td><td>Exercise</td><td>~~Tutorial on Introduction to Operations Research~~</td><td>1.5</td><td>30 h (2 CH)</td><td>15</td></tr>
<tr><td>3</td><td>Course</td><td>~~Planning and Decision or~~</td><td>3</td><td>30 h (2 CH)</td><td>60</td></tr>
<tr><td>4</td><td>Course</td><td>Rational Decision Making (English)</td><td>3</td><td>30 h (2 CH)</td><td>60</td></tr>
</table></td></tr>
<tr><td>4</td><td colspan="5">Module Contents:
Background and relations to other courses:
Introduction to Operations Research: Operations Research is an interdisciplinary branch of applied mathematics and formal sciences that uses methods such as mathematical modeling, statistics and algorithms to arrive at optimal or nearly optimal solutions to complex economic problems. It is typically concerned with maximizing (profit, assembly line performance, crop yield, bandwidth, etc) or minimizing (loss, risk, etc.) some objective function. Operations Research helps management to achieve its goals using scientific methods. Prerequisites for this course are basic mathematic knowledge taught in the first semester and basic knowledge in production planning and accounting to cover applications of Operations Research. Planning and Decision: Dynamic market and industry development processes pose a major challenge for strategic firm planning and require special decision-support tools which support the structuring of complex situations.
Main topics and learning objectives:</td></tr>
</table>

Introduction to Operations Research: This course is an introduction to the principles and practice of Operations Research, and its role in human decision making. In particular, the course focuses on mathematical programming techniques such as linear programming (the Simplex Method, Sensitivity Analysis and the formulation of linear programs using special modeling techniques), network optimization (including transportation and assignment problems) and dynamic programming. The treatment of these topics is embedded into basic presentations of data retrieval and forecasting techniques using statistical methods as well as fundamental considerations about modeling. Heuristic algorithms, simulation and project scheduling techniques are further topics of the course. Planning and Decision: This course provides students with the methodical and quantitative skills necessary to deal with strategic planning tasks in firm-specific contexts. It combines theory, empirical evidence, and practical application of modern strategic planning instruments. Areas of thematic priority are game-theory and strategic choice, empirical testing of learning curve effects, a modern capital market-oriented approach to the balanced scorecard, and the long-tail as a strategic challenge of technological innovation within the framework of internet economy.

Themes	**Learning objectives**
Introduction to Operations Research:	
Data retrieval and forecasting	To become acquainted to the options to acquire necessary data fueling Operations Research models. To classify the use of statistical techniques for forecasting and data retrieval.
Introduction and basic concepts	To learn about and understand the basic concepts and definitions of planning, decision making, modeling (descriptive, explicative, normative), algorithms and optimization. To understand simulation techniques, its possibilities, advantages and problems To learn about different techniques of modeling activity networks (CPM, PERT, MPM). To find out about the “Critical Path Method” in detail
Optimization	To learn about marginal and total analysis. To learn about marginal and total analysis. To understand basic concepts of the Simplex algorithm for the solution of linear programs, sensitivity analysis and continuative formulation of mixed integer linear programming models. To comprehend different algorithms for the solution of the transportation and assignment problems To understand Bellman’s principle of optimality
Use of the Excel Solver for Optimization	To model a linear programming problem using Microsoft spreadsheet application Excel. To solve this problem by using the Excel-Add-In “Solver”.
Heuristic algorithms	To understand the limitiations and handicaps of optimization. To understand the limitiations and handicaps of optimization. To find out about heuristic algorithms to overcome these problems. To apply this knowlegdge to a concrete application, the traveling salesman problem.
Simulation techniques	To understand simulation techniques, its possibilities, advantages and problems
Project Activity Scheduling	To learn about different techniques of modeling activity networks (CPM, PERT, MPM). To find out about the “Critical Path Method” in detail

	Planning and Decision	
	Strategic planning	To get first insights into the theoretical background of the lecture.
	Benefit from strategic planning	To get to know the key concepts of strategic behavior using the example of partnership selection
	Environment analysis	To learn about Porter's competitive forces, about generic competitive strategies, their determinants and about the appliance of the value map
	Business analysis	To understand the idea of the value chain and the concept of de-construction
	Learning curve effects	To realize the importance of empirical prerequisites for strategies
	Choice of strategy and portfolio management	To combine business analysis and environment analysis and learn to use the instrument of the BCG-matrix
	Implementation of strategies	To discuss traditional business ratios and become acquainted to the basic concept of the balanced scorecard
	Business models	To appreciate the value of business models and business plans

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Learning outcomes:
Academic:
Each student has to do a written examination. Introduction to Operations Research: During the written examination of 60 minutes the students have to solve small exercises by applying the techniques of Operations Research, that were taught in the lecture. In the written examination, the student should demonstrate the ability • to develop a coherent argumentation within a limited period of time, • to integrate and apply several algorithms and concepts of Operations Research, • to analyse small business cases and to represent them in an Operations Research model.
Soft skills:
The students learn to understand and actively apply arguments. The exercise includes teamwork and the application of presentation skills.

6

Description of possible electives within the modules:
The part "Introduction to Operations Research" is mandatory. Either "Planning and Decision" (German) or "Rational Decision Making" (English) has to be absolved.

7

Examination: Examinations for every part of the module

8

Relevant Work:

Number and Type; Connection to Course	**Duration**	**Part of final mark in %**
Written exam on Introduction to Operations Research	60 min.	50 %
Written exam on Planning and Decision or (depnding on chosen lecture)	60 min.	50 %
Written exam on Rational Decision Making	60 min.	50 %

9

Study Work:

	Number and Type; Connection to Course	**Duration**
	none	
10	**Prerequisites for Credit Points:** The credit points will be granted after all relevant work and study work have been successfully completed.	
11	**Weight of the module grade for the overall grade:** 3.33% (6 of 180 CP)	
12	**Module Prerequisites:** none	
13	**Presence:** none	
14	**Use of the module for other course programs:** Bachelor Business Administration, Bachelor Economics	
15	**Responsible Lecturer:** Prof. Dr. Thomas Ehrmann	**Department:** School of Business and Economics

Quantitative Marketing

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

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

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=285526&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

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

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

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=285526&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

Courses can be assigned individually!

Module Title english:	Quantitative Marketing				
Course Program:	Bachelor Business Administration PO 2010				
1	**Module No:** BWL 9	**State:** Compulsory	**Language of Instruction:** English		
2	**Turn:** each summer term		**Semester:** 3, 4		**Workload (h):** 180

3 **Module Structure:**

No	Type	Course	CP	Presence (h + CH)	Self-Study (h)
1	Course	Market Research	2	30 h (2 CH)	30
2	Course	Marketing Operations	2	30 h (2 CH)	30
3	Exercise	Tutorial on Quantitative Marketing	2	30 h (2 CH)	30

4 **Module Contents:**

Background and relations to other courses:

	The course requires basic knowledge of descriptive and inductive statistics. **Main topics and learning objectives:** Market Research: 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:** Market Research: 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. Marketing Operations: 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:** The module is taught in English. Thus, the business English skills of the students are increased.
6	**Description of possible electives within the modules:** none
7	**Examination:** Examinations for every part of the module
8	**Relevant Work:** **Number and Type; Connection to Course** | **Duration** | **Part of final mark in %** Written exam on Market Research | 60 min. | 50 % Written exam on Marketing Operations | 60 min. | 50 %
9	**Study Work:** **Number and Type; Connection to Course** | **Duration** none |

10	**Prerequisites for Credit Points:** The credit points will be granted after all relevant work and study work have been successfully completed.	
11	**Weight of the module grade for the overall grade:** 3.33% (6 of 180 CP)	
12	**Module Prerequisites:** The module requires basic knowledge of descriptive and inductive statistics.	
13	**Presence:** none	
14	**Use of the module for other course programs:** Bachelor Business Administration, Bachelor Economics, Bachelor Information Systems	
15	**Responsible Lecturer:** Professor Dr. Manfred Krafft	**Department:** School of Business and Economics

INTOP Business Simulation (6 ECTS)

Lecture: Monday 16:00 – 18:00, JUR 372, Term 1+2

Lecturer: Prof. Dr. Watrin

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

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=285875&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

<table>
<tr><td colspan="2">Module Title english:</td><td colspan="4">Integrated Management Seminar</td></tr>
<tr><td colspan="2">Course Program:</td><td colspan="4">Bachelor Business Administration PO 2010</td></tr>
<tr><td>1</td><td>Module No: BWL-S2</td><td>State: Compulsory</td><td colspan="3">Language of Instruction: German and English</td></tr>
<tr><td>2</td><td>Turn: each summer term</td><td></td><td>Semester: 5, 6</td><td>CP: 6</td><td>Workload (h): 180</td></tr>
<tr><td>3</td><td colspan="5">Module Structure:
<table>
<tr><th>No</th><th>Type</th><th>Course</th><th>CP</th><th>Presence (h + CH)</th><th>Self-Study (h)</th></tr>
<tr><td>1</td><td>Seminar</td><td>Introduction to Innovation Management (german)</td><td>6</td><td>45 h (3 CH)</td><td>135</td></tr>
<tr><td>2</td><td>Seminar</td><td>INTOP Business Simulation (English)</td><td>6</td><td>60 h (4 CH)</td><td>120</td></tr>
</table></td></tr>
<tr><td>4</td><td colspan="5">Module Contents:
Background and relations to other courses:
The module combines and integrates relevant management concepts that have been taught among others in the modules Foundations of Business Administration, Foundations of Marketing, Management Account and Control and Management and Governance and broadens the acquired knowledge by innovationspecific and strategic aspects.
Main topics and learning objectives:
Innovation Management:
The general learning objective is to acquire a comprehensive and in-depth theoretical grounding in Innovation Management, which is also directly relevant to management practice. The main topics are as stated below:
INTOP:
INTOP (International Operations Simulation) is the first major business simulation to deal with the specific problems of multinational companies and worldwide business operations. INTOP derives its special significance from the fact, that the international market became an increasingly vital element of the business environment. INTOP simulates a supply oligopoly with a polypolistic demand structure. Because the participants, functioning as the executive boards of different publicly listed INTOP IV-companies, have the shareholders' capital at their disposal, they have to consider the interests of their investors when establishing a set of objectives. Therefore the participants have the task to maximize their companies' cumulative profit under the constraint of a minimum equity ratio through the adjustment of decisions in the different company division. To take part in INTOP, interested students have to overcome an election process. Based on the</td></tr>
</table>

written applications' evaluations 20 – 30 students will be elected. Selection criteria are high marks in former exams and an adequate knowledge achieved during previous education. The particular advantage of INTOP is the interdisciplinary aspect of the game: the decision-making process requires a number of truly entrepreneurial, strategic decisions relating to business objectives and operating principles. By providing the participants with a comprehensive set of given data, the business simulation emphasizes strategy, tactics and operational problems. With INTOP the students have to determine the business size, target markets, marketing and production programs as well as the investment and finance policies and the company's organization. The major objective of INTOP is to enhance the understanding of problems of international business operations in general and of multinational enterprises in particular. The simulation is structured so as to provide training and education in both the fields of "general business administration" and "international management". In order to solve international entrepreneurial problems, the high level of realism of the simulation requires an advanced degree of analytical thinking, conceptual abilities and imagination.

Themes	**Learning objectives**
Innovation Management:	
Introduction to Innovation Management	To familiarize with the basic concepts and typology of Innovation Management. To learn about different facets of Innovation Management, its relevance and major goals.
Innovation Management Framework	To understand the framework in which a company's Innovation Management is operating. Thus, it is necessary to differentiate between the macro and micro environment and relevant situational factors.
Innovation Management Strategies	To understand the strategic nature of Innovation Management. To learn about different Innovation Management strategies such as product development strategies, brand strategies, market entry strategies, and cooperation strategies.
Innovation Process	To understand the procedural character of Innovation Management and to internalize the different process phases from initial situation analysis to eventual market launch.
Innvation Organization	To raise awareness that organizational structures, individual roles and corporate cultures have a significant influence on a company's innovativeness.
INTOP:	
Company Organization	Each team of students (company) has to appoint individual business responsibilities to each student. The following activities must be conducted by each team: marketing/ market research, investment/ raw material purchasing/ production/ warehousing, research & development/ patents, financing/ taxes/ logistics policy, information systems/ annual financial statements.
Marketing Management	The students achieve skills in following areas: pricing policy, advertising policy, product design and assortment of goods policy, distribution policy and market research
Production	The students learn to chose the right production program and to calculate the costs of production

	Taxes	The educational objective is to learn how to best reduce tax expenses by applying the following options: inter-company pricing policy and interest policy for the invested capital
	Financial Management	All participants learn to operate with short-term bank loans, treasury notes, credits from suppliers and non-interest-bearing receivables and liabilities.

5

Learning outcomes:

Academic:

Innovation Management:

The final written examination (90 minutes) will cover all topics discussed in the lecture and the groups. In dealing with the case studies, students should demonstrate the ability:

- to apply the theoretical concepts introduced in the lecture to specific business problems,
- to deal with novel problems relevant to practice, to self-develop approaches to solve these, and to give well-founded recommendations for management decisions,
- to productively work in small groups and further develop own ideas in class.

In the final written examination, students should demonstrate the ability:

- to develop a coherent argument within a limited period of time,
- to integrate and apply different concepts and theories introduced in the course.

INTOP The INTOP business game has various objectives:

- The participants must determine financial objectives, formulate accompanying strategies and make decisions each quarter according to their long-term strategy
- The participants learn to establish the relationship between the decisions and their consequences and new decisions
- The learning-by-doing-effect enables the participants to apply their prior knowledge
- The students are encouraged to reduce the time for making decisions which helps to focus on the most relevant decision criteria.
- Based on experience made throughout the game, the students learn to judge the importance of relevant economic instruments
- In order to solve international entrepreneurial problems, the high level of realism of the game requires an advanced degree of analytical thinking, conceptual abilities and imagination.
- Inside the group assignment the students should demonstrate the ability to productively work in groups and their ability to coordinate with peers.

Soft skills:

The module Integrated Management Seminar teaches building proper logical reasoning chains, their discussion and defense. Through interactive work in the course also integrative thinking and the transfer of abstract models of business administration will be trained on the specific decision-making situations. Since parts of the module is taught in English, thus, the business English skills of the students are increased.

6

Description of possible electives within the modules:

Students must absolve either (a) the seminar innovation management or (b) the case study seminar Strategic Management or (c) INTOP.

7

Examination: Examinations for every part of the module

8

Relevant Work:

Number and Type; Connection to Course	**Duration**	**Part of final mark in %**
Innovation Management:		
Written exam on Innovation Management	300 min.	95 %

	Practical exercises on Innovation Management	60 min.	5 %
	or INTOP:		
	Seminar paper (INTOP) (subject will be given at the beginning of the semester)	8 - 10 pages	40 %
	INTOP Business Simulation Game. 6 written papers on management decisions	maximum of 15 pages	40 %
	Presentation (INTOP)	35 min. per group	30 %

9	**Study Work:**	
	Number and Type; Connection to Course	**Duration**
	none	
10	**Prerequisites for Credit Points:** The credit points will be granted after all relevant work and study work have been successfully completed.	
11	**Weight of the module grade for the overall grade:** 3.33% (6 of 180 CP)	
12	**Module Prerequisites:** None. The number of participants allowed for INTOP can be restricted.	
13	**Presence:** Attendance is strongly recommended to warrant learning success	
14	**Use of the module for other course programs:** Bachelor Business Administration, Bachelor Economics	
15	**Responsible Lecturer:** Univ.-Prof. Dr. Thorsten Hennig-Thurau	**Department:** School of Business and Economics

Specialization in Finance (6 ECTS)

Lecture: Wednesday 08:00 – 10:00, Jur 490, Thursday 10:00 – 12:00, F 1, Term 2

Tutorial: Friday 8:00 – 10:00, JUR2, Term 2

Lecturer: Jun.-Prof. Dr. Rottke

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

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=285573&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

Module Title english:		Specialization in Finance			
Course Program:		Bachelor Business Administration PO 2010			
1	**Module No:** BWL 13	**State:** Elective	**Language of Instruction:** English		
2	**Turn:** each summer term		**Semester:** 5, 6	**CP:** 6	**Workload (h):** 180

3 **Module Structure:**

No	Type	Course	CP	Presence (h + CH)	Self-Study (h)
1	Course	Specialization in Finance	4	30 h (2 CH)	90
2	Exercise	Tutorial Specialization in Finance	2	15 h (1 CH)	45

4 **Module 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 “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.

hemes	**Learning objectives**
terest 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:** **Academic:** 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. **Soft skills:** The self-preparation of the students for the lecture facilitates the ability of the students to manage themselves and their time in a more effective and efficient way. The analysis of complex financial problems helps them to solve problems in a structured way. The interactive character of the lectures and tutorials strengthens the student's discussion-skills in the academic context. 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.
6	**Description of possible electives within the modules:** none
7	**Examination:** Final Module Exam
8	**Relevant Work:**

Number and Type; Connection to Course	**Duration**	**Part of final mark in %**
Final written exam	90 min.	100 %

9	**Study Work:** **Number and Type; Connection to Course**: 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:** 3.33% (6 of 180 CP)
12	**Module Prerequisites:** none
13	**Presence:** none
14	**Use of the module for other course programs:** Bachelor Business Administration, Bachelor Economics, Bachelor Information Systems

15	**Responsible Lecturer:** Professor Dr. Thomas Langer	**Department:** School of Business and Economics

Advanced Marketing

Services Marketing (3 ECTS)

Lecture: Monday 14:00 – 16:00, Jur 490, Wednesday 12:00 – 14:00, JUR 2, Term 1+2

Lecturer: Prof. Dr. Hennig-Thurau

Course Overview: **https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=285166&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung&noDBAction=y&init=y**

Retail Management (3 ECTS)

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

Lecturer: Prof. Dr. Wiesel

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

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=284919&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

Courses can be assigned individually!

<table>
<tr><td colspan="2">Module Title english:</td><td colspan="4">Advanced Marketing</td></tr>
<tr><td colspan="2">Course Program:</td><td colspan="4">Bachelor Business Administration PO 2010</td></tr>
<tr><td>1</td><td>Module No: BWL 15</td><td>State: Elective</td><td colspan="3">Language of Instruction: English</td></tr>
<tr><td>2</td><td>Turn: each summer term</td><td></td><td>Semester: 5, 6</td><td>CP: 6</td><td>Workload (h): 180</td></tr>
<tr><td>3</td><td colspan="5">Module Structure:
<table>
<tr><th>No</th><th>Type</th><th>Course</th><th>CP</th><th>Presence (h + CH)</th><th>Self-Study (h)</th></tr>
<tr><td><s>1</s></td><td><s>Course</s></td><td><s>Customer Management</s></td><td><s>3</s></td><td><s>30 h (2 CH)</s></td><td><s>60</s></td></tr>
<tr><td>2</td><td>Course</td><td>Introduction to Services Marketing</td><td>3</td><td>30 h (2 CH)</td><td>60</td></tr>
<tr><td>3</td><td>Course</td><td>Retail Management</td><td>3</td><td>30 h (2 CH)</td><td>60</td></tr>
</table></td></tr>
<tr><td>4</td><td colspan="5">Module Contents:
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</td></tr>
</table>

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".

Main topics and learning objectives:

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. Services Marketing: see Topics Retail Management: The goal of the teaching unit Retail Management is to provide students with theoretical and me-thodical 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.

Themes	**Learning objectives**
Customer Management:	
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)
Service Marketing:	
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.

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: 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:

The module is taught in English. Thus, the business English skills of the students are increased.

6

Description of possible electives within the modules:

2 out of 3 lectures have to be absolved

7

Examination: Examinations for every part of the module

8

Relevant Work:

Number and Type; Connection to Course	Duration	Part of final mark in %
Written exam Customer Management (depending on chosen lectures)	60 min.	50 %
and/or Written exam Services Marketing (depending on chosen lectures)	60 min.	50 %
and/or Written exam Retail Management (depending on chosen lectures)	60 min.	50 %

9

Study Work:

Number and Type; Connection to Course	Duration
none	

10

Prerequisites for Credit Points:

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

11	**Weight of the module grade for the overall grade:** 3.33% (6 of 180 CP)	
12	**Module Prerequisites:** Recommended: Modules Foundations of Marketing and Quantitative Marketing	
13	**Presence:** none	
14	**Use of the module for other course programs:** Bachelor Business Administration, Bachelor Economics, Bachelor Information Systems	
15	**Responsible Lecturer:** Univ.-Prof. Dr. Thorsten Hennig-Thurau	**Department:** School of Business and Economics

Advanced Management (6 ECTS)

Seminar: Friday 12:00 – 16:00, S8, (12.04.2019; 26.04.2019; 03.05.2019; Friday 08:00 -17:00, S8 (21.06.2019; 28.06.2019), F2 (05.07.2019) Term 1+2

Lecturer: Dr. Foege

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

Course Overview: **https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=285039&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung**

<table>
<tr><td colspan="2">Module Title english:</td><td colspan="4">Advanced Management</td></tr>
<tr><td colspan="2">Course Program:</td><td colspan="4">Bachelor Business Administration PO 2010</td></tr>
<tr><td>1</td><td>Module No: BWL 16</td><td>State: Elective</td><td colspan="3">Language of Instruction: English</td></tr>
<tr><td>2</td><td>Turn: each summer term</td><td></td><td>Semester: 5, 6</td><td>CP: 6</td><td>Workload (h): 180</td></tr>
<tr><td>3</td><td colspan="5">Module Structure:
<table>
<tr><th>No</th><th>Type</th><th>Course</th><th>CP</th><th>Presence (h + CH)</th><th>Self-Study (h)</th></tr>
<tr><td>1</td><td>Course</td><td>Advanced Management</td><td>6</td><td>60 h (4 CH)</td><td>120</td></tr>
</table></td></tr>
<tr><td>4</td><td colspan="5">Module Contents:
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.</td></tr>
<tr><td>5</td><td colspan="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,</td></tr>
</table>

<table>
<tr><td></td><td>preferences and behaviors influence the quality of team decisions, what kind of communication facilitates or hinders team collaboration.</td></tr>
<tr><td>6</td><td>Description of possible electives within the modules:
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>Written exam</td><td>90 min.</td><td>60 %</td></tr>
<tr><td>Presenation of team case study</td><td>45 min.</td><td>40 %</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:
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:
3.33% (6 of 180 CP)</td></tr>
<tr><td>12</td><td>Module Prerequisites:
none</td></tr>
<tr><td>13</td><td>Presence:
Presence is strongly recommended to warrant learning success</td></tr>
<tr><td>14</td><td>Use of the module for other course programs:
Bachelor Business Administration, Bachelor Economics, Bachelor Information Systems</td></tr>
<tr><td>15</td><td>Responsible Lecturer:
Prof. Dr. Stephan Nüesch</td><td>Department:
School of Business and Economics</td></tr>
</table>

Business Cooperation: Management (6 ECTS)

Vorlesung: Tuesday 14:00 – 18:00, Jur 490, Term 1+2

Lecturer: Prof. Dr. Theurl

Link: http://www.wiwi.uni-muenster.de/06/nd/index.php?id=32&semester=Sommersemester%202019

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=285066&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

Business Skills

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

Lecture: Tuesday 16:00 – 18:00, F4, Term 1+2

Lecturer: Gallagher, John Desmond

Link: https://www.wiwi.uni-muenster.de/iur/de/aktuelles-semester

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=285498&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

Business French (3 ECTS) (part of Business Skills)

Lecture: Monday 18:00 – 20:00, JUR372, Term 1+2

Lecturer: Gallagher, John Desmond

Link: https://www.wiwi.uni-muenster.de/iur/de/business-french

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

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=285499&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

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

Lecture: Thursday 12:00 - 14:00, STA 1, Term 1+2

Lecturer: Dr. Brian Joseph Bloch

Link: https://www.wiwi.uni-muenster.de/iur/de/lehre/lehrprogramm-sose-2019

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

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=285342&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

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

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

Lecturer: Hugo van Bremen

Link: https://www.wiwi.uni-muenster.de/iur/de/lehre/lehrprogramm-sose-2019

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=285591&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

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

Lecture: Tuesday 18:00 – 20:00, Jur 253, Term 1+2

Lecturer: Prof. Dr. Kajüter

Link: https://www.wiwi.uni-muenster.de/iur/de/topsimerasmus

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

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=285377&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

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

Lecture: Individual event: see Course overview, Term 1

Link: https://www.wiwi.uni-muenster.de/iur/de/developing-negotiation-skillserasmus

Responsible: Höber, Henning

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

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=282944&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

Case Study Analysis (3 ECTS) (part of Business Skills)

Lecture: See Link, Term 1+2

Lecturer: Prof Dr. Kajüter

Link: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=285844&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

Courses can be assigned individually

<table>
<tr><td colspan="2">Module Title english:</td><td colspan="4">Business Skills</td></tr>
<tr><td colspan="2">Course Program:</td><td colspan="4">Bachelor Business Administration PO 2010</td></tr>
<tr><td>1</td><td>Module No: QRS 4</td><td>State: Compulsory</td><td colspan="3">Language of Instruction: German and English</td></tr>
<tr><td>2</td><td>Turn: each term</td><td>Duration: 2 terms</td><td>Semester: 3, 4</td><td>CP: 9</td><td>Workload (h): 270</td></tr>
</table>

3 **Module Structure:**

No	Type	Course	CP	Presence (h + CH)	Self-Study (h)
1	Course	Business Languages	3	30 h (2 CH)	60
2	Seminar	Business Skills I	3	30 h (2 CH)	60
3	Seminar	Business Skills II	3	30 h (2 CH)	60

4 **Module Contents:**

Main topics and learning objectives:

In this module knowledge in business languages and business skills relevant for the work in a company will be gained. As business languages can be chosen: English, Spanish, and French. Alternatively there is the possibility to absolve a basic course in chinese with 4 h per week (instead of 2 h). In Business Skills I and II valuable personal skills for business practiques, like presentation techniques, working in team, and problem-solving. The offer is always changing, therefore only course examples can be given, like Business Simulation Game COMPEX, Personality and Social Competence or scientific working.

5 **Learning outcomes:**

Academic:

After completion of the language courses students have sound knowledge in the relevant business language and the necessary vocabulary. Alternatively students gain basic knowledge in Chinese.

Soft skills:

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

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

A business language course or Chinese respectively have to be absolved. Business Skills I and II can be chosen from a broad offer.

7 **Examination:** Final Module Exam

8 **Relevant Work:**

Number and Type; Connection to Course	Duration	Part of final mark in %
Written exam in a business language	60 min.	100 %

9 **Study Work:**

Number and Type; Connection to Course	Duration
Final exam Business Skills I	depends on course

10 **Prerequisites for Credit Points:**

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

11	**Weight of the module grade for the overall grade:** 5% (9 of 180 CP)	
12	**Module Prerequisites:** For business languages English, Spanish, French basic knowledge (from school) in the respective language.	
13	**Presence:** Dependung on course. For business languages, presence is mandatory.	
14	**Use of the module for other course programs:** Bachelor Business Administration	
15	**Responsible Lecturer:** Professor Dr. Peter Kajüter	**Department:** School of Business and Economics

Economics:

Principles of Economics (3 ECTS)

Lecture: Monday 16:00 – 18:00, STA 1, Term 1+2

Lecturer: Jun.-Prof. Dr. Schneider

Tutorial: Tuesday 10:00 – 12:00, ULB 201, Thursday 8:00 – 10:00, H 2, Term 1+2

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=285312&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

Labor Economics (3 ECTS)

Lecture: see Course Overview, Term 1

Lecturer: Prof. Dr. Trede

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=290412&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

Empirical Economics (9 ECTS)

Lecture: Wednesday 14:00- 16:00, H3, Term 1+2

Tutorial: See course Overview

Lecturer: Dr. Beccarini

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

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=285603&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

Module Title english:	Empirical Economics				
Course Program:	Bachelor Economics PO 2010				
1	**Module No:** QR4	**State:** Compulsory	**Language of Instruction:** English		
2	**Turn:** each summer term		**Semester:** 3, 4	**CP:** 9	**Workload (h):** 270

3 Module Structure:

No	Type	Course	CP	Presence (h + CH)	Self-Study (h)

	1	Course	Empirical Economics	6	30 h (2 CH)	182
	2	Exercise	Empirical Economics	3	30 h (2 CH)	178

4

Module Contents:

Background and relations to other courses:

Prerequisite for this lecture course is the module "Statistics". This module lays the foundation for all courses with empirical research components, in particular for the modules "Advanced Statistics", "Econometrics 1" and "Econometrics 2".

Main topics and learning objectives:

The main topics are: Empirical economic questions and data, linear regression with one regressor, linear regression with multiple regressors, nonlinear regressions, assessing the validity of empirical studies, instrumental variables regression, introduction to time series and forecasting, dynamic causal effects, vector autoregression, integrated time series and unit root tests, cointegration. The learning objective is to obtain a passive and active knowledge of these topics. The course skips most of the formal mathematical treatment and focuses on the intuitive understanding of the concepts. In the exercises, statistical software is used to apply the methods to real-world data.

Themes	Learning objectives
Simple linear regression; multiple linear regression; nonlinear regression; interactions; internal and external validity; endogeneity; instrument variables; basics of time series analysis	Active and passive knowledge and application of elementary econometric methods.

5

Learning outcomes:

Academic:

Students learn to understand foreign empirical work and to question it critically. You will learn to conduct your own empirical work using today's standard econometric methods.

Soft skills:

Students learn clear formal thinking.

6

Description of possible electives within the modules:

none

7

Examination: Final Module Exam

8

Relevant Work:

Number and Type; Connection to Course	Duration	Part of final mark in %
Final written exam	90 Min.	100 %

9

Study Work:

Number and Type; Connection to Course	Duration
Active participation in module exercises, presentation of an exercise	

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% (9 of 180 CP)	
12	**Module Prerequisites:** Recommended: Module Statistics	
13	**Presence:** Recommended	
14	**Use of the module for other course programs:** Bachelor Economics, Bachelor Politics and Economics, Bachelor Economics and Law	
15	**Responsible Lecturer:** Prof. Dr. Mark Trede, Professor Dr. Bernd Wilfling	**Department:** School of Business and Economics

Business Cooperation: Management (6 ECTS)

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

Lecturer: Prof. Dr Theurl

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

Course Overview: **https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=285066&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung**

Module Title english:	Business Cooperation: Management				
Course Program:	Bachelor Business Administration PO 2010				
1	**Module No:** BWL 22	**State:** Elective	**Language of Instruction:** German and English		
2	**Turn:** each summer term		**Semester:** 5, 6	**CP:** 6	**Workload (h):** 180

3 **Module Structure:**

No	Type	Course	CP	Presence (h + CH)	Self-Study (h)
1	Course	Business Cooperation: Management (german)	4	45 h (3 CH)	75
2	Exercise	Tutorial on Business Cooperation: Management (german)	2	15 h (1 CH)	45
3	Course	Business Cooperation: Management (english)	4	45 h (3 CH)	75
4	Exercise	Tutorial on Business Cooperation: Management (english)	2	15 h (1 CH)	45

4 **Module Contents:**

Background and relations to other courses:

Modern information and communication technologies enable enterprises to create an increasing part of their output in co-operation with other enterprises. They are developing strategic alliances, joint ventures, long-term contractual arrangements, co-operatives and a lot of other co-operative forms of business. Although business co-operations have a long tradition, they have 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 knowledge aquired in the module can be appplied in the module Business Cooperation: Current Cases, where participating students write an essay about a current co-operation. In addition, the module will be supplemented by the module Business Cooperation: Governance.

Main topics and learning objectives:

Through the lecture and exercieses students are introduced to the new world of business co-operations. They learn about the competition policy and management aspects of cooperations. Co-operative arrangements may be subject to competitive law scrutiny. The Course will introduce the students to economic analysis of competitive impacts of co-operations and how European and national law deal with co-operative arrangements. Moreover, the management of business co-operations will be adressed. A 5-step-mangement approach towards managing co-operations is brought forward and is presented step by step. Requirements for an efficient management, different ways of implementation, selected instruments and problems are analyzed.

Themes	**Learning objectives**
Competition and co-operation - examples	To learn that co-operations are subject of legal constraints of competition law.
The economic impact of co-operations and mergers	To understand the rationale for co-operations and identify possible interferences with competition law.
Regulation: Goals and implementation	To understand the economic purpose of governmental regulations and to assess their impacts.
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.
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.
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.
The 5 step management model	To understand the dynamic process of managing a co-operation. To learn the 5-step-management approach and to derive and understand the contents of each step.
Selected instruments of co-operation management	To understand some selected instruments in managing co-operations.
Cases	To evaluate management requirements in selected cases and suggest suitable instruments for managing the co-operation.

5

Learning outcomes:

Academic:

Students are able to examine the macroeconomic consequences of business co-operations, the resulting need for regulation and the current regulatory regime. In addition, students master essential theoretical foundations for the management of business co-operations and are able to apply concepts and tools in practice. The main theoretical insights and empirical studies are known by the students.

Soft skills:

	In this module, students learn particularly the analysis of complex economic circumstances with multiple factors as well as abstract and lateral thinking. In the exercises, the practical solution competence for applied problems is encouraged. Learning Goal 1: Integrative Thinker Learning Goal 2: Problem Solver Learning Goal 3: Good Communicatior Lecture 70 20 10 Exercise 40 30 30 Exam 60 30 10
6	**Description of possible electives within the modules:** Either the german course/exercises or the english course/exercises have to be absolved.
7	**Examination:** Final Module Exam
8	**Relevant Work:** **Number and Type; Connection to Course** / **Duration** / **Part of final mark in %** Final written exam (German or English, depending on chosen lecture) / 120 min. / 100 %
9	**Study Work:** **Number and Type; Connection to Course** / **Duration** none /
10	**Prerequisites for Credit Points:** The credit points will be granted after all relevant work and study work have been successfully completed.
11	**Weight of the module grade for the overall grade:** 3.33% (6 of 180 CP)
12	**Module Prerequisites:** There are restrictions concering the combination with other Business/Economics Electives, see § 7 of the Examination Rules.
13	**Presence:** Presence is strongly recommended to warrant learning success.
14	**Use of the module for other course programs:** Bachelor Business Administration, Bachelor Economics, Bachelor Politics and Economics, Bachelor Economics and Law, Dual Bachelor Economics, Bachelor Mathematics, Bachelor Geography
15	**Responsible Lecturer:** Prof. Dr. Theresia Theurl / **Department:** School of Business and Economics

Climate Change Economics (6 ECTS)

Seminar: see Course Overview, Term 1

Lecturer: Prof. Dr. Löschel

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

Course Overview: **https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=285239&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung**

Module Title english:	Environmental and Climate Change Economics				
Course Program:	Bachelor Business Administration PO 2010				
1	**Module No:** VWL 37	**State:** Elective	**Language of Instruction:** German and English		
2	**Turn:** each term		**Semester:** 5, 6	**CP:** 6	**Workload (h):** 180

3 **Module Structure:**

No	Type	Course	CP	Presence (h + CH)	Self-Study (h)
1	Seminar	~~Seminar on Environmental Economics or~~	6	30 h (2 CH)	150
2	Seminar	Seminar on Climate Change Economics	6	30 h (2 CH)	150

4 **Module Contents:**

Background and relations to other courses:

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

Main topics and learning objectives:

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

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

5	**Learning outcomes:** **Academic:** The students intensify and extend their knowledge from the modules “Resource Economics” and “Energy Economics”. **Soft skills:** Gaining experience in writing an academic paper. Thus the module is an important exercise for writing the bachelor thesis. In the discussion part, students will learn to defend positions and to give constructive criticism.
6	**Description of possible electives within the modules:** Both courses are optional. Students can chose one of the seminars offered.
7	**Examination:** Examinations for every part of the module
8	**Relevant Work:**

Number and Type; Connection to Course	Duration	Part of final mark in %
Writing an academic paper	15 pages	70 %
Presentation and defens of the academic paper	45 min.	30 %

9	**Study Work:**

Number and Type; Connection to Course	Duration
none	

10	**Prerequisites for Credit Points:** The credit points will be granted after all relevant work and study work have been successfully completed.
11	**Weight of the module grade for the overall grade:** 3.33% (6 of 180 CP)
12	**Module Prerequisites:** none
13	**Presence:** Attendance is strongly recommended to warrant learning success.
14	**Use of the module for other course programs:** Bachelor Business Administration, Bachelor Economics, Bachelor Politics and Economics, Bachelor Economics and Law, Dual Bachelor Economics, Bachelor Mathematics, Bachelor Geography

15	**Responsible Lecturer:** Professor Dr. Andreas Löschel	**Department:** University of Münster School of Business and Economics

Information System:

Communication and Collaboration Systems (6 ECTS)

Lecture: Wednesday 12:00- 14:00, Leo 1, Friday 12:00-14:00, Leo1, Term 1+2

Lecturer: Dr. Vidolov

Link: https://www.wi.uni-muenster.de/de/institut/wi/personen/simeon-vidolov/veranstaltungen

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=285097&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

<table>
<tr><td colspan="2">Module Title english:</td><td colspan="5">Communication and Collaboration Systems</td></tr>
<tr><td colspan="2">Course Program:</td><td colspan="5">Bachelor Information Systems PO 2010</td></tr>
<tr><td>1</td><td>Module No: WI 5</td><td>State: Compulsory</td><td colspan="4">Language of Instruction: English</td></tr>
<tr><td>2</td><td>Turn: each summer term</td><td></td><td>Semester: 4</td><td>CP: 6</td><td colspan="2">Workload (h): 180</td></tr>
<tr><td>3</td><td colspan="6">Module Structure:
<table>
<tr><th>No</th><th>Type</th><th>Course</th><th>CP</th><th>Presence (h + CH)</th><th>Self-Study (h)</th></tr>
<tr><td>1</td><td>Course</td><td>Communication and Collaboration Systems</td><td>3.5</td><td>30 h (2 CH)</td><td>75</td></tr>
<tr><td>2</td><td>Exercise</td><td>Application of Communication and Collaboration Systems</td><td>2.5</td><td>30 h (2 CH)</td><td>45</td></tr>
</table></td></tr>
<tr><td>4</td><td colspan="6">Module Contents:

Background and relations to other courses:
The increasing ubiquity of collaborative, social networking, and mobile computing technologies is playing a key role in transforming work practices. Such technological affordances have influenced the communicative and collaborative practices that offer new opportunities but also challenges to contemporary organisational and inter-organisational systems. Yet our understanding of these changes and the implications for management remain poorly developed. Hence, this course attempts to offer rich theoretical and practical insights into the various dimensions of the relationship between communication and collaboration processes and technological advances in various organisational and inter-organisational contexts. In so doing, it will draw on bodies of social and organisation theory to develop in-depth understanding of communication and collaboration practices that are at the heart of organisational and societal transformations in the Digital Age.
Main topics and learning objectives:
Particular emphasis will be placed on the role of technologies in processes of communication, knowledge creation/sharing, and learning; processes of organizational and societal</td></tr>
</table>

transformations and the related challenges; ICT and new modes of organising and teamwork; and, the emergence of new, distributed modes of organising work and collaborative production. Importantly, a key rationale of this course is to provide students with a mature and actionable understanding of this emerging landscape, with a view to shaping various collaborative arrangements and handling the related communication challenges.

Themes	Learning objectives
Knowledge and its organisation/ management, computer supported collaborative work, ICT and new modes of organising and communicating/ collaborating, virtual teamwork and relational arrangements.	Developing in-depth conceptual and practical understanding of the relationship between communicative and collaborative practices and novel technological advances; and various related organisational and managerial implications.

5

Learning outcomes:

Academic:
Understand key concepts related to the role of technology, knowledge and organisations and their inter-relationships. Demonstrate a sophisticated appreciation of the complexity of processes of IT-enabled processes of communication and collaboration and the challenges associated with managing them. Draw on wider social debates (e.g. concerning meaning, power and knowledge) to illuminate issues related to communication and collaboration in contemporary organisational and inter-organisational systems.

Soft skills:
Demonstrate the practical applicability of a range of theoretical perspectives to understanding the relationship between IT and collaboration and communication processes. Develop communication and critical thinking skills.

6

Description of possible electives within the modules:
none

7

Examination: Examinations for every part of the module

8

Relevant Work:

Number and Type; Connection to Course	Duration	Part of final mark in %
Written exam	60 min.	60 %
Collaboration exercises (groups of 4 - 5 students)	4 x approx. 2 pages	15 %
Presentation (groups of 4-5 students)	ca. 25 min.	10 %
Written assignments (group)	4 x ca. 3 pages	15 %

9

Study Work:

Number and Type; Connection to Course	Duration
none	

10	**Prerequisites for Credit Points:** The credit points will be granted after all relevant work and study work have been successfully completed.	
11	**Weight of the module grade for the overall grade:** 3.33% (6 of 180 CP)	
12	**Module Prerequisites:** none	
13	**Presence:** The presence is strongly requested.	
14	**Use of the module for other course programs:** Bachelor Information Systems	
15	**Responsible Lecturer:** Prof. Dr. Stefan Klein, , Dr. Simeon Vidolov	**Department:** School of Business and Economics
16	**Misc.:** The lecturer announces during the first lecture the registration process for the participation in the exercises	

Project Management (6 ECTS)

Lecture: Tuesday 14:00 – 16:00, LEO 1, Wednesday 14:00 – 16:00, Leo1, Term 1+2

Lecturer: Dr. Räckers

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

Course Overview: **https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=285096&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung**

Module Title english:	Project Management				
Course Program:	Bachelor Information Systems PO 2010				
1	**Module No:** WI 4	**State:** Compulsory	**Language of Instruction:** English		
2	**Turn:** each summer term		**Semester:** 4	**CP:** 6	**Workload (h):** 180

3 **Module Structure:**

No	Type	Course	CP	Presence (h + CH)	Self-Study (h)
1	Course	Project Management	3	30 h (2 CH)	60
2	Exercise	Tutorial on Project Management	3	30 h (2 CH)	60

4 **Module Contents:**

Background and relations to other courses:
Project Management skills are an essential part of conducting IT projects. The methods and software tools learned in this course are an essentially basis for further courses in the Information Systems curriculum, especially for managing software project seminars. General knowledge on managing projects might prove helpful to students for organizing their Bachelor or Master theses also.

Main topics and learning objectives:
Project Management includes the planning, execution, and monitoring and controlling of projects. The lecture Project Management provides basic knowledge of (IT) Project Management and addresses the entire project life cycle / project management process. Besides introducing and integrating the distinct phases of the project lifecycle, current methods and tools for project management are introduced. Tutorials and Assignments allow for repeating the contents of the lecture and applying project management methods and tools in a problem-oriented way. Furthermore, guest lectures from industry representatives add to the practical applicability of the lecture program.

Themes	Learning objectives

	Introduction to (IT) Project Management	Basic information about IT project management, learn about project management theories and project management fundamentals
	Project Lifecycle / Project Management Process	Deepen knowledge of the integrated project management process and the project life cycle
	Project Integration Management	Understand the challenges of project integration into the general organizational structures
	Project Scope Management	Learn about framing and focusing on achieving the outcomes of a project
	Project Time Management	Recognize challenges, needs and prospects related to time management in projects
	Project Cost Management	Understand how to calculate costs and budgets in projects appropriately
	Project Quality Management	Analyze project results in terms of quality requirementst
	Project HR Management	Learn how to manage project staff in the different lifecycle stages of a project
	Project Communications Management	Understand the importance, needs and methods of communicating project results to stakeholders
	Project Risk Management	Learn how to identify, estimate, and deal with risks in the project life cycle
	Project Procurement Management	Understand how to conduct purchases and how to configure subcontracts with external vendors in projects
	Specialized Topics of IT Project Management	Deepen knowledge in dealing with particular topics in IT projects (e.g., Project Management in IT Outsourcing, IT Service Management, IT Strategy Projects or in special domains such as eGovernment Projects).
	Software Tutorials	Apply and improve project management methods by using selected software tools (such as SAP Project System, Microsoft Project)
	Assignments	Apply project management methods and software tools to solve group assignments that have a reference to real-world project management scenarios

5	**Learning outcomes:** **Academic:** Students are able to describe the basic theoretical foundations and theories of project management. Students understand and manage the project management life cycle and its project management processes. Students can describe and apply further issues and needs required in a holistic project management approach. Students deepen their understanding of different project management methods and software tools and apply appropriate method(s) to solve real-world project management situations. **Soft skills:** Students learn and deepen their problem-solving capabilities in small groups as well as their presentation skills during the presentation of their results to a general audience. Through self-study, the contents of the course are further explored by the students in order to improve their skills for literature review. Searching and analyzing academic literature is done in order to prepare for class and to put the contents of the class in a general context.

6	**Description of possible electives within the modules:** none
7	**Examination:** Examinations for every part of the module
8	**Relevant Work:** **Number and Type; Connection to Course** / **Duration** / **Part of final mark in %** Final written exam / 120 min. / 80 % Short group presentation + discussion (group of approx. 5 students) / 20 min. / 10 % Group work essay (group of approx. 5 students) / 4000 words / 10 %
9	**Study Work:** **Number and Type; Connection to Course** / **Duration** none /
10	**Prerequisites for Credit Points:** The credit points will be granted after all relevant work and study work have been successfully completed.
11	**Weight of the module grade for the overall grade:** 3.33% (6 of 180 CP)
12	**Module Prerequisites:** There are no prerequisites, however, having completed the module Application Systems would be beneficial in order to understand the inner workings of project management software (such as SAP PS).
13	**Presence:** The attendance at lectures and active participation in the tutorials and group assignments is highly recommended.
14	**Use of the module for other course programs:** Bachelor Information Systems
15	**Responsible Lecturer:** Dr. Michael Räckers **Department:** School of Business and Economics

Computer Structures and Operating Systems (9 ECTS)

Lecture: Tuesday 10:00 – 12:00, LEO 1, Thursday 12:00 – 14:00, Leo1, Term 1+2

Lecturer: Prof. Dr. Vossen

Tutorial: Wednesday 16:00 – 18:00, LEO 10.1, Term 1+2

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

Course Overview: **https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=284916&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung**

Module Title english:	Computer Structures and Operating Systems				
Course Program:	Bachelor Information Systems PO 2010				
1	**Module No:** Inf 4	**State:** Compulsory	**Language of Instruction:** English		
2	**Turn:** each summer term		**Semester:** 4	**CP:** 9	**Workload (h):** 270

3 **Module Structure:**

No	Type	Course	CP	Presence (h + CH)	Self-Study (h)
1	Course	Computer Structures and Operating Systems	6	60 h (4 CH)	120
2	Exercise	Tutorial on Computer Structures and Operating Systems	3	30 h (2 CH)	60

4 **Module 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 managesoftware enment, 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

Description of possible electives within the modules:
none

7

Examination: Examinations for every part of the module

8

Relevant Work:

Number and Type; Connection to Course	Duration	Part of final mark in %
Written exam	120 min.	70 %
10 Course Assignments	10 x approx. 5 pages each	30 %

9

Study Work:

Number and Type; Connection to Course	Duration

	none	
10	**Prerequisites for Credit Points:** The credit points will be granted after all relevant work and study work have been successfully completed.	
11	**Weight of the module grade for the overall grade:** 5% (9 of 180 CP)	
12	**Module Prerequisites:** none	
13	**Presence:** Presence is strictly advised.	
14	**Use of the module for other course programs:** Bachelor Information Systems	
15	**Responsible Lecturer:** Prof. Dr. Gottfried Vossen	**Department:** School of Business and Economics

Master:

Accounting:

Advanced International Financial Reporting (6 ECTS)

Lecture: Wednesday 10:00 – 12:00, Jur 498, Thursday 8:00 – 10:00, Jur 372. Term 1+2

Cases: Wednesday 10:00 – 12:00, J498, Friday 08:00 – 10:00, J372, Term2

Lecturer: Prof. Dr. Kajüter

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

Course Overview: **https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=280869&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung**

Module Title english:	Advanced International Accounting				
Course Program:	Master Business Administration PO2010				
1	**Module No:** ACM16	**State:** Elective	**Language of Instruction:** English		
2	**Turn:** each summer term		**Semester:** 2	**CP:** 6	**Workload (h):** 180

3 **Module Structure:**

No	Type	Course	CP	Presence (h + CH)	Self-Study (h)
1	Course	Advanced International Financial Reporting	3	30 h (2 CH)	60
2	Seminar	Cases in International Financial Reporting	3	10 h (0 CH)	80

4 **Module 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.

6

Description of possible electives within the modules:
none

7

Examination: Examinations for every part of the module

8

Relevant Work:

Number and Type; Connection to Course	Duration	Part of final mark in %
Final written exam	60 min.	50 %
Case study presentation	2 x ca. 30 p., 2 x ca. 25 min.	50 %

9

Study Work:

Number and Type; Connection to Course	Duration
none	

10

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

11

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

12

Module Prerequisites:
none

13

Presence:
Presence is recommended but not compulsory.

14

Use of the module for other course programs:
Master Business Administration

15

Responsible Lecturer:	Department:
Professor Dr. Peter Kajüter	School of Business and Economics

Seminar mit Unternehmensplanspiel INTOP IV (6 ECTS)

Lecture: Monday 16:00-18:00, JUR372, Term 1+2

Lecturer: Prof. Dr. Watrin

Link: https://www.wiwi.uni-muenster.de/iub/de/studium/lehrveranstaltungen/lehrveranstaltungen-im-ss-2019

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=285875&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

Cases in Top Management Decision Making (6 ECTS)

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

Lecturer: Gernot Hebestreit

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=285360&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

Management Control for Entrepreneurship, technology and Innovation (6 ECTS)

Lecture: Wednesday 10:00-14:00, ULB 201, Term 1+2

Lecturer: Prof. Dr. Artz

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=287158&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

Driving Corporate Performance: From Data to Insight (6 ECTS)

Lecture: Tuesday 8:00-16:00, SRZ 104, Thursday 12:00-16:00, ULB 202, Term 1

Lecturer: Prof. Dr. Artz

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=287431&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

Seminar Management Accounting and Control (12 ECTS)

Lecture: Monday 16:00-18:00, Jur 498, Term 1

Lecturer: Prof. Dr. Artz

Course Overview: **https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=280900&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung**

Management Accounting and Control (12 ECTS)

Lecture: see Course Overview, Term 1

Lecturer: Prof. Dr. Artz

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=287471&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

Finance:

Advanced Corporate Finance (6 ECTS)

Lecture: Monday 10:00 – 14:00, Tuesday 08:00.10:00, Wednesday 14:00-16:00, J 490, Term 1

Lecturer: Jun.-Prof. Dr. Schneider

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

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=286166&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

<table>
<tr><td colspan="2">Module Title english:</td><td colspan="4">Advanced Corporate Finance</td></tr>
<tr><td colspan="2">Course Program:</td><td colspan="4">Master Economics PO 2012</td></tr>
<tr><td>1</td><td>Module No: VWL MWP40</td><td>State: Elective</td><td colspan="3">Language of Instruction: English</td></tr>
<tr><td>2</td><td>Turn: each summer term</td><td></td><td>Semester: 1, 2, 3</td><td>CP: 6</td><td>Workload (h): 180</td></tr>
<tr><td>3</td><td colspan="5">Module Structure:
<table>
<tr><th>No</th><th>Type</th><th>Course</th><th>CP</th><th>Presence (h + CH)</th><th>Self-Study (h)</th></tr>
<tr><td>1</td><td>Course</td><td>Advanced Corporate Finance</td><td>3</td><td>30 h (2 CH)</td><td>60</td></tr>
<tr><td>2</td><td>Exercise</td><td>Tutorial on Advanced Corporate Finance</td><td>3</td><td>30 h (2 CH)</td><td>60</td></tr>
</table></td></tr>
<tr><td>4</td><td colspan="5">Module Contents:
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</td></tr>
</table>

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.

5

Learning outcomes:
Academic:
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, ...).

6

Description of possible electives within the modules:
none

7

Examination: Final Module Exam

8

Relevant Work:

Number and Type; Connection to Course	Duration	Part of final mark in %
Final written exam	120 min.	100 %

9

Study Work:

Number and Type; Connection to Course	Duration
none	

10	**Prerequisites for Credit Points:** The credit points will be granted after all relevant work and study work have been successfully completed.	
11	**Weight of the module grade for the overall grade:** 5% (6 of 120 CP)	
12	**Module Prerequisites:** Prerequisite is the module “Introduction to Finance”.	
13	**Presence:** Recommended	
14	**Use of the module for other course programs:** Master Business Administration, Master Economics	
15	**Responsible Lecturer:** Professor Dr. Thomas Langer	**Department:** School of Business and Economics

Financial Intermediation I (6 ECTS)

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

Lecturer: Prof. Dr. Pfingsten

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

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

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=285051&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

Module Title english:	Financial Intermediation I				
Course Program:	Master Business Administration PO2010				
1	**Module No:** FCM04	**State:** Compulsory	**Language of Instruction:** English		
2	**Turn:** each summer term		**Semester:** 2	**CP:** 6	**Workload (h):** 180

3 Module Structure:

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

4 Module 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 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

5

Learning outcomes:
Academic: 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.

6

Description of possible electives within the modules:
none

7

Examination: Final Module Exam

8

Relevant Work:

Number and Type; Connection to Course	Duration	Part of final mark in %
Final written exam	120 min.	100 %

9

Study Work:

Number and Type; Connection to Course	Duration
none	

10

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

11

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

12

Module Prerequisites:
none

13

Presence:
Recommended

14

Use of the module for other course programs:
Master Business Administration, Master Economics, Master Mathematics,

15

Responsible Lecturer:	Department:
Prof. Dr. Andreas Pfingsten	School of Business and Economics

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

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

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=285625&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

Module Title english:	Corporate Governance and Responsible Business Practices				
Course Program:	Master Business Administration PO2010				
1	**Module No:** FCM06	**State:** Elective	**Language of Instruction:** English		
2	**Turn:** each summer term		**Semester:** 2	**CP:** 6	**Workload (h):** 180

3 **Module Structure:**

No	Type	Course	CP	Presence (h + CH)	Self-Study (h)
1	Course	Corporate Governance and Responsible Business Practices	3	30 h (2 CH)	60
2	Exercise	Corporate Governance and Responsible Business Practices	3	30 h (2 CH)	60

4 **Module Contents:**

Main topics and learning objectives: 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.

5	**Learning outcomes:** **Academic:** After completing this module successfully, students have a comprehensive overview of the myriad of 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. **Soft skills:** 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:** none
7	**Examination:** Examinations for every part of the module
8	**Relevant Work: Number and Type; Connection to Course** / **Duration** / **Part of final mark in %** Final written exam / 120 min. / 70 % Case studies, assignments, or presentations / 45 min. / 30 %
9	**Study Work:** **Number and Type; Connection to Course: none**
10	**Prerequisites for Credit Points:** The credit points will be granted after all relevant work and study work have been successfully completed.
11	**Weight of the module grade for the overall grade:** 5% (6 of 120 CP)
12	**Module Prerequisites:** none
13	**Presence:** 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:** Master Business Administration, Master Economics
15	**Responsible Lecturer:** Professor Nadja Guenster **Department:** School of Business and Economics

Asset Pricing (6 ECTS)

Lecture: Monday 10:00-12:00, JUR 490, Tuesday 08:00-12:00, JUR 490, Term 2

Tutorial: Monday 12:00-14:00, JUR 490, Thursday 10:00-14:00, JUR 490, Term 2

Lecturer: Jun.-Prof. Dr. Rottke

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=285014&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

<table>
<tr><td colspan="2">Module Title english:</td><td colspan="5">Asset Pricing</td></tr>
<tr><td colspan="2">Course Program:</td><td colspan="5">Master Business Administration PO2010</td></tr>
<tr><td>1</td><td>Module No: FCM07</td><td>State: Elective</td><td colspan="3">Language of Instruction: English</td></tr>
<tr><td>2</td><td>Turn: each summer term</td><td></td><td>Semester: 2</td><td>CP: 6</td><td>Workload (h): 180</td></tr>
<tr><td>3</td><td colspan="5">Module Structure:
<table>
<tr><th>No</th><th>Type</th><th>Course</th><th>CP</th><th>Presence (h + CH)</th><th>Self-Study (h)</th></tr>
<tr><td>1</td><td>Course</td><td>Asset Pricing</td><td>3</td><td>30 h (2 CH)</td><td>60</td></tr>
<tr><td>2</td><td>Exercise</td><td>Tutorial Asset Pricing</td><td>3</td><td>30 h (2 CH)</td><td>60</td></tr>
</table></td></tr>
<tr><td>4</td><td colspan="5">Module Contents:
Main topics and learning objectives:
The class provides students with a deeper understanding of the valuation of financial assets. The first part deals with consumption based asset pricing models. We discuss the main puzzles and their solutions in theory. The second part of the class covers predictability of stock returns over time and cross-sectional asset pricing, with a special focus on factor models like the Fama-French three-factor model. The last part deals with the valuation of bonds and currencies and corresponding trading strategies, e.g. the carry trade. 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.</td></tr>
<tr><td>5</td><td colspan="5">Learning outcomes:
Academic:
Students know the basic asset pricing models. They can explain the main puzzles and most prominent factor models. They are able to discuss stylized facts and asset pricing anomalies critically. The students have first hands-on experience in model implementation and in empirical studies. They can apply the findings for stocks to other asset classes, interpret empirical results, and evaluate trading strategies.</td></tr>
<tr><td>6</td><td colspan="5">Description of possible electives within the modules:
none</td></tr>
</table>

7	**Examination:** Final Module Exam
8	**Relevant Work:** **Number and Type; Connection to Course** / **Duration** / **Part of final mark in %** Final written exam / 120 min. / 100 %
9	**Study Work:** **Number and Type; Connection to Course** / **Duration** none /
10	**Prerequisites for Credit Points:** The credit points will be granted after all relevant work and study work have been successfully completed.
11	**Weight of the module grade for the overall grade:** 5% (6 of 120 CP)
12	**Module Prerequisites:** none
13	**Presence:** The presence is recommended but not an absolute obligation.
14	**Use of the module for other course programs:** Master Business Administration, Master Economics
15	**Responsible Lecturer:** Professor Dr. Nicole Branger **Department:** University of Münster, School of Business and Economics

Seminar Advanced Finance

Seminar "Asset Price Bubbles and Financial Crisis" (12 ECTS)

Lecturer: Prof. Dr. Guenster

This course will be a block course. Please check out the chair's website and Course Overview for further information. Term 1.

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

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=285146&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

<table>
<tr><td colspan="2">Module Title english:</td><td colspan="4">Seminar Advanced Finance</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:
FCM16</td><td>State: Compulsory</td><td colspan="3">Language of Instruction: German and English</td></tr>
<tr><td>2</td><td>Turn: each summer term</td><td></td><td>Semester: 2</td><td></td><td>Workload (h): 360</td></tr>
<tr><td>3</td><td colspan="5">Module Structure:
<table>
<tr><th>No</th><th>Type</th><th>Course</th><th>CP</th><th>Presence (h + CH)</th><th>Self-Study (h)</th></tr>
<tr><td>1</td><td>Seminar</td><td>Seminar Topics in Finance</td><td>12</td><td>30 h (2 CH)</td><td>330</td></tr>
</table></td></tr>
<tr><td>4</td><td colspan="5">Module Contents:
Background and relations to other courses:
The module gives students the opportunity to study courses in neighboring fields of finance
Main topics and learning objectives:
Students choose between the modules ACM01 ("Concepts and Tools of Management Accounting"), ACM02 ("International Financial Accounting"), ACM03 ("International Taxation") and ACM07 ("Enterprise Analysis and Valuation"). In addition, students may study additional ACM modules, modules from the economic master's degree or a module with 6 CP from the structured doctoral program of MSBE. On the appropriateness and permissibility of the proposed module decides the responsible lecturer of this module.</td></tr>
<tr><td>5</td><td colspan="5">Learning outcomes:
Academic:
The students acquire knowledge and skills in related fields and thus recognize interdependencies between the areas. The specific skills taught are based on the content of the respective course.</td></tr>
<tr><td>6</td><td colspan="5">Description of possible electives within the modules:
none</td></tr>
<tr><td>7</td><td colspan="5">Examination: Examinations for every part of the module</td></tr>
</table>

8	**Relevant Work:** **Number and Type; Connection to Course**	**Duration**	**Part of final mark in %**
	Writing of an essay	max. 15 pages	60 %
	Presentation and discussion of the contents of the seminar	ca. 60 min.	40 %
9	**Study Work:** **Number and Type; Connection to Course**	**Duration**	
	none		
10	**Prerequisites for Credit Points:** The credit points will be granted after all relevant work and study work have been successfully completed.		
11	**Weight of the module grade for the overall grade:** 10% (12 of 120 CP)		
12	**Module Prerequisites:** none		
13	**Presence:** Attendance is mandatory. An attendance of 90% is required.		
14	**Use of the module for other course programs:** Master Business Administration		
15	**Responsible Lecturer:** Professor Dr. Thomas Langer	**Department:** School of Business and Economics	

Socially Responsible Investing (6 ECTS)

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

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

Lecturer: Prof. Dr. Guenster

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=285546&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

Empirical Lab II (6 ECTS)

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

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

Lecturer: Prof. Dr. Langer

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=283438&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

Management:

Market- and Resource-Based View of Strategy (3 ECTS)

Lecturer: Dr. Foege

Lecture: Friday 8:00 – 10:00, Jur 4, Term 1+2

Link: https://www.wiwi.uni-muenster.de/uf/de/studium/lehrveranstaltungen/sommersemester-2017

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=285517&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

Extending and Applying Theory in Strategic Management (3 ECTS)

Lecturer: Alexandra van der Berg

Lecture: Friday 10:00 – 14:00, Jur 490, Term 2

Link: https://www.wiwi.uni-muenster.de/uf/de/studium/lehrveranstaltungen/sommersemester-2017

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=285326&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

Module Title english:	Market- and Resource-Based View of Strategy				
Course Program:	Master Business Administration PO2010				
1	**Module No:** CfM05	**State:** Compulsory	**Language of Instruction:** English		
2	**Turn:** each summer term		**Semester:** 2	**CP:** 6	**Workload (h):** 180

3 **Module Structure:**

No	Type	Course	CP	Presence (h + CH)	Self-Study (h)
1	Course	Market- and Resource-Based View of Strategy	3	30 h (2 CH)	60
2	Seminar	Extending and Applying Theory in Strategic Management	3	30 h (2 CH)	60

4 **Module Contents:**
Background and relations to other courses:
Strategy defines an integrated and coordinated set of decisions and actions to gain a competitive advantage. The lecture "Market- and Resource-Based View of Strategy" responds to the

	fundamental question how firms can achieve a sustainable competitive advantage. The lecture discusses and combines the two most prominent views of strategy: the market-based and the resource-based view. Whereas the market-based view of strategy concentrates on the opportunities and threats of the external environment, the resource-based view of strategy concentrates on the strengths and weaknesses of the internal resource and capability endowment. **Main topics and learning objectives:** Major topics include market and competitive analysis, market entry and exit, strategic commitments and cooperative pricing in dynamic competitions, criteria of strategic resources, dynamic capabilities, and innovative capacity. The seminar „Extending and Applying Theory in Strategic Management“ provides students with insights into the behavioral theory of the firm as a micro-perspective on strategic action. Students apply the gained theoretical and methodological knowledge by analyzing and presenting a peer-reviewed journal article published in an international top journal as a group.
5	**Learning outcomes:** **Academic:** Students are able to evaluate a firm´s competitive situation and to take decisions and actions to (re-)gain a competitive advantage. **Soft skills:** Students improve their presentation and communication skills. Furthermore, the students gain theoretical and methodological knowledge, which enables them to understand, to critically reflect, and to present international peer-reviewed journal articles. They will also be able to develop their own research design and solve a complex task within a team.
6	**Description of possible electives within the modules:** none
7	**Examination:** Examinations for every part of the module
8	**Relevant Work:** **Number and Type; Connection to Course** / **Duration** / **Part of final mark in %** Written exam / 90 min. / 60 % Presentation, Powerpoint slides and presentation of approx. 30 – 45 min / Maximum of 50 slides, maximum of 45 min. / 40 %
9	**Study Work:** **Number and Type; Connection to Course** / **Duration** none /
10	**Prerequisites for Credit Points:** The credit points will be granted after all relevant work and study work have been successfully completed.
11	**Weight of the module grade for the overall grade:** 5% (6 of 120 CP)
12	**Module Prerequisites:** none

13	**Presence:** Presence is strongly recommended to warrant learning success	
14	**Use of the module for other course programs:** Master Business Administration	
15	**Responsible Lecturer:** Prof. Dr. Stephan Nüesch	**Department:** School of Business and Economics

Customer-Centric Innovation (6 ECTS)

Lecturer: Dr. Foege

Lecture: Block Course, see Course Overview, Term 1

Course Overview: **https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=291794&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung**

Marketing:

Marketing Strategy (12 ECTS)

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

Lecturer: Dr. Kroschke

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

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=286203&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

<table>
<tr><td colspan="2">Module Title english:</td><td colspan="5">Marketing Strategy (Minor Marketing</td></tr>
<tr><td colspan="2">Course Program:</td><td colspan="5">Master Business Administration PO2010</td></tr>
<tr><td>1</td><td>Module No: MCM03</td><td>State: Compulsory</td><td colspan="3">Language of Instruction: English</td></tr>
<tr><td>2</td><td>Turn: each summer term</td><td></td><td>Semester: 2</td><td>CP: 12</td><td>Workload (h): 360</td></tr>
<tr><td>3</td><td colspan="5">Module Structure:
<table>
<tr><th>No</th><th>Type</th><th>Course</th><th>CP</th><th>Presence (h + CH)</th><th>Self-Study (h)</th></tr>
<tr><td>1</td><td>Seminar</td><td>Marketing Strategy</td><td>12</td><td>60 h (4 CH)</td><td>300</td></tr>
</table></td></tr>
<tr><td>4</td><td colspan="5">Module Contents:
Main topics and learning objectives:
The objective of the course is to provide the students with the foundations of market-oriented business strategies. The students will be able to apply the gained knowledge in a computer-simulated environment. The students will be grouped in different teams that need to implement market decisions that do not only focus on short-term revenue but maximize long-term success. Thus, students will experience success or failure of their strategies and decisions over time. The simulation program therefore enforces the combination of strategic long-term orientation on the one hand and operational tactics on the other hand and enhances the learning process through its practical orientation. The course material focuses on market-oriented business strategies and their influence on corporate success. The simulation will cover the following topics: - Market-oriented management - Market entry - Consumer data and company growth - Business strategy and goals, target products/markets and competitive advantage - External threats and opportunities concerning customers, competitors, and the environment that a business might face - Business' strengths and weaknesses - Design and implementations of products to fit a target group, as well as market needs - Analytical tools to market strategy development The objective of the course is to convey the concept and influence of market-oriented management on corporate success, as well as enable the students to develop and assess market-oriented business strategies in a real life environment.</td></tr>
</table>

5

Learning outcomes:
Academic:
- 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 behavior

Soft skills:
- Development of presentation and persuasion skills through presenting in front of a large audience, referring to the acquired knowledge and advocating one's point of view - Productively work within groups and coordinate the given tasks within the group and at the same time learn how to deal with group conflicts that may arise - Communicate strategies and decisions within a group

6

Description of possible electives within the modules:
none

7

Examination: Examinations for every part of the module

8

Relevant Work:

Number and Type; Connection to Course	Duration	Part of final mark in %
Group work: written compositions, presentations, simulation game	3 x 3 pages, 2 x 15 min., 1 x 20 min.	80 %
Written exam	45 min.	20 %

9

Study Work:

Number and Type; Connection to Course	Duration
none	

10

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

11

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

12

Module Prerequisites:
none

13

Presence:
Presence is strongly recommended to warrant learning success.

14

Use of the module for other course programs:
Master Business Administration

15

Responsible Lecturer:
Professor Dr. Manfred Krafft

Department:
School of Business and Economics

Brand Management (6 ECTS)

Lecture: Monday 14:00 – 18:00, Jur 2, Tuesday 14:00 – 18:00, Jur 2, Wednesday 14:00 – 18:00, GEO 1, Term 2

Lecturer: Prof. Dr. Thorsten Hennig-Thurau

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

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=285136&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

Module Title english:	Brand Management				
Course Program:	Master Business Administration PO2010				
1	**Module No:** MCM06	**State:** Compulsory	**Language of Instruction:** English		
2	**Turn:** each summer term		**Semester:** 2	**CP:** 6	**Workload (h):** 180

3 Module Structure:

No	Type	Course	CP	Presence (h + CH)	Self-Study (h)
1	Course	Brand Management	3	30 h (2 CH)	60
2	Exercise	Tutorial on Brand Management	3	30 h (2 CH)	60

4 Module Contents:

Background and relations to other courses:
The module Brand Management gives insights into strategies and recently developed concepts in the context of brand management (e.g. brand equity). Strategic and operational implications of brand management are discussed.

Main topics and learning objectives:
Main topics: - Introduction to the fundamental terms and concepts of brand management (e.g. brand awareness, brand image, and brand engagement) - Conceptualization and measurement of brand equity - Importance of brands for companies and consumers, taking brand relationships into account - Strategic options regarding the brand architecture - Creation and positioning of a brand identity - Means of brand management in a digital brand environment - The role of brand elements (e.g. name, logo and packaging) Course objective: The aim of this module is that students are able to deal with brand management and its characteristics on a strategic and operational level.

5 Learning outcomes:

Academic:
- Thorough understanding of aspects of brand management - Knowledge and assessment of strategic options in the context of brand management

Soft skills:
- Ability to apply the knowledge acquired, to make decisions and argue for them (competence in problem solving and discussion) - Ability to work effectively in groups; to

	communicate strategies and decisions in a group; to deal with potential conflicts (team spirit) - Coordination of give tasks in a group (project management)
6	**Description of possible electives within the modules:** none
7	**Examination:** Examinations for every part of the module
8	**Relevant Work:**

Number and Type; Connection to Course	Duration	Part of final mark in %
Written work and presentation (in groups)	approx. 12 pages and approx. 20 min.	33 %
Written exam	90 min.	67 %

9	**Study Work:**

Number and Type; Connection to Course	Duration
none	

10	**Prerequisites for Credit Points:** The credit points will be granted after all relevant work and study work have been successfully completed.
11	**Weight of the module grade for the overall grade:** 5% (6 of 120 CP)
12	**Module Prerequisites:** none
13	**Presence:** Presence in the lecture is recommended, but not mandatory. Attendance of the exercises is mandatory. An attendance of 80% is required.
14	**Use of the module for other course programs:** Master Business Administration

15	**Responsible Lecturer:** Univ.-Prof. Dr. Thorsten Hennig-Thurau, Dr. Ann-Kristin Kupfer	**Department:** School of Business and Economics

Channel Management (6 ECTS)

Lecture: Monday 10:00-14:00, JUR 2, Friday 10:00 – 14:00, JUR 490, Term 1

Lecturer: Dr. Sonja Gensler-Wiesel

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

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=285578&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

<table>
<tr><td colspan="2">Module Title english:</td><td colspan="4">Channel Management</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:
MCM09</td><td>State: Elective</td><td colspan="3">Language of Instruction: English</td></tr>
<tr><td>2</td><td>Turn: each summer term</td><td></td><td>Semester: 2</td><td>CP: 6</td><td>Workload (h): 180</td></tr>
<tr><td>3</td><td colspan="5">Module Structure:
<table>
<tr><th>No</th><th>Type</th><th>Course</th><th>CP</th><th>Presence (h + CH)</th><th>Self-Study (h)</th></tr>
<tr><td>1</td><td>Course</td><td>Channel Management</td><td>3</td><td>30 h (2 CH)</td><td>60</td></tr>
<tr><td>2</td><td>Exercise</td><td>Tutorial Channel Management</td><td>3</td><td>30 h (2 CH)</td><td>60</td></tr>
</table></td></tr>
<tr><td>4</td><td colspan="5">Module Contents:
Background and relations to other courses:
This course teaches the fundamentals of an integrated channel management covering communication and distribution channels. Next to strategic aspects of an integrated channel management, we discuss challenges in coordinating multiple channels of communication and distribution. One focus of the course is the question of how to create sustainable customer relationships through channel management.
Main topics and learning objectives:
Main topics: - Selection and design of communication and distribution channels, - Using channels to acquire customers - Using channels to manage customer relationships - Controlling channel performance in a multi-channel environment Course objective: It is the objective of this course to enable students to elaborate on the concept of integrated channel management and to discuss the impact of channels on customer relationships.</td></tr>
<tr><td>5</td><td colspan="5">Learning outcomes:
Academic:
After following the course, you are able to - Elaborate on the concept of integrated channel management; -Discuss how firms can create value through an integrated channel management; - Discuss the impact of channels on customer relationships;
Soft skills:
- Case discussions improve your problem-solving skills. - Critical discussion of</td></tr>
</table>

	research allows students improving their argumentation and communication skills. - The group work helps students to improve their collaboration and presentation skills.
6	**Description of possible electives within the modules:** none
7	**Examination:** Examinations for every part of the module
8	**Relevant Work:**

Number and Type; Connection to Course	Duration	Part of final mark in %
Written assignments and presentations (in group)	2 x 10 pages and und 1 x 15 min.	33 %
Written exam	90 min.	67 %

9	**Study Work:**

Number and Type; Connection to Course	Duration
none	

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

15	**Responsible Lecturer:** Dr. Sonja Gensler-Wiesel	**Department:** School of Business and Economics

Advanced Marketing on specific topics II

Service Management (6 ECTS)

Lecture: see Course Overview, Term 2

Lecturer: Prof. Dr. Gremler

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=284911&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

Data Science (6 ECTS)

Lecture: Wednesday 16:00 – 18:00, TBA, Term 1+2

Lecturer: Dr. Gensler-Wiesel

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=291233&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

Module Title english:	Advanced Marketing on specific topics II				
Course Program:	Master Business Administration PO2010				
1	**Module No:** MCM15	**State:** Elective	**Language of Instruction:** English		
2	**Turn:** each summer term		**Semester:** 2	**CP:** 6	**Workload (h):** 180

3 Module Structure:

No	Type	Course	CP	Presence (h + CH)	Self-Study (h)
1	Course	Selected topics of Marketing II	3	30 h (2 CH)	60
2	Exercise	Tutorial Selected topics of Marketing II	3	30 h (2 CH)	60

4 Module Contents:

Main topics and learning objectives:

In this module, different current question in marketing will be treated by students. Possible subjects could be for example the marketing of services, Social Marketing or industry-specific marketing questions. The topics are also related to the professor's field of research, so that current results of research can be integrated and discussed in class. Regularly also guest professors will teach this class and bring in international relevant fields of research. The number of offered classes and the content vary from semester to semester.

5 Learning outcomes:

Academic:

Students get acquainted with current marketing subjects, either practically or scientifically

	relevant and get well-funded knowledge in selected industry-specific, instrumental or methodical questions. Students gain insight into internationally relevant fields of research and teaching through the integration of guest professors.
6	**Description of possible electives within the modules:** none
7	**Examination:** Examinations for every part of the module
8	**Relevant Work:** **Number and Type; Connection to Course** / **Duration** / **Part of final mark in %** Written report and presentation (group work) / Approx. 12 p. and 20 min. / 33 % Written exam / 90 min. / 67 %
9	**Study Work:** **Number and Type; Connection to Course** / **Duration** none /
10	**Prerequisites for Credit Points:** The credit points will be granted after all relevant work and study work have been successfully completed.
11	**Weight of the module grade for the overall grade:** 5% (6 of 120 CP)
12	**Module Prerequisites:** none
13	**Presence:** Presence is strongly recommended to warrant learning success.
14	**Use of the module for other course programs:** Master Business Administration
15	**Responsible Lecturer:** Univ.-Prof. Dr. Thorsten Hennig-Thurau **Department:** School of Business and Economics

Seminar Marketing I

Digital Marketing (12 ECTS)

Seminar: see Course Overview

Lecturer: Prof. Dr. Hennig-Thurau

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=285512&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

<table>
<tr><td colspan="2">Module Title english:</td><td colspan="4">Seminar Marketing I</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:
MCM16</td><td>State: Compulsory</td><td colspan="3">Language of Instruction: German and English</td></tr>
<tr><td>2</td><td>Turn: each summer term</td><td></td><td>Semester: 2</td><td>CP: 12</td><td>Workload (h): 360</td></tr>
<tr><td>3</td><td colspan="5">Module Structure:
<table>
<tr><th>No</th><th>Type</th><th>Course</th><th>CP</th><th>Presence (h + CH)</th><th>Self-Study (h)</th></tr>
<tr><td>1</td><td>Seminar</td><td>Seminar Marketing</td><td>12</td><td>30 h (2 CH)</td><td>330</td></tr>
</table></td></tr>
<tr><td>4</td><td colspan="5">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.</td></tr>
<tr><td>5</td><td colspan="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:
They master relevant skills, especially communication-, presentation- and rhetorical skills.</td></tr>
<tr><td>6</td><td colspan="5">Description of possible electives within the modules:
none</td></tr>
<tr><td>7</td><td colspan="5">Examination: Examinations for every part of the module</td></tr>
</table>

8 **Relevant Work:**

Number and Type; Connection to Course	Duration	Part of final mark in %
Academic paper or case studies, presentation, discussion, feed-back	approx. 12 pages and approx. 20 min.	100 %

9 **Study Work:**

Number and Type; Connection to Course	Duration
none	

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

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

12 **Module Prerequisites:**
none

13 **Presence:**
Attendance is mandatory. An attendance of 80% is required.

14 **Use of the module for other course programs:**
Master Business Administration

15 **Responsible Lecturer:**
Univ.-Prof. Dr. Thorsten Hennig-Thurau, Professor Dr. Manfred Krafft, Professor Dr. Thorsten Wiesel

Department:
School of Business and Economics

IWM Seminar: DoIT! (12 ECTS)

Seminar: Tuesday (09.04.2019) 16:00 – 18:00, ULB 101, Tuesday (07.05.2019) 16:00 – 18:00, ULB 101, Friday (05.07.2019) 12:00 – 16:00, ULB 101, Term 1+2

Lecturer: Dr. Gensler

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=283689&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

Integrated Marketing Communications (6 ECTS)

Lecture: Tuesday 14:00 – 18:00, Jur 2, Wednesday 14:00 – 18:00, GEO 1, Term 2

Lecturer: Jun.-Prof. Dr. Kübler

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=288503&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

Project Seminar in cooperation with Porsche (12 ECTS)

Seminar: see Course Overview

Lecturer: Dr. Kroschke

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=285515&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

User-Generated Content from Social Media: Marketing's Access Point to the Consumer's Mind? (12 ECTS)

Seminar: see Course Overview, Term 1

Lecturer: Jun.-Prof. Dr. Kübler

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=291038&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

Economics:

Empirical Methods (6 ECTS)

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

Tutorial: Tuesday 12:00 – 14:00, Jur 2, Term 1+2

Lecturer: Prof. Dr. Wilfling

Link: https://www.wiwi.uni-muenster.de/oeew/de/studium/veranstaltungen-sose-2019

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=285325&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

Module Title english:	Empirical Methods				
Course Program:	Master Economics PO 2012				
1	**Module No:** VWL MP3	**State:** Compulsory	**Language of Instruction:** English		
2	**Turn:** each summer term		**Semester:** 1, 2	**CP:** 6	**Workload (h):** 180

3 **Module Structure:**

No	Type	Course	CP	Presence (h + CH)	Self-Study (h)
1	Course	Lecture on Empirical Methods	3	30 h (2 CH)	60
2	Exercise	Class on Empirical Methods	3	30 h (2 CH)	60

4 **Module 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.

Themes	Learning objectives
Multiple linear regression; hypothesis tests; sampling error; nonlinear regression; panel data models; binary dependent variables; instrumental variable estimation, time series: regression and forecasting	To understand and to be able to apply advanced econometric methods.

5	**Learning outcomes:** **Academic:** Understanding the relevant econometric techniques and their applications. **Soft skills:** Clear Thinking
6	**Description of possible electives within the modules:** none
7	**Examination:** Final Module Exam
8	**Relevant Work:**

Number and Type; Connection to Course	Duration	Part of final mark in %
Final written exam	90 min.	100 %

9	**Study Work:**

Number and Type; Connection to Course	Duration
none	

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

15	**Responsible Lecturer:** Prof. Dr. Mark Trede, Professor Dr. Bernd Wilfling	**Department:** School of Business and Economics

Climate Change Economics (6 ECTS)

Lecturer: Prof. Dr. Löschel

Lecture: Wednesday 8:00 – 10:00, Jur 498, Term 1+2

Tutorial: Tuesday 14:00 – 16:00, ULB 101, Term 1+2

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

Course Overview: **https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=285780&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung**

Module Title english:	Climate Change Economics				
Course Program:	Master Economics PO 2012				
1	**Module No:** VWL MWP9	**State:** Elective	**Language of Instruction:** English		
2	**Turn:** each summer term		**Semester:** 1, 2, 3	**CP:** 6	**Workload (h):** 180

3 **Module Structure:**

No	Type	Course	CP	Presence (h + CH)	Self-Study (h)
1	Course	Climate Change Economics	4	30 h (2 CH)	90
2	Exercise	Tutorial on Climate Change Economics	2	15 h (1 CH)	45

4 **Module Contents:**

Background and relations to other courses:

The module "Climate Change Economics" is based upon the basic courses for bachelor students and deepens the student's knowledge and expertise in this area. The module complements the master course modules "Environmental Economics" and "Advanced Energy and Resource Economics". Master students who have not yet completed successfully any basic course in Climate Change Economics are advised to complete the elective modules "Resource Economics", "Energy Economics" and "Environmental and Climate Change Economics" first. However, modules do not build on each other but focus on different aspects of the overall subject.

Main topics and learning objectives:

The module "Climate Change Economics" emphasizes the development of greenhouse gas emissions and respective regulatory policies. It will discuss problems of international climate politics as well as national and international attempts to mitigate climate change, such as the European Emissions Trading System. Focus is placed on economic consequences of different emission reduction policies. Students will gain insight into economic forecasting models used for impact assessment. The course gives an introduction into climate modelling, covering simple partial models, Input-Output models as well as Computable General Equilibrium (CGE) Models.

Themes	Learning objectives
International Climate Politics	Understanding strategies aiming to mitigate greenhouse gas emissions.

	Regulation Policies in Climate Economics	Knowledge of approaches to mitigate greenhouse gas emissions, such as the European ETS.
	Impact assessment with respect to climate change policies	Overview of quantitative modelling techniques.

5

Learning outcomes:
Academic:
The students acquire skills to understand different economic approaches to solve energy-related environmental problems and to analyze actual climate policies. Students gain an overview of modelling methods used for impact assessment and their respective advantages and disadvantages.
Soft skills:
Analytical skills

6

Description of possible electives within the modules:
none

7

Examination: Final Module Exam

8

Relevant Work:

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

9

Study Work:

Number and Type; Connection to Course	Duration
none	

10

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

11

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

12

Module Prerequisites:
none

13

Presence:
Presence is strongly recommended to warrant learning success.

14

Use of the module for other course programs:
Master Business Administration, Master Economics, Master Mathematics,

15

Responsible Lecturer:	Department:
Professor Dr. Andreas Löschel	School of Business and Economics

Current Topics in Economics- Europäische Fiskalpolitik (6 ECTS)

Lecture: see Course Overview, Term 2

Lecturer: Prof. Dr. Heinemann

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=285783&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

<table>
<tr><td colspan="2">Module Title english:</td><td colspan="4">Current Topics in Economics</td></tr>
<tr><td colspan="2">Course Program:</td><td colspan="4">Master Economics PO 2012</td></tr>
<tr><td>1</td><td>Module No: VWL MWP25</td><td>State: Elective</td><td colspan="3">Language of Instruction: German and English</td></tr>
<tr><td>2</td><td>Turn: each summer term</td><td></td><td>Semester: 1, 2, 3</td><td>CP: 6</td><td>Workload (h): 180</td></tr>
<tr><td>3</td><td colspan="5">Module Structure:
<table>
<tr><th>No</th><th>Type</th><th>Course</th><th>CP</th><th>Presence (h + CH)</th><th>Self-Study (h)</th></tr>
<tr><td>1</td><td>Seminar</td><td>Seminar Economics</td><td>6</td><td>30 h (2 CH)</td><td>150</td></tr>
</table></td></tr>
<tr><td>4</td><td colspan="5">Module Contents:
Main topics and learning objectives:
In this module, acquired skills of other economic modules are applied in an independent work on specific economic issues. Thereby theoretical, empirical, methodological and institutional aspects are combined. The content of the seminar is devoted to different topics, while in particular niches of economic research are examined.</td></tr>
<tr><td>5</td><td colspan="5">Learning outcomes:
Academic:
This module supports the interdisciplinary analysis of economic problems and enables the practical application of acquired knowledge.
Soft skills:
On the basis of relevant and substantial literature the participants produce a term paper and present these to their fellow students. Thereby, the central key skills for successful scientific work are acquired and reinforced. Through the discussion in the context of the session lecture topics and viewpoints are critically examined. Learning Goal 1: Integrative Thinker Learning Goal 2: Problem Solver Learning Goal 3: Good Communicatior Vorlesung 50 30 20 Exercise Exam 50 30 20</td></tr>
<tr><td>6</td><td colspan="5">Description of possible electives within the modules:
none</td></tr>
<tr><td>7</td><td colspan="5">Examination: Examinations for every part of the module</td></tr>
<tr><td>8</td><td colspan="5">Relevant Work:</td></tr>
</table>

	Number and Type; Connection to Course	**Duration**	**Part of final mark in %**
	term paper	10-15 pages	80 %
	presentation	20 min.	20 %
9	**Study Work:** **Number and Type; Connection to Course** | **Duration** none		
10	**Prerequisites for Credit Points:** The credit points will be granted after all relevant work and study work have been successfully completed.		
11	**Weight of the module grade for the overall grade:** 5% (6 of 120 CP)		
12	**Module Prerequisites:** none		
13	**Presence:** Presence is strongly recommended to warrant learning success.		
14	**Use of the module for other course programs:** Master Business Administration, Master Economics, Master Mathematics, Master Human Geography		
15	**Responsible Lecturer:** Professor Dr. Martin Bohl, Professor Dr. Gernot Sieg	**Department:** School of Business and Economics	

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

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

Lecturer: Prof. Dr. Guenster

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

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=285625&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

<table>
<tr><td colspan="2">Module Title english:</td><td colspan="5">Corporate Governance and Responsible Business Practices</td></tr>
<tr><td colspan="2">Course Program:</td><td colspan="5">Master Economics PO 2012</td></tr>
<tr><td>1</td><td>Module No: VWL MWP43</td><td>State: Elective</td><td colspan="4">Language of Instruction: English</td></tr>
<tr><td>2</td><td>Turn: each summer term</td><td></td><td>Semester: 1, 2, 3</td><td>CP: 6</td><td colspan="2">Workload (h): 180</td></tr>
<tr><td>3</td><td colspan="6">Module Structure:
<table>
<tr><th>No</th><th>Type</th><th>Course</th><th>CP</th><th>Presence (h + CH)</th><th>Self-Study (h)</th></tr>
<tr><td>1</td><td>Course</td><td>Corporate Governance and Responsible Business Practices</td><td>3</td><td>30 h (2 CH)</td><td>60</td></tr>
<tr><td>2</td><td>Exercise</td><td>Corporate Governance and Responsible Business Practices</td><td>3</td><td>30 h (2 CH)</td><td>60</td></tr>
</table></td></tr>
<tr><td>4</td><td colspan="6">Module Contents:
Main topics and learning objectives: 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</td></tr>
</table>

	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.
5	**Learning outcomes:** **Academic:** After completing this module successfully, students have a comprehensive overview of the myriad of 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. **Soft skills:** 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:** none
7	**Examination:** Examinations for every part of the module
8	**Relevant Work:**

Number and Type; Connection to Course	Duration	Part of final mark in %
Final written exam	120 min.	70 %
Case studies, assignments, or presentations	45 min.	30 %

9	**Study Work:** **Number and Type; Connection to Course:** none
10	**Prerequisites for Credit Points:** The credit points will be granted after all relevant work and study work have been successfully completed.
11	**Weight of the module grade for the overall grade:** 5% (6 of 120 CP)
12	**Module Prerequisites:** none
13	**Presence:** 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:** Master Business Administration, Master Economics

15	**Responsible Lecturer:** Professor Nadja Guenster	**Department:** School of Business and Economics

Money and Interest (6 ECTS)

Lecture: 06.07.2019 + 07.07.2019 8:00 – 16:00, S 055, Term 2

Lecturer: Prof. Dr. van Suntum

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=285973&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

Module Title english:		Interest and Money			
Course Program:		Master Economics PO 2012			
1	**Module No:** VWL MWP49	**State:** Elective	**Language of Instruction:** English		
2	**Turn:** each summer term		**Semester:** 1, 2, 3	**CP:** 6	**Workload (h):** 180

3 Module Structure:

No	Type	Course	CP	Presence (h + CH)	Self-Study (h)
1	Course	Interest and Money	6	30 h (2 CH)	150

4

Module Contents:

Background and relations to other courses:

The lecture deepens and enlarges knowledge on interest, money, and their relations. It builds on solid abilities in both macroeconomic and microeconomic theory.

Main topics and learning objectives:

The primary purpose of the lecture is to explain and analyze both real and monetary theories of interest as well as their relations and possible combinations. The students should also learn to employ these theories in tackling contemporary economic issues in this field, including central bank policy and monetary reforms.

Themes	Learning objectives
Interest theories by Böhm Bawerk, Keynes, Samuelson and others: Their relations and relevance for contemporary economic issues.	Students should get a more comprehension understanding of the relations of both real and monetary causes for the existence of interest. They should be able to use respective formal models and to assess both their merits and limitations. Emphasis is also put on ethical and welfare economic aspects of interest.

5 Learning outcomes:

Academic:

	Use and understanding of formal theories of interest. Ability to employ these theories for practical economic problems. **Soft skills:** Qualification to analyze complex questions, discussions and the assessment of articles. Learning Goal 1: Integrative Thinker Learning Goal 2: Problem Solver Learning Goal 3: Good Communicatior Lecture 60 20 20 Exercise Exam 60 20 20
6	**Description of possible electives within the modules:** none
7	**Examination:** Final Module Exam
8	**Relevant Work:** **Number and Type; Connection to Course** | **Duration** | **Part of final mark in %** Final written exam | 90 min. | 100 %
9	**Study Work:** **Number and Type; Connection to Course** | **Duration** none |
10	**Prerequisites for Credit Points:** The credit points will be granted after all relevant work and study work have been successfully completed.
11	**Weight of the module grade for the overall grade:** 5% (6 of 120 CP)
12	**Module Prerequisites:** none
13	**Presence:** Recommended.
14	**Use of the module for other course programs:** Master Business Administration, Master Economics, Master Mathematics, Master Human Geography
15	**Responsible Lecturer:** Professor Dr. Ulrich van Suntum **Department:** University of Münster, School of Business and Economics

Asset Pricing (6 ECTS)

Lecture: Monday 10:00-12:00, JUR 490, Tuesday 08:00-12:00, JUR 490, Term 2

Tutorial: Monday 12:00-14:00, JUR 490, Thursday 10:00-14:00, JUR 490, Term 2

Lecturer: Jun.-Prof. Dr. Rottke

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=285014&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

Module Title english:	Asset Pricing				
Course Program:	Master Business Administration PO2010				
1	**Module No:** FCM07	**State:** Elective	**Language of Instruction:** English		
2	**Turn:** each summer term		**Semester:** 2	**CP:** 6	**Workload (h):** 180

3 Module Structure:

No	Type	Course	CP	Presence (h + CH)	Self-Study (h)
1	Course	Asset Pricing	3	30 h (2 CH)	60
2	Exercise	Tutorial Asset Pricing	3	30 h (2 CH)	60

4 Module Contents:

Main topics and learning objectives:

The class provides students with a deeper understanding of the valuation of financial assets. The first part deals with consumption based asset pricing models. We discuss the main puzzles and their solutions in theory. The second part of the class covers predictability of stock returns over time and cross-sectional asset pricing, with a special focus on factor models like the Fama-French three-factor model. The last part deals with the valuation of bonds and currencies and corresponding trading strategies, e.g. the carry trade. 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.

5 Learning outcomes:

Academic:

Students know the basic asset pricing models. They can explain the main puzzles and most prominent factor models. They are able to discuss stylized facts and asset pricing anomalies

	critically. The students have first hands-on experience in model implementation and in empirical studies. They can apply the findings for stocks to other asset classes, interpret empirical results, and evaluate trading strategies.
6	**Description of possible electives within the modules:** none
7	**Examination:** Final Module Exam
8	**Relevant Work:** **Number and Type; Connection to Course** / **Duration** / **Part of final mark in %** Final written exam / 120 min. / 100 %
9	**Study Work:** **Number and Type; Connection to Course** / **Duration** none /
10	**Prerequisites for Credit Points:** The credit points will be granted after all relevant work and study work have been successfully completed.
11	**Weight of the module grade for the overall grade:** 5% (6 of 120 CP)
12	**Module Prerequisites:** none
13	**Presence:** The presence is recommended but not an absolute obligation.
14	**Use of the module for other course programs:** Master Business Administration, Master Economics
15	**Responsible Lecturer:** Professor Dr. Nicole Branger **Department:** University of Münster, School of Business and Economics

Introduction to R (6 ECTS)

seminar: 11.03 - 21.03.2019 10:00 – 12:00, 13:00 – 15:00, TBA

Lecturer: Prof. Dr. Mark Trede

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=285921&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

Selected Topics: Asset Pricing I (6 ECTS)

Lecture: Tuesday 10:00 – 12:00, STA 314, Term 1+2

Tutorial: Thursday 10:00-12:00, STA 314, Term 1+2

Lecturer: Prof. Dr. Mark Trede

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=286034&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

Selected Topics: Econometrics of filtering (6 ECTS)

Lecture: Friday 10:00 – 12:00, STA 314, Term 1+2

Tutorial: Tuesday 14:00-16:00, STA 314, Term 1+2

Lecturer: Dr. Beccarini

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=286032&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

Risk Management Tools (6 ECTS)

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

Tutorial: Friday 16:00-18:00, STA 1, Term 1+2

Lecturer: Dr. Segnon

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=285023&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

Advanced Resource Economics (6 ECTS)

Seminar: see Course Overview

Lecturer: Dr. Löschel

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=285969&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

Macroeconomics (PhD-Level) (6 ECTS)

Lecture: Monday 12:00 – 14:00, STA 1, Term 1+2

Lecturer: Prof. Dr. Kempa

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=285533&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

Financial Intermediation I (6 ECTS)

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

Tutorial: Thursday 14:00 – 18:00, Jur 490, Term 1

Lecturer: Prof. Dr. Pfingsten

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=285051&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

Advanced Corporate Finance (6 ECTS)

Lecture: Monday 10:00 – 14:00, Jur 490, Tuesday 8:00 – 10:00, Jur 490, Wednesday 14:00 – 16:00, Jur 490, Term 1

Lecturer: Dr. Schneider

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=286166&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

Financial Econometrics (3 ECTS)

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

Tutorial: Thursday 14:00 – 18:00, Jur 490, Term 1

Lecturer: Prof. Dr. Wilfling

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=287214&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

Information Systems:

Information Management: Theories (6 ECTS)

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

Lecturer: Prof. Dr. Stefan Klein

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

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=285528&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

<table>
<tr><td colspan="2">Module Title english:</td><td colspan="5">Information Management: Theories</td></tr>
<tr><td colspan="2">Course Program:</td><td colspan="5">Master Information Systems PO 2010/2014</td></tr>
<tr><td>1</td><td>Module No: IM3</td><td>State: Elective</td><td colspan="4">Language of Instruction: English</td></tr>
<tr><td>2</td><td>Turn: each summer term</td><td></td><td>Semester: 1, 2</td><td>CP: 6</td><td colspan="2">Workload (h): 180</td></tr>
<tr><td>3</td><td colspan="6">Module Structure:
<table>
<tr><th>No</th><th>Type</th><th>Course</th><th>CP</th><th>Presence (h + CH)</th><th>Self-Study (h)</th></tr>
<tr><td>1</td><td>Course</td><td>Theories</td><td>3</td><td>30 h (2 CH)</td><td>60</td></tr>
<tr><td>2</td><td>Exercise</td><td>Exercise on Theories</td><td>3</td><td>30 h (2 CH)</td><td>60</td></tr>
</table></td></tr>
<tr><td>4</td><td colspan="6">Module Contents:
Background and relations to other courses:
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</td></tr>
</table>

	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 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. **Soft skills:** In addition to providing students with the capabilities to deal with academic literature reflectively, the course trains them in presenting their take on selected academic papers to the class and furthers their general ability to take an active part in academic discussions. This ability is based on a combination of reading, thinking, writing, discussing and listening skills.
6	**Description of possible electives within the modules:** The module can be taken as part of the track Information Management or as an elective. Within the electives a minimum of 2 seminars has to be taken.
7	**Examination:** 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 / Up to 120 min. / 60 % Presentation (groups of 3-5 students) / ca. 20 min. / 15 % Written Report / ca. 3 pages / 15 % 12 written comments on weekly reading / ca. 1 page per comment / 10 %
9	**Study Work:** **Number and Type; Connection to Course** / **Duration** none /
10	**Prerequisites for Credit Points:** The credit points will be granted after all relevant work and study work have been successfully completed.
11	**Weight of the module grade for the overall grade:** 5% (6 of 120 CP)
12	**Module Prerequisites:** none
13	**Presence:** Presence is recommended.
14	**Use of the module for other course programs:** Master Business Administration, Master Information Systems

15	**Responsible Lecturer:** Prof. Dr. Stefan Klein, Dr. Alexander Teubner	**Department:** School of Business and Economics

Process Management: Enterprise Architecture Management (6 ECTS)

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

Lecturer: Prof. Dr. Hellingrath

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

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=285529&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

<table>
<tr><td colspan="2">Module Title english:</td><td colspan="5">Process Management: Enterprise Architecture Management</td></tr>
<tr><td colspan="2">Course Program:</td><td colspan="5">Master Information Systems PO 2010/2014</td></tr>
<tr><td>1</td><td>Module No: PM2</td><td>State: Elective</td><td colspan="3">Language of Instruction: English</td></tr>
<tr><td>2</td><td>Turn: each summer term</td><td></td><td>Semester: 1, 2</td><td>CP: 6</td><td>Workload (h): 180</td></tr>
<tr><td>3</td><td colspan="5">Module Structure:
<table>
<tr><th>No</th><th>Type</th><th>Course</th><th>CP</th><th>Presence (h + CH)</th><th>Self-Study (h)</th></tr>
<tr><td>1</td><td>Course</td><td>Enterprise Architecture Management</td><td>3</td><td>30 h (2 CH)</td><td>60</td></tr>
<tr><td>2</td><td>Exercise</td><td>Exercise on Enterprise Architecture Management</td><td>3</td><td>30 h (2 CH)</td><td>60</td></tr>
</table></td></tr>
<tr><td>4</td><td colspan="5">Module Contents:
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:
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</td></tr>
</table>

architecture realization process is underlined by the study of architecture frameworks currently discussed in research and practice.

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 Enterprise Architecture Management	To learn why frameworks play an important role in Enterprise Architecture Management and to get to know prominent frameworks that are vividly discussed in research and practice.

5

Learning outcomes:

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.

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:

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

7

Examination: Examinations for every part of the module

8

Relevant Work:

Number and Type; Connection to Course	Duration	Part of final mark in %
Final Written Exam	120 min.	60 %

	Case Study with EAM-Software, Presentation	ca. 40 pages, ca. 40 min. presentation	40 %

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

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

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

Process Management: Workflow Management (6 ECTS)

Lecture: Tuesday 09:00-12:00, LEO 18.3, Thursday 16:00-20:00, Leo 18.3, Term1+2

Lecturer: Dr. Stein

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

Course Overview: **https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=285530&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung**

Module Title english:	Process Management: Workflow Management				
Course Program:	Master Information Systems PO 2010/2014				
1	**Module No:** PM3	**State:** Elective	**Language of Instruction:** English		
2	**Turn:** each summer term		**Semester:** 1, 2	**CP:** 6	**Workload (h):** 180

3 **Module Structure:**

No	Type	Course	CP	Presence (h + CH)	Self-Study (h)
1	Course	Workflow Management	2	30 h (2 CH)	30
2	Exercise	Exercise on Workflow Management	4	30 h (2 CH)	90

4 **Module 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.

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:** The module can be taken as part of the track Process Management or as an elective. Within the electives a minimum of 2 seminars has to be taken.
7	**Examination:** Examinations for every part of the module
8	**Relevant Work:** **Number and Type; Connection to Course** / **Duration** / **Part of final mark in %** Final Written Exam / 120 min. / 60 % Four presentations of intermediate results of an accompanying case study, prepared in groups of 5 - 6 students / Ca. 3x20+1x30 min. / 40 %
9	**Study Work:** **Number and Type; Connection to Course** / **Duration** none /
10	**Prerequisites for Credit Points:** The credit points will be granted after all relevant work and study work have been successfully completed.
11	**Weight of the module grade for the overall grade:** 5% (6 of 120 CP)
12	**Module Prerequisites:** none
13	**Presence:** Presence is recommended.
14	**Use of the module for other course programs:** Master Business Administration, Master Information Systems
15	**Responsible Lecturer:** PD Dr. Patrick Delfmann, Dr. Armin Stein **Department:** School of Business and Economics

Business Networks: Information Security (6 ECTS)

Lecture: Monday 14:00-16:00, Thursday 08:00-10:00. Leo18.3, Term 1+2

Lecturer: Jun.-Prof. Dr. Hupperich

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

Course Overview: **https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=281605&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung**

Module Title english:	Business Networks: Information Security				
Course Program:	Master Information Systems PO 2010/2014				
1	**Module No:** BN2	**State:** Elective	**Language of Instruction:** English		
2	**Turn:** each summer term		**Semester:** 1, 2	**CP:** 6	**Workload (h):** 180

3 **Module Structure:**

No	Type	Course	CP	Presence (h + CH)	Self-Study (h)
1	Course	Information Security	3	30 h (2 CH)	60
2	Exercise	Exercise on Information Security	3	30 h (2 CH)	60

4 **Module Contents:**

Main topics and learning objectives:

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.

Themes	Learning objectives
Lecture: Theoretical Security, Practical Security, Security Strategy, Privacy 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 sideeffects.

5

Learning outcomes:
Academic:
a) identify security issues b) keep aware of changing technological limits c) evaluate security advises critically and comprehensively d) oversee the implementation of security measures
Soft skills:
a) communicate effectively with security experts b) assume responsibility for their effects and potential sideeffects

6

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

7

Examination: Examinations for every part of the module

8

Relevant Work:

Number and Type; Connection to Course	Duration	Part of final mark in %
Oral examination	Ca. 20 min.	80 %
One written exercise	Ca. 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 after all relevant work and study work have been successfully completed.

11

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

12

Module Prerequisites:
none

13

Presence:
Presence is recommended.

14

Use of the module for other course programs:
Master Business Administration, Master Information Systems

15

Responsible Lecturer:
Prof. Dr. Mathias Fischer

Department:
School of Business and Economics

Business Networks: Network Economics (6 ECTS)

Lecture/Tutorial: Monday 16:00 – 18:00, LEO18.3, Tuesday 16:00 – 18:00, LEO 18.3, Wednesday 16:00 – 18:00, LEO 18.3, Term 1+2

Lecturer : Prof. Dr. Russel Haines

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

Course Overview : https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=285531&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

Module Title english:	Business Networks: Network Economics				
Course Program:	Master Information Systems PO 2010/2014				
1	**Module No:** BN3	**State:** Elective	**Language of Instruction:** English		
2	**Turn:** each summer term		**Semester:** 1, 2	**CP:** 6	**Workload (h):** 180

3 Module Structure:

No	Type	Course	CP	Presence (h + CH)	Self-Study (h)
1	Course	Network Economics	3	30 h (2 CH)	60
2	Exercise	Exercise on Network Economics	3	30 h (2 CH)	60

4 Module Contents:

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:
This course provides an introduction to network economics. It teaches technical and formal economics skills 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.

Themes	Learning objectives
History and foundations of network economics, agents, incentives, externalities, network	a) Students learn to “think in networks”. They get a deep understanding of the role of

	structures, topologies, and dynamics, primers on game and graph theory, patterns and strategies of behaviour in networks (, games, random graphs, degree distributions; non-cooperative network games, congestion, risk propagation; network formation, dynamics, standards, adoption; network management and regulation, pricing, strategic partnerships, competition; analysis tools, including computational aspects, approximation, software tools, simulation, visualization; Internet protocols as practical examples	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 their knowledge 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.
5	**Learning outcomes:** **Academic:** a) They dispose of models to describe as well as analytical tools to analyze and explain phenomena arising in networks b) Contribute to theoretical and empirical research c) Create and shape practical socio-technical systems based on well-founded principles. **Soft skills:** 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 can apply their knowledge in unprecedented ways to study new real-world problems with the lens of network economics c) Awareness of the limitations of formal models, taught by examples of failure, prevents blind reliance and encourages responsible action.	
6	**Description of possible electives within the modules:** The module can be taken as part of the track Business Networks or as an elective. Within the electives a minimum of 2 seminars has to be taken.	
7	**Examination:** Examinations for every part of the module	
8	**Relevant Work:**	

Number and Type; Connection to Course	Duration	Part of final mark in %
Final Written Exam	120 min.	50 %
Group Presentation (ca 3-5 students)	Ca. 15 min.	10 %
Written report	Ca. 5 pages	20 %
12 written comments on weekly reading	ca. 0,5 page per comment	20 %

9	**Study Work:**

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

Business Intelligence: Data Analytics – II (6 ECTS)

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

Lecturer: Dr. Kerschke

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

Course Overview: **https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=285102&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung**

Module Title english:	Business Intelligence: Data Analytics - II				
Course Program:	Master Information Systems PO 2010/2014				
1	**Module No:** BI3	**State:** Elective	**Language of Instruction:** English		
2	**Turn:** each summer term		**Semester:** 1, 2	**CP:** 6	**Workload (h):** 180

3 **Module Structure:**

No	Type	Course	CP	Presence (h + CH)	Self-Study (h)
1	Course	Data Analytics - II	3	30 h (2 CH)	60
2	Exercise	Exercise on Data Analytics - II	3	30 h (2 CH)	60

4 **Module 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.

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

8 **Relevant Work:**

Number and Type; Connection to Course	Duration	Part of final mark in %
Final Written Exam	120 min.	60 %
Case study with R software, presentation	Ca 40 Min. (presentation), ca 15 pages (repor	40 %

9 **Study Work:**

Number and Type; Connection to Course	Duration
none	

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

15	**Responsible Lecturer:** Prof. Dr. Heike Trautmann	**Department:** School of Business and Economics

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

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

Lecturer: Prof. Dr. Herbert Kuchen

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

Course Overview: **https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=285394&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung**

Module Title english:	Information Systems Development: Advanced Concepts in Software Engineering				
Course Program:	Master Information Systems PO 2010/2014				
1	**Module No:** ISD3	**State:** Elective	**Language of Instruction:** English		
2	**Turn:** each summer term		**Semester:** 1, 2	**CP:** 6	**Workload (h):** 180

3 **Module Structure:**

No	Type	Course	CP	Presence (h + CH)	Self-Study (h)
1	Course	Advanced Concepts in Software Engineering	3	30 h (2 CH)	45
2	Exercise	Exercise on Advanced Concepts in Software Engineering	3	30 h (2 CH)	75

4 **Module Contents:**

Background and relations to other courses:
It is assumed that the students have some experience with programming and software development as 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 metameta-modeling.

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.

6

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

7

Examination: Examinations for every part of the module

8

Relevant Work:

Number and Type; Connection to Course	Duration	Part of final mark in %
Final written exam	120 min.	70 %
4 Software artifacts in groups of ca 5 students	Ca 20 pages/artifact, 45 code lines/code page	30 %

9

Study Work:

Number and Type; Connection to Course	Duration
none	

10

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

11

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

12

Module Prerequisites: none

13

Presence:
Presence is recommended.

14

Use of the module for other course programs:
Master Business Administration, Master Information Systems

15	**Responsible Lecturer:** Prof. Dr. Herbert Kuchen	**Department:** School of Business and Economics

Logistics, Production and Retail: Retail (6 ECTS)

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

Lecturer: Dr- Cordes

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

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=286013&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

Module Title english:	Logistics, Production and Retail: Retail				
Course Program:	Master Information Systems PO 2010/2014				
1	**Module No:** LPR3	**State:** Elective	**Language of Instruction:** English		
2	**Turn:** each summer term		**Semester:** 1, 2	**CP:** 6	**Workload (h):** 180

3 Module Structure:

No	Type	Course	CP	Presence (h + CH)	Self-Study (h)
1	Course	Retail	3	30 h (2 CH)	60
2	Course	Exercise on Retail	3	30 h (2 CH)	60

4 Module Contents:

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:
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.

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

7

Examination: Final Module Exam

8

Relevant Work:

Number and Type; Connection to Course	Duration	Part of final mark in %
Final written exam	120 min.	100 %

9

Study Work:

Number and Type; Connection to Course	Duration
Case study work (in groups, presentation and written submission)	30 minutes & 5 pages
Guest lecture summary (in groups, presentation)	5 minutes
Critical reflection (in groups, submission of questions)	20 questions

10

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

11

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

12

Module Prerequisites:
none

13

Presence:
Presence is recommended.

14	**Use of the module for other course programs:** Master Business Administration, Master Information Systems	
15	**Responsible Lecturer:** Prof. Dr. Dr. h.c. Dr. h.c. Jörg Becker	**Department:** School of Business and Economics

Seminar: E-Government: Theories, Concepts, Practice (6 ECTS)

Seminar: see Course Overview

Lecturer: Bettina distel

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=282975&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

Seminar: Humanitarian Logistics (6 ECTS)

Seminar: see Course Overview

Lecturer: Prof. Dr. Hellingrath

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=283817&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

Seminar: Modern Management of Data (6 ECTS)

Seminar: see Course Overview

Lecturer: Prof. Dr. Vossen

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=283945&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

Seminar: Platforms and Springboards (6 ECTS)

Seminar: see Course Overview

Lecturer: Prof. Dr. Klein

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=283824&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

Seminar: Smart Production Procecces and Supply Chains (6 ECTS)

Seminar: see Course Overview

Lecturer: Prof. Dr. Hellingrath

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=281854&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

Seminar: Social Media – Bots and Analysis (6 ECTS)

Seminar: see Course Overview

Lecturer: Dr. Kerschke

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=283944&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

Seminar: Supply Chain Performance Management (6 ECTS)

Seminar: see Course Overview

Lecturer: Prof. Dr. Hellingrath

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=283816&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

Seminar: Workplace Analytics (6 ECTS)

Seminar: see Course Overview

Lecturer: Dr. Schellhammer

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=283868&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

Project Seminar: Holistic Customer Analysis at Drillisch (12 ECTS)

Seminar: see Course Overview

Lecturer: Dr. Stein

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=281853&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

Project Seminar: Lifecycle Event Participant Management (12 ECTS)

Seminar: see Course Overview

Lecturer: Dr. Chasin

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=281731&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

Project Seminar: Mesh-enabled Locating System for Tracking and Navigation (12 ECTS)

Seminar: see Course Overview

Lecturer: Dr. Vossen

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=283822&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

Project Seminar: Postal Security Architecture (12 ECTS)

Seminar: see Course Overview

Lecturer: Prof. Dr. Hellingrath

Course Overview: https://studium.uni-muenster.de/qisserver/rds?state=verpublish&status=init&vmfile=no&publishid=283823&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung