

MB03: Theory of Business' Economics				Study Programme:	M
Module Type:	ECTS Credits:	Workload:	Study semester:	Module Duration:	
Compulsory	9	270	1. and 2.	One semester or two semesters	
Courses (HPW=hours per week):			Contact hours:	Independent study:	Planned Group Size:
<p><u>Three out of seven courses have to be elected:</u> Course 1: Planning and Decision (2 HPW) Course 2: Finance (2 HPW) Course 3: Strategic and International Management (2 HPW) Course 4: External Reporting (2 HPW) Course 5: Market-oriented Management (2 HPW) Course 6: Finance-oriented Management (2 HPW) Course 7: Organisation Theory (2 HPW)</p>			Each course 30h, four courses = 90h	Each course 60h, four courses = 180h	150 in each course
Intended Learning Outcomes (ILOs):					
<p>By the end of the module referring to the individual selection of four courses, students will be able to</p> <ul style="list-style-type: none"> - work out fundamental elements and contents of modern business perspectives, which are essential for the understanding of scientific sound and market-oriented management; - gain a deepen knowledge for competent and responsible management as well as evaluate business research contributions and perform autonomous research contributions. <p>Furthermore, the conception of the courses is suited for the integration of case studies, which encourage social competencies (such as conflict management, assumption of responsibility, assertiveness) and methodical expertise. In addition, they contribute to the acquisition and development of presentation skills.</p>					
Key competences:					
<ul style="list-style-type: none"> - Analytical skills - Knowledge transfer and competence development - Communication skills - Ability to provide constructive feedback and critique - Critical thinking - Willingness to learn and perform - Written communications skills 					

- Organizational skills
- Self-reflection
- Independent working
- Self-management, -organisation, -motivation

Description/Contents:

Course 1: Planning and Decision

1. Introduction to Planning and Decision Theory
2. Targets and Target Systems
3. Planning: Planning Systems, Problem Analyses and finding Alternatives, Planning Coordination
4. Decision making under Certainty
5. Decision making under Uncertainty and Risk
6. Group Decisions

Course 2: Finance

1. Financial Instruments and Capital Markets
2. Portfolio Theory and Practise
3. Behavioural Finance
4. Fixed-Income Securities
5. Options, Futures and Other Derivatives

Course 3: Strategic and International Management

1. Basics of Strategic Management
2. The Internal Environment of Strategy: Resources, Capabilities and Activities
3. The External Environment of Strategy: Macro and Industry Dynamics
4. Foundations of Multinational Management
5. Cultures, Institutions and Multinational Management
6. Strategy Content and Formulation for Multinational Companies
7. Small Businesses and International Entrepreneurship

Course 4: External Reporting

1. Consolidated Accounting by German Commercial Code (HGB) and IFRS
2. Impact on Decisions of External Reporting
3. Reporting Obligations by German Securities Trading Act (WpHG)
4. Tax Accounting
5. Integrated Reporting

Course 5: Market-oriented Management

1. Conceptual Fundamentals of Marketing and selected Markets
2. Introduction to Strategic Marketing Management
3. Strategic Marketing Management Process, Segmentation and Strategic Analysis
4. Strategy Development and – Evaluation
5. Strategy Segmentation
6. Strategic Control, Strategic Marketing Management and Ethical Reflection
7. Instruments of Company - and Environment Analysis
8. Integrative Instruments and Instruments of Strategy Implementation

Course 6: Finance-oriented Management

1. CFO as Strategic Business Partner in the financial-oriented Management
2. Company Analysis with Financial Ratios
3. Company Valuation and Company Purchase
4. Value-based Controlling, Executive Compensation and Corporate Governance
5. Corporate Social Responsibility and Compliance: View beyond the Financial sphere

6. Contribution of auditors in the financial-oriented Management

Course 7: Organisation Theory

1. Introduction to Organisation Theory

1.1 Terms of Organisation

2.1 Characteristics of Organisation

2.3 Introduction to Theoretical Organisation Theory

2. Organization Theories

2.1 (Neo-)classical Organisation Theory

2.2 Behavioural Science Approaches of the Organisation Theory

2.3 Situational Approach

2.4 Institutional Economical Theories

2.5 Sociological Neoinstitutionalism

2.6 Approach of Institutional Logics

2.7 Micro-political Organisation Analysis

Language:

The language of the courses is German.

Teaching Methods:

plenary, group work and lectures with tutorial elements, possibly complemented through chosen practitioners lectures

Module Applicability:

M. Sc. Economics

Pre-requisites/Requirements:

Admission to study Economics for a Master's degree.

Examination Types:

Comprehensive examination in the form of a written exam at the end of the semester, in which will be questions of all selected courses (90 minutes).

Requirements for Award of Credit Points:

Regular and successful processing of exercises and case studies in the four courses. Successful participation in the exam. The exam will be passed if the grade is at least „sufficient“ (4,0).

Availability:

Until further notice of the single courses, the module will be offered generally each winter term and summer term.

Assessment:

This course will be graded and is part of the calculation for the overall grade of your master degree. Particular information concerning the calculation of the overall grade can be gathered in the respective examination regulations.

Person Responsible and Main Lecturer:

Prof. Dr. Christoph J. Börner, Prof. Dr. Guido Förster, Prof. Dr. Barbara Weißenberger, Prof Dr. Peter Kenning, Prof. Dr. Rüdiger Hahn, Prof. Dr. Raimund Schirmeister, Prof. Dr. Stefan Süß and teaching/research assistants at the chairs.

Further Information:

Further information can be found at the website of the chairs and lecturers.

State: 14.11.2018