

## Mandatory Electives in the Master's program (Business Administration M.Sc.) SoSe/WiSe

### Module offer summer semester:

1. According to § 9 of the examination regulations of the Master's program in Business Administration in the version of 20.05.2021
2. Scope of application for SoSe 2024
3. Decided by the Faculty Council of the Faculty of Business and Economics on 25.01.2023

### Listing of the major fields of study

Main areas of study anchored in the Examination Regulations:

1. Marktorientierte Unternehmensführung (MARKT),
2. Finance, Accounting, Controlling, Taxation and Business Law (FACT),
3. Business Analytics and Operations Research,
4. Entrepreneurship und Innovation,
5. Internationale Betriebswirtschaftslehre,
6. Digital Customer Experience & Service Design

1. Modules offered in the area Marktorientierte Unternehmensführung

#### Mandatory

Pricing and Product Management (5 ECTS), Exam  
Customer Relationship Management (5 ECTS), Exam  
Empirical Management Research (5 ECTS), Exam  
Service Management (5 ECTS), Portfolio  
Strategic Management (5 ECTS), Portfolio

#### Mandatory Electives

Advanced Consulting Case\* (5 ECTS), Portfolio  
Advanced Topics in Consumer Psychology for a better World\* (5 ECTS), Portfolio (not in summer 2024)  
Advanced Topics in Marketing (5 ECTS), Portfolio  
Benchmarking & Positioning in Strategic Management (advanced) (5 ECTS), Portfolio  
Business Model & Strategy\* (5 ECTS) , Portfolio  
Case Studies in International Management\* (5 ECTS) , Portfolio  
Change Management\*  
Cross-cultural Management\* (5 ECTS) , Portfolio  
Digital Marketing\* (5 ECTS), Portfolio  
Innovation and Creativity in Individuals, Teams and Organizations\* (5 ECTS) , Portfolio  
Innovation and product development in tourism\* (5 ECTS) , Portfolio  
Intercultural Communication\* (5 ECTS) , Portfolio

\*marked modules take place in English. Subject to change (see module catalog)

International Financial Reporting, Auditing and Corporate Valuation (5 ECTS) , Exam  
Management and Strategies of Automotive Companies (5 ECTS) , Portfolio  
Modelling and Analysis of Retail Operations\* (5 ECTS) , Portfolio  
Modeling and Optimization with OPL\* (5 ECTS) , Exam  
Object-oriented Programming of heuristics\* (5 ECTS) , Project  
Operations Scheduling (5 ECTS) , Exam (not in Summer 2024)  
Project Service and Innovation Management (5 ECTS) , Portfolio  
Retail Management\* (5 ECTS) , Portfolio (not in Summer 2024)  
Return on Service Design and Customer Experience\* (10 ECTS) , Portfolio  
Seminar in Service Management (5 ECTS) , Portfolio  
Seminar International Management (5 ECTS) , Portfolio  
Seminar: „European and International Commercial Law & Business Law“ (10 ECTS),  
Written seminar paper/presentation + discussion  
Stochastic Modeling (5 ECTS) , Exam  
Supply Chain Business Game\* (5 ECTS) , Presentation  
Supply Chain Management Seminar (5 ECTS), Paper and Presentation  
Theory and Strategy in Destination Management and Marketing\* (5 ECTS) , Portfolio  
Time Series Analysis (5 ECTS) , Exam or oral examination  
Transportation Logistics\* (5 ECTS), Portfolio  
**Modules of the WFI Summer School according to Annex 2a**

## 2. Modules offered in the area Finance, Accounting, Controlling, Taxation and Business Law

### Mandatory

Accounting Law (5 ECTS), Exam  
Empirical Finance (can be replaced by Taxation of Business) (5 ECTS), Portfolio  
Capital Market-Based Accounting (5 ECTS), Exam  
Cost Management (5 ECTS), Exam  
Risk Management (or International Company Taxation) (5 ECTS), Exam  
International Company Taxation (or Risk Management) (5 ECTS), Exam  
Taxation of Business (can be replaced by Empirical) (5 ECTS), Exam

### Mandatory Electives

Coordination and Management Accounting (5 ECTS) , Exam (starting 2023 each 2<sup>nd</sup> year)  
Corporate law, group law, European and international corporate law (5 ECTS), Exam  
Empirical Finance\* (5 ECTS) , Portfolio  
European Business Law (5 ECTS), Exam  
Insolvency Law (5 ECTS) , Exam  
Internal and External Auditing (5 ECTS) , Exam  
International Financial Reporting, Auditing and Corporate Valuation (5 ECTS) , Exam  
MA-Seminar: Current Issues in Company Taxation (5 ECTS) , Portfolio  
Multinational Firms and their Taxation (5 ECTS) , Exam  
Research Project Finance and Banking\* (10 ECTS), Portfolio  
Restructuring of Organizations (5 ECTS) , Exam  
Seminar „European and International Commercial Law & Business Law“ (10 ECTS), Written seminar paper/presentation + discussion  
Seminar Accounting & Controlling (5 ECTS) , Paper and Presentation  
Seminar Accounting and Auditing (5 ECTS) , Portfolio  
Seminar Finance and Banking B (5 ECTS) , Portfolio  
Structuring of Affiliated Group (5 ECTS) , Presentations  
Tax accounting law (5 ECTS) , Exam  
Tax Code (5 ECTS), Exam (not in summer 2024)  
Tax Policy (5 ECTS) , Exam

\*marked modules take place in English. Subject to change (see module catalog)

Tax Research (5 ECTS), Portfolio  
Time Series Analysis (5 ECTS) , Exam or oral examination  
Value Added Tax (2.5 ECTS) , Presentation and discussion  
Modules of the WFI Summer School according to Annex 2a

### 3. Modules offered in the area Business Analytics and Operations Research

#### Mandatory

Decision Science (5 ECTS), Exam  
Operations Research (5 ECTS), Exam  
Business Forecasting (5 ECTS), Exam  
Service Analytics (5 ECTS), Exam  
Stochastic Modeling (5 ECTS), Exam

#### Mandatory Electives

Algorithms and Data Structures (5 ECTS) , Exam or oral examination  
Data Analytics Challenge (5 ECTS) , Portfolio  
Digital Business Models and Technologies (5 ECTS) , Exam and documentation  
and presentation (not in Summer 2024)  
Digital Marketing\* (5 ECTS), Portfolio  
Empirical Finance\* (5 ECTS) , Portfolio  
Introduction to Reinforcement Learning (5 ECTS), Project  
Modeling and Optimization with OPL\* (5 ECTS) , Exam  
Operations Scheduling (5 ECTS), Exam (not in Summer 2024)  
Project Business Intelligence (5 ECTS) , Portfolio  
Risk Management (5 ECTS) , Exam  
Seminar Operations Research (5 ECTS) , Portfolio  
Seminar SCM (5 ECTS), Portfolio  
Service Operations\* (5 ECTS) , Exam  
Supply Chain Business Game (5 ECTS), Portfolio  
Time Series Analysis (5 ECTS) , Exam or oral examination  
Transportation Logistics\* (5 ECTS) , Exam  
Modules of the WFI Summer School according to Annex 2a

### 4. Modules offered in the area of Entrepreneurship und Innovation

#### Mandatory

Entrepreneurial Networks and Start-up Management (5 ECTS), Portfolio  
From Idea to Commercialization: Start-up School (5 ECTS), Portfolio  
Innovation and Creativity in Individuals, Teams, and Organizations (5 ECTS), Portfolio and Exam  
Service Management (5 ECTS), Exam and Presentation  
Social Innovation I (5 ECTS), Portfolio  
The Past, Present, and Future of Entrepreneurship and Innovation (5 ECTS), Portfolio

#### Mandatory Electives

Advanced Consulting Case\*  
Change Management\*  
Digital Business Models and Technologies\* (5 ECTS), Exam and documentation with presentation (not in Summer 2024)  
Innovation and product development in tourism\* (5 ECTS), Portfolio  
Intercultural Communication\* (5 ECTS), Portfolio

\*marked modules take place in English. Subject to change (see module catalog)

Research Project Seminar in Christian Social Ethics and Social Policy (5 ECTS), Paper and project summary  
Return on Service Design and Customer Experience\* (10 ECTS), Portfolio  
Seminar in Service Management (5 ECTS), Portfolio  
Stochastic Modeling (5 ECTS), Exam  
Modules of the WFI Summer School according to Annex 2a

5. Modules offered in the mandatory elective area of International BA  
Mandatory elective modules can be chosen from all master's concentrations. The exact modules of the subject areas of the concentrations listed here can be found in the listings above.
  
6. Modules offered in the mandatory elective area of Digital Customer Experience & Service Design  
Mandatory elective modules can be chosen from all master's concentrations. The exact modules of the subject areas of the concentrations listed here can be found in the listings above.

Electives: Module Offering

### Module offer winter semester:

1. According to § 9 of the examination regulations of the Master's program in Business Administration in the version of 20.05.2021
2. Scope of application for WiSe 2023/2024
3. Decided by the Faculty Council of the Faculty of Business and Economics on 13.07.2022.

### Listing of the major fields of study

Main areas of study anchored in the Examination Regulations:

1. Marktorientierte Unternehmensführung (MARKT),
2. Finance, Accounting, Controlling, Taxation and Business Law (FACT),
3. Business Analytics and Operations Research,
4. Entrepreneurship und Innovation,
5. Internationale Betriebswirtschaftslehre,
6. Digital Customer Experience & Service Design

#### 1. Modules offered in the area Marktorientierte Unternehmensführung

##### Mandatory

Pricing and Product Management (5 ECTS), Exam  
Customer Relationship Management (5 ECTS), Exam  
Empirical Management Research (5 ECTS), Exam  
Service Management (5 ECTS), Exam and Presentation  
Strategic Management (5 ECTS), Portfolio

##### Mandatory Electives

Advanced Consulting Case (5 ECTS) Portfolio  
Analytical Customer Management (5 ECTS), Exam  
Business Forecasting (5 ECTS) final exam  
Consumer Psychology and Decision Making (5 ECTS) final exam  
Customer Base Analysis – Applied probability models in marketing (5 ECTS) final exam and Homework  
Production and Operations Analytics (P&OA) (5 ECTS) final exam  
Economics of Consumption (5 ECTS) Paper  
Effective English for Leadership (5 ECTS) Portfolio  
Entrepreneurial Management and Tourism (5 ECTS) Portfolio  
From Idea to Commercialization: Start Up School (5 ECTS) Portfolio  
Intercultural Communication (5 ECTS) oral contribution, written exam, term paper  
Marketing Analytics (5 ECTS) Exam  
Object-oriented Programming of heuristics (5 ECTS) , Project  
Operations Research (5 ECTS) written exam  
Project-based course „Management and Leadership“ (5 ECTS) Portfolio  
Project Service and Innovation Management (5 ECTS) Portfolio  
Regional and Urban Economics\* (5 ECTS) written exam  
Sales Management\* (5 ECTS), exam  
Selected Issues of Organizational Development (5 ECTS) final exam  
Seminar „European and International Commercial Law & Business Law“ (10 ECTS)  
Written seminar paper/presentation + discussion

\*marked modules take place in English. Subject to change (see module catalog)

Strategic Management of Professional Service Firms (5 ECTS) Portfolio  
Strategies for Family Businesses (5 ECTS) Portfolio  
Supply Chain Management Seminar (5 ECTS) seminar paper, presentation of seminar paper

## 2. Modules offered in the area Finance, Accounting, Controlling, Taxation and Business Law

### Mandatory

Accounting Law (5 ECTS), Exam  
Empirical Finance (can be replaced by Taxation of Business) (5 ECTS), Portfolio  
Capital Market-Based Accounting (5 ECTS), Exam  
Cost Management (5 ECTS), Exam  
Risk Management (or International Company Taxation) (5 ECTS), Exam  
International Company Taxation (or Risk Management) (5 ECTS), Exam  
Taxation of Business (can be replaced by Empirical) (5 ECTS), Exam

### Mandatory Electives

Advanced Data Science in Finance with Python (5 ECTS) Portfolio  
Business Forecasting (5 ECTS) final exam  
Business Intelligence for Management Accounting (5 ECTS) Practical Exam  
Case Studies Accounting & Controlling (5 ECTS) Paper and Presentation  
Case Studies on Tax Reorganization Law and International Tax Law (2,5 ECTS) presentation about a specific topic and discussion  
International Company Taxation (5 ECTS) final exam  
International Transfer Pricing and Income Allocation (5 ECTS) written exam  
Law of Succession and Civil Litigation Law (5 ECTS) exam  
Management Control Systems (5 ECTS) Portfolio  
Quasi- experimental Policy Evaluation (5 ECTS) term paper  
Seminar: Applied Empirical Accounting Research (5 ECTS) seminar paper, presentation  
Seminar „Current Issues in Tax Policy“ (5 ECTS) term paper with presentation  
Seminar „European and International Commercial Law & Business Law“ (10 ECTS) Written seminar paper/presentation + discussion  
Seminar Finance and Banking A (5 ECTS) paper, presentation  
Seminar Restructuring, Reorganization and Insolvency (5 ECTS) Portfolio  
Tax accounting law (5 ECTS) exam  
Tax function 4.0 – Strategic Leadership in the age of digitalization (5 ECTS) presentation  
Web scraping and Textual Analysis in Python (5 ECTS) Portfolio  
Workshop Empirical Accounting (5 ECTS) written task, presentation, active participation/discussion

## 3. Modules offered in the area Business Analytics and Operations Research

### Mandatory

Decision Science (5 ECTS), Exam  
Operations Research (5 ECTS), Exam  
Business Forecasting (5 ECTS), Exam  
Service Analytics (5 ECTS), Exam  
Stochastic Modeling (5 ECTS), Exam

### Mandatory Electives

Advanced Data Science in Finance with Python (5 ECTS) Portfolio  
Analytical Customer Management (5 ECTS) final exam  
Customer Relationship Management (5 ECTS) written exam

\*marked modules take place in English. Subject to change (see module catalog)

Data Science Theory (5 ECTS) written exam or oral examination  
Data Science Tools (5 ECTS) written exam  
Production and Operations Analytics (P&OA) (5 ECTS) final exam  
Empirical Management Research (5 ECTS) final exam  
Object-oriented Programming of heuristics\* (5 ECTS), Project  
Quasi- experimental Policy Evaluation  
Research Project Seminar (5 ECTS) paper, presentation  
Seminar Finance and Banking A (5 ECTS) Portfolio  
Seminar Operations Research (5 ECTS) Portfolio  
Seminar Supply Chain Management (5 ECTS) Portfolio  
Simulation (5 ECTS) Portfolio  
Webscraping and Textual Analysis in Python (5 ECTS) Portfolio

#### 4. Modules offered in the area of Entrepreneurship und Innovation

##### Mandatory

Entrepreneurial Networks and Start-up Management (5 ECTS), Portfolio  
From Idea to Commercialization: Start-up School (5 ECTS), Portfolio  
Innovation and Creativity in Individuals, Teams, and Organizations (5 ECTS), Portfolio and Exam  
Service Management (5 ECTS), Portfolio and Exam  
Social Innovation I (5 ECTS), Portfolio  
The Past, Present, and Future of Entrepreneurship and Innovation (5 ECTS), Portfolio

##### Mandatory Electives

Advanced Consulting Case (5 ECTS) mid-term presentation, final presentation, management summary  
Analytical Customer Management (5 ECTS) final exam  
Consumer Psychology and Decision making (5 ECTS) final exam  
Economics of Innovation (5 ECTS) written exam  
Entrepreneurial Management and Tourism (5 ECTS) Portfolio  
Intercultural Communication (5 ECTS) oral exam, written exam, term paper  
Operations Research (5 ECTS) written exam  
Project Service and Innovation Management (5 ECTS) Portfolio  
Regional and Urban Economics\* (5 ECTS) written exam  
Research Project Seminar in Christian Social Ethics and Social Policy (5 ECTS) Portfolio  
Selected Issues of Organizational Development (5 ECTS) final exam  
Seminar on Entrepreneurship and Innovation (5 ECTS) seminar paper with presentation  
Strategic Management (5 ECTS) Portfolio  
Strategic Management of Professional Service Firms (5 ECTS) Portfolio  
Strategies for Family Businesses (5 ECTS) Portfolio  
Sustainable Entrepreneurship (5 ECTS) exam  
Transfer Module: Innovative Product Development with External Partners (5 ECTS) Portfolio

#### 5. Modules offered in the mandatory elective area of International BA

Mandatory elective modules can be chosen from all master's concentrations. The exact modules of the subject areas of the concentrations listed here can be found in the listings above.

#### 6. Modules offered in the mandatory elective area of Digital Customer Experience & Service Design

Mandatory elective modules can be chosen from all master's concentrations. The exact modules of the subject areas of the concentrations listed here can be found in the listings above.



Electives: Modul Offering



## Annex to the catalogue of mandatory electives in the M.Sc. program in Business Administration

### Summer Semester 2024: WFI Summer School Modules

#### 1. Specialization Marktorientierte Unternehmensführung

##### Mandatory elective courses

AI Revolution: Harnessing the Power & Navigating the Perils (2.5 ECTS),  
Take-home assignment  
Corporate Social Responsibility: Employers and Employees (2.5 ECTS), Take-  
home assignment  
Patents, Innovations and Technological Change (2.5 ECTS), take-home  
examination  
Responsible Innovation in Firms and Society (2.5 ECTS), Take-home assignment  
Retail Innovation (2.5 ECTS), take-home assignment  
Sustainable Entrepreneurship (2.5 ECTS), take-home assignment  
Transformative Service Innovations (2.5 ECTS), Take-home assignment

#### 2. Specialization Finance, Accounting, Controlling, Taxation und Wirtschaftsrecht

##### Mandatory elective courses

AI Revolution: Harnessing the Power & Navigating the Perils (2.5 ECTS),  
Take-home assignment  
Corporate Social Responsibility: Employers and Employees (2.5 ECTS), Take-  
home assignment

#### 3. Specialization Business Analytics and Operations Research

##### Mandatory elective courses

AI Revolution: Harnessing the Power & Navigating the Perils (2.5 ECTS),  
Take-home assignment  
Corporate Social Responsibility: Employers and Employees (2.5 ECTS), Take-  
home assignment  
Patents, Innovations and Technological Change (2.5 ECTS), take-home  
examination  
Responsible Innovation in Firms and Society (2.5 ECTS), Take-home assignment  
Retail Innovation (2.5 ECTS), take-home assignment  
Sustainable Entrepreneurship (2.5 ECTS), take-home assignment  
Transformative Service Innovations (2.5 ECTS), Take-home assignment

#### 4. Specialization Entrepreneurship und Innovation

##### Mandatory elective courses

AI Revolution: Harnessing the Power & Navigating the Perils (2.5 ECTS),  
Take-home assignment  
Corporate Social Responsibility: Employers and Employees (2.5 ECTS), Take-  
home assignment  
Patents, Innovations and Technological Change (2.5 ECTS), take-home  
examination  
Responsible Innovation in Firms and Society (2.5 ECTS), Take-home assignment  
Retail Innovation (2.5 ECTS), take-home assignment  
Sustainable Entrepreneurship (2.5 ECTS), take-home assignment  
Transformative Service Innovations (2.5 ECTS), Take-home assignment

## 5. Specialization Internationale Betriebswirtschaftslehre

### Mandatory elective courses

AI Revolution: Harnessing the Power & Navigating the Perils (2.5 ECTS),  
Take-home assignment  
Corporate Social Responsibility: Employers and Employees (2.5 ECTS), Take-  
home assignment  
Patents, Innovations and Technological Change (2.5 ECTS), take-home  
examination  
Responsible Innovation in Firms and Society (2.5 ECTS), Take-home assignment  
Retail Innovation (2.5 ECTS), take-home assignment  
Sustainable Entrepreneurship (2.5 ECTS), take-home assignment  
Transformative Service Innovations (2.5 ECTS), Take-home assignment

## 6. Specialization Digital Customer Experience & Service Design

### Mandatory elective courses

AI Revolution: Harnessing the Power & Navigating the Perils (2.5 ECTS),  
Take-home assignment  
Corporate Social Responsibility: Employers and Employees (2.5 ECTS), Take-  
home assignment  
Patents, Innovations and Technological Change (2.5 ECTS), take-home  
examination  
Responsible Innovation in Firms and Society (2.5 ECTS), Take-home assignment  
Retail Innovation (2.5 ECTS), take-home assignment  
Sustainable Entrepreneurship (2.5 ECTS), take-home assignment  
Transformative Service Innovations (2.5 ECTS), Take-home assignment

All modules of the WFI Summer School 2024 are taught in English.