

MB00: Theory of Business' Economics				Study Programme:	M
Module Type:	ECTS Credits:	Workload:	Study Semester:	Module Duration:	
Compulsory	12	360	1. and 2.	two semesters	
Courses (HPW=hours per week):			Contact hours:	Independent study:	Planned Group Size:
<u>Students select individually four courses out of the course offer:</u> Course 1: Planning and Decision Making Course 2: Finance Course 3: Strategic and International Management Course 4: External Reporting Course 5: Market-oriented Management Course 6: Finance-oriented Management Course 7: Organisation Theory			Each course 30h, four courses = 120h	Each course 60h, four courses = 240h	150 in each course
Intended Learning Outcomes (ILOs):					
By the end of the module referring to the individual selection of four courses, students will be able to <ul style="list-style-type: none"> - illustrate fundamental elements and contents of modern economic perspectives, which are essential for the understanding of sound and market-oriented management in its breadth and depth, - gain a deeper knowledge for competent and responsible management as well as evaluate economic contributions and perform autonomous research contributions. 					
Key competencies:					
<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. Decisions 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

<p>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</p>
<p>Language:</p>
<p>The language of the courses is German.</p>
<p>Teaching Methods:</p>
<p>Lectures, tutorials, group work and lectures with seminar-style elements, self-study, possibly in addition with selected expert lectures.</p>
<p>Module Applicability:</p>
<p>M.Sc. Business Administration; M.Sc. Business Chemistry.</p>
<p>Pre-requisites/Requirements:</p>
<p>Admission to study Business Administration or Business Chemistry for a Master's degree.</p>
<p>Examination Types:</p>
<p>Comprehensive examination in the form of a written exam at the end of the semester, in which will be questions of all selected courses (120 minutes).</p>
<p>Requirements for Award of Credit Points:</p>
<p>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).</p>
<p>Availability:</p>
<p>Until further notice of the single courses, the module will be offered generally each winter term and summer term.</p>
<p>Assessment:</p>
<p>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.</p>
<p>Person Responsible and Main Lecturer:</p>
<p>Prof. Dr. Christoph J. Börner Prof. Dr. Guido Förster Prof. Dr. Peter Kenning Prof. Dr. Eva Lutz Prof. Dr. Rüdiger Hahn Prof. Dr. Stefan Süß Prof. Dr. Barbara Weißenberger and teaching/research assistants of the chairs.</p>
<p>Further Information:</p>
<p>Further information can be found at the website of the persons responsible.</p>

Stand: 14.11.2018