

Educating responsible leaders **for tomorrow**.

MODULE CATALOG

for the academic year 2022 last update: July 2022

Beifach BWL University of Mannheim



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List of abbreviations

DE: Course is taught in German.

EN: Course is taught in English.

ECTS: ECTS (European Credit Transfer and Accumulation System) are credit points that specify the number of working hours dedicated to one course over one semester. 1 ECTS equals 30 hours of studying.

FSS: Spring semester

HWS: Fall semester

Necessary prerequisites: You must fulfil the necessary prerequisites to be admitted to the exam (this will be automatically checked when you register for the exam!).

Program-specific Competency Goals (CG): Competency Goals specify the competences students will have obtained upon their graduation. You find the Competency Goals of the Bachelor in Business Administration at the beginning of the module catalog. The Competency Goals are regularly assessed in the Assurance of Learning process.

Recommended prerequisites: Prerequisites you should fulfil to help you pass a course successfully. They are simply a recommendation and are not being checked.

SWS (weekly working hours): Number of hours you need to dedicate to the course per week ("**S**emesterwochenstunden"). They are subdivided in "contact hours" (time you participate in lectures) and "independent study time" (time you need to prepare for lectures and assessments). 1 SWS equals 45 minutes.

Module overview

List of abbreviations

1 Business Administration

1.1 Mathematics of Finance

Module description	ECTS	Spring	Fall
Mathematics of Finance	3		DE

1.2 Quantitative Methods

Module description	ECTS	Spring	Fall
Quantitative Methods	3		DE

1.3 Basics of Financial Accounting

Module description	ECTS	Spring	Fall
Basics of Financial Accounting	б	DE	

1.4 Management Accounting

Module description	ECTS	Spring	Fall
Management Accounting	6	DE	

1.5 Finance

Module description	ECTS	Spring	Fall
Finance	6		DE

1.6 Marketing

Module description	ECTS	Spring	Fall
Marketing	6		DE

1.7 Operations Management

Module description	ECTS	Spring	Fall
Operations Management	6		DE

1.8 Management

Module description	ECTS	Spring	Fall
Management	6	DE	

1.9 Business Ethics

Module description	ECTS	Spring	Fall
Business Ethics	3		DE

2 Business Informatics

Module description	ECTS	Spring	Fall
Business Informatics	6	EN	

1 BUSINESS ADMINISTRATION

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1.1 Mathematics of Finance

Module: Mathematics of Finance



Contents

Students will learn about and apply the fundamental methods of the mathematics of finance, as well as its application in business administration. The lecture covers two basic problems. First, we will value a payment flow (interests, dividends, bond investment). For that, specific interest models will be introduced. Second, the interest yield of different investments will be defined. In addition, the mathematics of bonds and annuities will be thoroughly analyzed.

- Presentation of different interest models
- Valuation of payments
- Mathematics of annuities
- Valuation of assets and rate of returns

Learning outcomes

Students learn about the time value of money. After learning basic concepts of financial mathematics, the main goal of this course is to apply concepts in daily decision making. For how long can I pay myself a yearly annuity? How to finance real estate? Is a given investment profitable?

Prerequisites for participation Necessary: –

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	1 SWS
Exercise class	2 SWS	1 SWS
Tutorial	2 SWS	1 SWS
ECTS credits	3	
Graded	yes	
Workload	90h	
Language	German	
Form of assessment	Written exam (45 min)	
Restricted admission	no	
Further information	-	
Examiner Performing lecturer	Prof. Dr. Simon Rot	other her
Frequency of offering	Fall semester	
Duration of module	0.5 semesters	
Preliminary course work	Passing of at least 3 of 5 exercise shee	ts

1.2 Quantitative Methods

Module: Quantitative Methods



Contents

- Basics of linear algebra
- Solvability of linear systems of equations
- Linear optimization
- Simplex algorithm

Learning outcomes

Students are supposed to learn about the fundamental methods of linear algebra and apply them to typical problems in business administration. In particular, different algorithms for the solution of linear systems of equations will be discussed and the concept of linear optimization will be introduced. The solution of these optimization problems plays an important role.

After this class, students should be able to demonstrate and apply program-specific knowledge to identify and solve problems in the respective academic areas.

Prerequisites for participation Necessary: – Recommended: –

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	2 SWS
Exercise class	2 SWS	2 SWS
Tutorial	2 SWS	2 SWS
ECTS credits	3	
Graded	yes	
Workload	90h	
Language	German	
Form of assessment	Written exam (45 min), optional bonus exercises during the semester	
Restricted admission	no	
Further information	-	
Examiner	Prof. Dr. Cornelia	Schön
Frequency of offering	Fall semester	
Duration of module	0.5 semesters	
Preliminary course work	-	

1.3 Basics of Financial Accounting

Module: Basics of Financial Accounting



Contents

- Introduction to accounting
 - Inventory and balance sheet
 - Business transactions not affecting and affecting profit and loss
- Accounting principles and book-keeping techniques
 - Goods traffic
 - Value-added tax
 - Acquisition costs
 - Revenues and payment transactions
 - $\circ\,$ Amortization of fixed and current assets
 - Accruals and deferrals
 - Provisions
- Production costs and income statement

Learning outcomes

The students acquire well-founded knowledge of accounting and accounting techniques, as well as a fundamental understanding of the principles of orderly book-keeping (*GoB*).

Based on relevant business transactions, the double entry bookkeeping system is presented and applied to concrete applications in practice. Students can individually book business transactions as well as apply the necessary techniques to both open and close the respective accounts.

Within the exercise and tutorial classes, students look more deeply into the topics covered in the lecture.

Prerequisites for participation Necessary: –

Recommended: -

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	3 SWS
Exercise class	1 SWS	2 SWS
Tutorial	2 SWS	2 SWS
ECTS credits	6	
Graded	yes	
Workload	180h	
Language	German	
Form of assessment	Written exam (90 min)	
Restricted admission	no	
Further information	-	

Examiner

Prof. Dr. Philipp Dörrenberg, Prof. Dr. Felix W. Vetter

Frequency of offering	Spring semester
Duration of module	1 semester
Preliminary course work	_

1.4 Management Accounting

Module: Management Accounting



Contents

- Basic terms of cost and profit accounting
- Calculation, cost center and cost type accounting
- Cost schedule and cost function
- Profit and loss account
- Result analysis (e.g. Break even analysis)
- Cost information for operative decisions and deviation analysis
- Process cost calculation

Learning outcomes

Students become familiar with the fundamental concepts of Management Accounting. They can retrace the accounting flow and independently solve calculations from the field of cost and profit accounting, as well as correctly interpret the results of the calculations. Furthermore, the students can manage accounting problems from corporate practice.

Prerequisites for participation Necessary: –

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	4 SWS
Tutorial	2 SWS	4 SWS
ECTS credits	6	
Graded	yes	
Workload	180h	
Language	German	
Form of assessment	Written exam (90 min)	
Restricted admission	no	
Further information	-	
Examiner	Prof. Dr. Holger D	aske
Frequency of offering	Spring semester	
Duration of module	1 semester	
Preliminary course work	-	

1.5 Finance

Module: Finance



Contents

Contents:

- 1. Principles of finance, decision making and accounting
- 2. Goals, Governance and legal form of the Firm
- 3. Investment calculus, NPV method
- 4. Internal rate of return and Payback period rule
- 5. Financing forms, Equity/Debt Issuing
- 6. Risk and Return
- 7. Portfolio Theory
- 8. CAPM
- 9. Capital Structure and WACC

Learning outcomes

Participants of this Course are familiar with different investment methods and learn how to make decisions under certainty employing the most prevalent methods from practice. Moreover, they know the most important funding sources of companies and are able to price common securities employing basic methods.

Participants of the accompanying tutorials work successfully in teams and are able to present exercises in a clear and convincing manner.

Prerequisites for participation Necessary: – Recommended: –

Forms of teaching and learning	Contact hours	Independent study time
Lecture with integrated exercise	2 SWS	5 SWS
Tutorial	1 SWS	4 SWS
ECTS credits	6	
Graded	yes	
Workload	180h	
Language	German	
Form of assessment	Written exam (90 min)	
Restricted admission	no	
Further information	-	
Examiner	Dr. Jiri Tresl, Dr. Thomas Johann	
Frequency of offering	Fall semester	
Duration of module	1 semester	
Preliminary course work	-	

1.6 Marketing

Module: Marketing



Contents

1. General basics

- 2. Theoretical perspectives: consumer behavior
- 3. Information-related perspective: foundations of market research
- 4. Strategic perspective: strategic marketing
- 5. Instrumental perspective:
- 5.1 Foundations of product policy
- 5.2 Foundations of price policy
- 5.3 Foundations of communication policy
- 5.4 Foundations of distribution and sales policy
- 6. Institutional perspective:
- 6.1 Services marketing
- 6.2 Business-to-business marketing
- 6.3 International marketing

Learning outcomes

Students gain a thorough overview on relevant questions and functions of marketing and learn basic as well as specific concepts of it. The aim is to provide participants a comprehensive understanding of marketing concepts to apply them for identifying and solving questions related to marketing in business decision making processes. Moreover, students acquire the competence to critically reflect marketing decisions and to apply basic mathematical methods for analyzing and addressing relevant questions of marketing.

Prerequisites for participation

Necessary: –

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	3 SWS
Exercise class	1 SWS	2 SWS
Tutorial	2 SWS	2 SWS
ECTS credits	6	
Graded	yes	
Workload	180h	
Language	German	
Form of assessment	Written exam (90 min)	
Restricted admission	no	
Further information	-	
Examiner Performing lecturer	Prof. Dr. Florian Prof. Dr. Florian K	Kraus raus
Frequency of offering	Fall semester	
Duration of module	1 semester	
Preliminary course work	-	

1.7 Operations Management

Module: Operations Management



Contents

Role of operations management; fundamental planning tasks of operation management; planning methods; main features of production planning, transportation planning and inventory management.

Learning outcomes

Students acquire and apply basic concepts, theories and methods of operations management. This includes:

- Understanding of essential planning tasks of operations management
- Understanding of key trade-offs in operations management
- Ability to structure and model complex planning tasks
- Familiarity with common solution methods for planning tasks in operations management

Prerequisites for participation

Necessary: -

Recommended: Mathematics, Management

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	2 SWS
Exercise class	2 SWS	2 SWS
Tutorial	2 SWS	2 SWS
ECTS credits	6	
Graded	yes	
Workload	180h	
Language	German	
Form of assessment	Written exam (90 min)	
Restricted admission	no	
Further information	-	
Examiner	Prof. Dr. Raik Stolletz, Prof. Dr. Mor	itz Fleischmann
Frequency of offering	Fall semester	
Duration of module	1 semester	

Preliminary course work

1.8 Management

Module: Management



Contents

This introductory course provides students who choose business administration as a minor subject with the fundamental understanding of management of organizations. First, the lecture gives an overview of the importance of management in general and highlights its relevance as an academic discipline. Furthermore, it discusses its theoretical and conceptual foundations, and elaborates on the management functions planning and control, organization, human resources, and leadership. Working on selected focus topics, the course illustrates current challenges in the field of management.

Learning outcomes

By the end of the module students will be able to:

- explain the importance and the historical development of management, and of the academic discipline of management,
- explain the theoretical and conceptual foundations of management, and to apply them to real life examples,
- explain the process of management including its functions planning and control, organization, human resources, and leadership,
- explain selected focus topics of management

Prerequisites for participation

Necessary: -

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	10 SWS
Exercise class	1 SWS	4 SWS
ECTS credits	6	
Graded	yes	
Workload	180h	
Language	German	
Form of assessment	Written exam (90 min): Bring Your Own Device	
Restricted admission	no	
Further information	-	
Examiner	Prof. Dr. Bernd He	elmig
Frequency of offering	Spring semester	
Duration of module	1 semester	
Preliminary course work	-	

1.9 Business Ethics

Module: Business Ethics

Contents

Presentation and discussion of fundamental approaches in normative ethics (utilitarianism, social contract theory, Kantianism); introduction to the basic terms of business ethics (shareholder vs. stakeholder, relation of ethics and economics/normative vs. empirical projects); fundamental questions in business ethics: moral quality of the free market/of capitalism (distribution/inequality; externalities etc.); presentation and discussion of standard theories of business ethics (Homann, Ulrich etc.). Case studies (variable: e.g. Ford Pinto; corporate downsizing; sweatshops; advertising). Special ethical issues (variable: e.g. insider training; whistle-blowing). Guest lectures on social business etc.

Learning outcomes

Specialized competence:

- introductory knowledge of basic positions in business ethics and in corporate ethics
- practicing a critical competence on case studies
- acquiring background knowledge of this specific area independently
- formulating and categorizing the pertinent contents in a written form

Methodical competence:

- understanding, processing and formulating the contents in a written form
- reconstructing and evaluating the contents conveyed
- critical and independent thinking and reasoning

Personal competence:

- identifying the economic function of ethics and morals
- The course should increase the motivation to act ethically, e.g. also by broadening the horizon of possibilities.

Prerequisites for participation Necessary: – Recommended: –

Forms of teaching and learning	Contact hours	Independent study time
Lecture	4 SWS	2 SWS
ECTS credits	3	
Graded	yes	
Workload	90h	
Language	German	
Form of assessment	Written exam (60 min)	
Restricted admission	no	
Further information	-	
Examiner	Apl. Prof. Dr. Juliu	ıs Schälike
Frequency of offering	Fall semester	

Duration of module	1 semester
Preliminary course work	-



Module: Business Informatics



Contents

This course first outlines the basics of data and business process modelling based on wide-spread approaches such as entity relationship diagrams, event-driven process chains (EPC), and business process model and notation (BPMN). The remainder of the course then focuses on the use and purpose of integrated information systems across different functional areas in industrial companies. Finally, basics of management support systems such as business intelligence systems are addressed.

- Business Process Modelling
- Application Systems in
 - $\circ\,$ Research and Development
 - Marketing and Sales
 - Procurement and Warehousing
 - \circ Production
 - Shipping and Customer Service
 - Finance, Accounting, HR
- Planning and Control Systems

Learning outcomes

After attending the lecture, exercises and tutorials students are able to:

- model complex business processes based on popular modelling techniques
- discuss the requirements, characteristics and effects of integrated information systems in industrial companies, including complex process interdependencies
- complete basic tasks from different functional areas in a wide-spread integrated information system.

Prerequisites for participation Necessary: –

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	3 SWS
Exercise class	1 SWS	2 SWS
Tutorial	2 SWS	2 SWS
ECTS credits	6	
Graded	yes	
Workload	180h	
Language	English	
Form of assessment	Written exam (90 min)	
Restricted admission	no	
Further information	registration for optional tutorials after	first lecture session
Examiner	Prof. Dr. Armin He	einzl
Frequency of offering	Spring semester	
Duration of module	1 semester	
Preliminary course work	-	