

# **Module catalog**

**„Mannheim Master in Management“**

**(M.Sc.)**

University of Mannheim

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## Part I: Summary of the modules

This summary contains all modules offered by the different areas of the Faculty of Business Administration.

Detailed information on the modules can be found in Part II.

### 1. Core Competences

No. of module	Name of module	ECTS	HWS <sup>1</sup>	FSS <sup>2</sup>
CC 501	Decision Analysis	6	E <sup>3</sup>	E
CC 502	Applied Econometrics	6	E	
CC 503	Empirical Methods	6	G <sup>4</sup>	E
CC 504	Corporate Social Responsibility	4	G	E

### 2. Business Economics

No. of module	Name of module	ECTS	HWS	FSS
BE 510	Business Economics I	6	E	
BE 511	Business Economics II	6		E

### 3. Business Administration

#### 3.1. Regular Course Offer

##### 3.1.1. Area “Accounting and Taxation“

##### Level 500 courses

No. of module	Name of module	ECTS	HWS	FSS
ACC 511	Group Accounting	6	G	
ACC 512	Financial Accounting	6		G
ACC 513	Group Accounting in Practice	4	G	G
ACC 515	IFRS Reporting and Capital Markets	6		E
ACC 531	Company Valuation	6	G	
ACC 532	Security Valuation & Financial Statement	6		(E) <sup>5</sup>

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<sup>1</sup> HWS: fall semester

<sup>2</sup> FSS: spring semester

<sup>3</sup> E: language of instruction: English

<sup>4</sup> G: language of instruction: German

	Analysis			
<b>ACC 552</b>	Value-Based Controlling in Business Practice	4	G	G
<b>ACC 571</b>	Instruction to Auditing	4	G	
<b>TAX 510</b>	Basics of Business Taxation	6	G	
<b>TAX 511</b>	Case Studies in National Business Taxation	4		G
<b>TAX 520</b>	Taxation of Companies	6	G	
<b>TAX 521</b>	Case Studies in Company Taxation	4	(G)	G
<b>TAX 530</b>	Taxation of Businesses and Individuals	6	E	
<b>TAX 540</b>	Tax Accounting	4	(G)	
<b>ACC/TAX550</b>	International Course – Accounting and Taxation	x	x	x

#### Level 600 courses

No. of module	Name of module	ECTS	HWS	FSS
<b>ACC 620</b>	Accounting for Financial Instruments & Financial Institutions	6	G	
<b>ACC 621</b>	Earnings Management	8		E
<b>ACC 623</b>	Accounting Theory	6	E	
<b>ACC 624</b>	Company Valuation Practice	8		G
<b>ACC 627</b>	Case Studies “Consulting in financial services”	6	G	
<b>ACC 671</b>	Audit Theory	6		(E)
<b>ACC 672</b>	Corporate Governance Theory	6	G	
<b>ACC 673</b>	Financial Accounting Research	6		G
<b>TAX 610</b>	International Business Taxation (German)	6		G
<b>TAX 611</b>	Case Studies in International Company Taxation	4		G
<b>TAX 630</b>	International Business Taxation (English)	6		E
<b>TAX 650</b>	European Business Taxation	4		E
<b>TAX 660</b>	Tax Planning	6	G	
<b>TAX 670</b>	International Tax Planning	6	E	

<sup>5</sup> ( ): Please check on the Chair's website whether the course is actually offered during the semester as planned.

**Level 700 courses**

<b>No. of module</b>	<b>Name of module</b>	<b>ECTS</b>	<b>HWS</b>	<b>FSS</b>
<b>ACC 712</b>	Master-Colloquium Prof. Simons	-	G/E	G/E
<b>ACC 714</b>	Master-Colloquium Prof. Wüstemann	-	G/E	G/E
<b>ACC 761</b>	Seminar in Accounting and Capital Markets	6	G/E	G/E
<b>ACC 762</b>	Master-Colloquium Prof. Daske	-	G/E	G/E
<b>TAX 730</b>	Seminar in Business Taxation	6	G/E	G/E
<b>TAX 740</b>	Master-Colloquium	-	G/E	G/E

**3.1.2. Area “Banking, Finance, and Insurance“****Level 500 courses**

<b>No. of module</b>	<b>Name of module</b>	<b>ECTS</b>	<b>HWS</b>	<b>FSS</b>
<b>FIN 500</b>	Investments I	6	E	
<b>FIN 520</b>	Banking	12	G	
<b>FIN 540</b>	Corporate Finance I (Capital Structure, Cost of Capital and Valuation)	10	E	
<b>FIN 560</b>	Risk Management of Insurance Companies	8	G	
<b>FIN 561</b>	Investment Management of Insurance Companies	8		G
<b>FIN 580</b>	Derivatives I: Basic Strategies and Pricing	6	E	
<b>FIN 550</b>	International Course – Banking, Finance, and Insurance	x	x	x

**Level 600 courses**

<b>No. of module</b>	<b>Name of module</b>	<b>ECTS</b>	<b>HWS</b>	<b>FSS</b>
<b>FIN 601</b>	Investments II	6		E
<b>FIN 602</b>	Trading and Exchanges	6	E	
<b>FIN 620</b>	Behavioral Finance	6		E
<b>FIN 640</b>	Corporate Finance II (Mergers, Acquisitions and Divestitures)	10		E

**Level 700 courses**

<b>No. of module</b>	<b>Name of module</b>	<b>ECTS</b>	<b>HWS</b>	<b>FSS</b>
<b>FIN 703</b>	Seminar „Financial Markets“	6	G/E	G/E
<b>FIN 704</b>	Colloquium „Financial Markets“	-	G/E	G/E
<b>FIN 720</b>	Seminar in Banking and Behavioral Finance	6	G/E	(G/E)
<b>FIN 721</b>	Master-Colloquium in Banking and Behavioral Finance	-	G/E	G/E
<b>FIN 740</b>	Seminar in Corporate Finance	6		E
<b>FIN 760</b>	Seminar in Insurance	6	G	G
<b>FIN 761</b>	Master Colloquium in Insurance	-	G	G
<b>FIN 780</b>	Seminar in Asset Management & International Finance	6	E	E
<b>FIN 781</b>	Master-Colloquium in Asset Management & International Finance	-	G/E	G/E

**3.1.3. Area “Information Systems“****Level 500 courses**

<b>No. of module</b>	<b>Name of module</b>	<b>ECTS</b>	<b>HWS</b>	<b>FSS</b>
<b>IS/MAN 500</b>	Information Systems in Organizations	6		E
<b>IS/MKT 500</b>	E-Business and Electronic Markets	6	E	
<b>IS 510</b>	Process Management	6		E
<b>IS 511</b>	Information Resource Management	6		E
<b>IS 530</b>	Component-Based Systems	6		G/E
<b>IS 540</b>	Management of Enterprise Systems	6	E	
<b>IS 541</b>	Methods and Theories in Information Systems	6		E
<b>IS 551</b>	Foundations of Data Management	6	E	
<b>IS 553</b>	System Software	6	E	
<b>IS 554</b>	Technological Foundations of Information Systems	8	E	
<b>IS 550</b>	International Course – Information Systems	x	x	x

**Level 600 courses**

<b>No. of module</b>	<b>Name of module</b>	<b>ECTS</b>	<b>HWS</b>	<b>FSS</b>
<b>IS 600</b>	E-Government: Methods, Technologies and Processes	6		(E)
<b>IS 602</b>	Business Intelligence and Management Support Systems	6	(E)	
<b>IS 604</b>	Contemporary Issues in Enterprise Systems	6	E	E
<b>IS 605</b>	IT-Driven Government Modernization: International Case Studies	6	E	E
<b>IS 613</b>	Globally Distributed Software Development Term Project	6	E	
<b>IS 614</b>	Corporate Knowledge Management	6	E	
<b>IS 625</b>	Pervasive Computing	6		E
<b>IS 627</b>	Self-organizing Systems	6		E
<b>IS 629</b>	Product Management and Design for Enterprise Systems	6		E
<b>IS 630</b>	Machine Learning	6		G/E
<b>IS 632</b>	Supply Chain Management	6		E

**Level 700 courses**

<b>No. of module</b>	<b>Name of module</b>	<b>ECTS</b>	<b>HWS</b>	<b>FSS</b>
<b>IS 701</b>	Master-Colloquium Prof. Veit	-	E	(E)
<b>IS 702</b>	Seminar E-Business & E-Government	6	E	(E)
<b>IS 711</b>	Master-Colloquium Prof. Heinzl	-	E	E
<b>IS 712</b>	Seminar Prof. Heinzl	6	E	E
<b>IS 721</b>	Master-Colloquium Prof. Becker	-		E
<b>IS 722</b>	Seminar Trends in Distributed Systems	6	E	E
<b>IS 731</b>	Master-Colloquium Prof. Schader	-	G/E	G/E
<b>IS 732</b>	Seminar Prof. Schader	6	E	E
<b>IS 741</b>	Master-Colloquium Prof. Mädche	-	E	E
<b>IS 742</b>	Seminar Prof. Mädche	6	E	E

### 3.1.4. Area “Management“

#### Level 500 courses

No. of module	Name of module	ECTS	HWS	FSS
<b>IS/MAN 500</b>	Information Systems in Organizations	6		E
<b>MAN 550</b>	International Course – Management	x	x	x

#### Level 600 courses

No. of module	Name of module	ECTS	HWS	FSS
<b>MAN 611</b>	Management of Public Services	6	G	
<b>MAN 625</b>	Organizational Structures Within and Between Firms	6		E
<b>MAN 627</b>	Organizational Design and Technology	6		E
<b>MAN 629</b>	Organization for Innovation	6	E	
<b>MAN 630</b>	Introduction to Entrepreneurship	6	E	
<b>MAN 632</b>	Advanced Entrepreneurship	6		E
<b>MAN 643</b>	HRM & Labor Law	6	(G)	
<b>MAN 645</b>	Leadership and Motivation	6	E	
<b>MAN 646</b>	HR Analytics	6	G	
<b>MAN 647</b>	Strategic and International Human Resource Management	6		E
<b>MAN 648</b>	Incentives and Performance	6		E
<b>MAN 651</b>	Strategic Management I	6	E	
<b>MAN 672</b>	Nonprofit Management	6	G	

#### Level 700 courses

No. of module	Name of module	ECTS	HWS	FSS
<b>MAN 710</b>	Research Seminar Public & Nonprofit Management	6	G/E	D/E
<b>MAN 720</b>	Research Seminar Organizational Theory	6	E	E
<b>MAN 741</b>	Research Seminar on Human Resource Management and Leadership	6	G/E	G/E
<b>MAN 760</b>	Seminar CSR	6	G/E	



<b>MAN 770</b>	Research Seminar on Small and Medium Sized Companies and Entrepreneurship	6		G/E
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### 3.1.5. Area “Marketing“

#### Level 500 courses

No. of module	Name of module	ECTS	HWS	FSS
<b>IS/MKT 500</b>	E-Business and Electronic Markets	6	E	
<b>MKT 510</b>	Price and Product Management	6	G/E	
<b>MKT 520</b>	Market Research	6		E
<b>MKT 531</b>	Marketing Theory	4	G	
<b>MKT 532</b>	Communication Management	2		E
<b>MKT 540</b>	Marketing Strategy	8	E	E
<b>MKT 560</b>	Services Marketing	4	E	
<b>MKT 550</b>	International Course – Marketing	x	x	x

#### Level 600 courses

No. of module	Name of module	ECTS	HWS	FSS
<b>MKT 611</b>	Sales Management and Customer Relationship Management	4	E	
<b>MKT 612</b>	Business-to-Business-Marketing	2	E	
<b>MKT 621</b>	Global Marketing	4	E	E
<b>MKT 622</b>	Country Manager	2	E	E
<b>MKT 631</b>	Marketing Planning and Controlling	4		G
<b>MKT 650</b>	Market-Oriented Business Policy	4		E

#### Level 700 courses

No. of module	Name of module	ECTS	HWS	FSS
<b>MKT 710</b>	Research Seminar	6	G/E	G/E
<b>MKT 720</b>	Marketing Seminar	6	G	G
<b>MKT 730</b>	Marketing Seminar Prof. Kuester	6	G/E	G/E
<b>MKT 740</b>	Research Seminar	6	E	E

### 3.1.6. Area “Operations Management“

#### Level 500 courses

No. of module	Name of module	ECTS	HWS	FSS
OPM 501	Logistics Management	6	E	
OPM 502	Inventory Management	6	E	
OPM 503	Transportation I – Land Transport and Shipping	4		G
OPM 504	Transportation II - Aviation	4	G	
OPM 561	Production Management	6	E	
OPM 550	International Course – Operations Management	x	x	x

#### Level 600 courses

No. of module	Name of module	ECTS	HWS	FSS
OPM 601	Supply Chain Management	6		E
OPM 660	Simulation of Manufacturing Systems	2		E
OPM 661	Manufacturing Systems Modeling and Analysis	6		E
OPM 662	Modeling and Optimization of Operations Scheduling	8		E

#### Level 700 courses

No. of module	Name of module	ECTS	HWS	FSS
OPM 701	Research Seminar Supply Chain Management	6	G/E	(G/E)
OPM 702	Master-Colloquium	-	G/E	G/E
OPM 761	Research Seminar Production Management	6	G/E	G/E
OPM 762	Master Colloquium Production Management	-	G/E	G/E
OPM 763	Basics of scientific writing for final theses	-	G/E	G/E
OPM 765	Introduction to scientific writing and presentation for term papers	-	G/E	G/E

### 3.2. Changing Course Offer

### 3.2.1. Area “Accounting and Taxation“

#### Level 500 courses

No. of module	Name of module	ECTS	HWS	FSS
ACC 514	International Financial Reporting & Analysis	4	E	
ACC 553	Management Accounting	6	G	
ACC 554	Management Accounting in International Corporate Groups	6		G
ACC 572	Quality and Risk Management in Auditing Practice	4		G
ACC 573	Selected Issues in IFRS Accounting	4	G	

#### Level 600 courses

No. of module	Name of module	ECTS	HWS	FSS
ACC 625	Practical Aspects of M&A Processes	6	(G/E)	
ACC 626	Transaction Accounting	4		G
ACC 653	Cost Management and Analysis	6		G
TAX 631	Case Studies in International Business Taxation	4	E	
TAX 632	International Taxation in the US and other selected countries	4	E	
TAX 661	Case Studies in International Tax Planning	4	G	E

#### Level 700 courses

No. of module	Name of module	ECTS	HWS	FSS
ACC 711	Seminar	6	G/E	G/E
ACC 713	Seminar	6	G/E	G/E
ACC 753	Seminar	6		G/E
ACC 754	Master-Colloquium	0	G	G

### 3.2.2. Area “Banking, Finance, and Insurance“

#### Level 500 courses

No. of module	Name of module	ECTS	HWS	FSS
FIN 565	Accounting for Insurance Companies	4		(G)
FIN 603	Empirical Finance	8		E
FIN 660	Quantitative Risk Management	4		G
FIN 681	Derivatives II – Advanced Pricing and Risk Management Applications	6	(E)	
FIN 682	International Asset Management	6		(E)

#### Level 700 courses

No. of module	Name of module	ECTS	HWS	FSS
FIN 730	Seminar in Financial Systems and Development Finance	6		G/E

### 3.2.3. Area “Information Systems“

#### Level 600 courses

No. of module	Name of module	ECTS	HWS	FSS
IS 606	Strategies for Electronic Commerce	6		E
IS 615	Design Thinking and Lean Development in Enterprise Software Development	6	E	

### 3.2.4. Area “Management“

#### Level 600 courses

No. of module	Name of module	ECTS	HWS	FSS
MAN 613	New Public Management	6		(G)
MAN 616	Sector specific Challenges in Nonprofit Management	6		G
MAN 631	Creativity and Entrepreneurship in Practice	6	E	
MAN 635	Social Entrepreneurship: Targeting Social Capital through Ecopreneurship	6	E	
MAN 636	International Entrepreneurship and Managing Change	6		E

<b>MAN 652</b>	Strategic Management II	6		E
<b>MAN 673</b>	Service Learning	6	G	

### 3.2.5. Area “Marketing“

#### Level 600 courses

No. of module	Name of module	ECTS	HWS	FSS
<b>MKT 632</b>	Value-Based Marketing	2	E	
<b>MKT 642</b>	Current Strategies in Retail Marketing	2	G	G
<b>MKT 661</b>	Consumer Behavior	2		E
<b>MKT 662</b>	Interactive Marketing	2		E
<b>MKT 663</b>	Brand Management	2		E

### 3.2.6. Area “Operations Management“

#### Level 500 courses

No. of module	Name of module	ECTS	HWS	FSS
<b>OPM 543</b>	Procurement	6		E
<b>OPM 544</b>	Advanced Planning in Supply Chains	4	E	
<b>OPM 565</b>	Integrated New Product Development	4		G
<b>OPM 581</b>	Service Operations Management	6	E	

#### Level 700 courses

No. of module	Name of module	ECTS	HWS	FSS
<b>OPM 741</b>	Applied Seminar Supply Chain Management	6		G/E
<b>OPM 742</b>	Research Seminar in Operations Management	6		G/E
<b>OPM 781</b>	Research Seminar Service Operations	6	G/E	
<b>OPM 782</b>	Master Colloquium Service Operations Management	-	G/E	

### 3.3. Business Research

The credit points obtained for Ph.D.-level modules can only be transferred to the Master program after a successful application and admission into the “Business Research” program. More detailed information is available at the Center for Doctoral Studies in Business (CDSB).

#### Accounting and Taxation

##### Level 800 courses

<b>ACC 801</b>	Applied Methods & Tools in Accounting and Finance	<b>8</b>
<b>ACC 802</b>	Analytical Accounting Research	<b>8</b>
<b>TAX 801</b>	Business Taxation	<b>8</b>

##### Level 700 courses

<b>E 700</b>	Mathematics for Economists	<b>6</b>
<b>E 702</b>	Advanced Microeconomics	<b>8</b>

#### Finance

##### Level 800 courses

<b>FIN 801</b>	Discrete-Time Finance	<b>8</b>
<b>FIN 802</b>	Continuous-Time Finance	<b>8</b>
<b>FIN 803</b>	Corporate Finance	<b>8</b>

##### Level 700 courses

<b>E 700</b>	Mathematics for Economists	<b>6</b>
<b>E 702</b>	Advanced Microeconomics	<b>8</b>

#### Management

##### Level 800 courses

<b>MAN 801</b>	Advances in Strategic Management	<b>8</b>
<b>MAN 802</b>	Fundamentals of Non-Profit Management Science	<b>8</b>
<b>MAN 803</b>	Applied Econometrics in Management and Entrepreneurship Research	<b>8</b>
<b>MAN 804</b>	Advances in International Management	<b>8</b>

##### Level 700 courses

<b>E 700</b>	Mathematics for Economists	<b>6</b>
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## **Marketing**

### **Level 800 courses**

<b>MKT 801</b>	Fundamentals of Marketing Research	<b>8</b>
<b>MKT 802</b>	Marketing Theories	<b>8</b>
<b>MKT 803</b>	Consumer Behavior	<b>8</b>

### **Level 700 courses**

<b>E 700</b>	Mathematics for Economists	<b>6</b>
<b>E 702</b>	Advanced Microeconomics	<b>8</b>

## **Operations and Information Systems**

### **Level 800 courses**

<b>OPM 801</b>	Optimization and Heuristics	<b>8</b>
<b>OPM 802</b>	Dynamic and Stochastic Models in Supply Chain Research	<b>8</b>
<b>IS 801</b>	Fundamentals of Design Science Research	<b>8</b>
<b>IS 802</b>	Simulation	<b>8</b>

### **Level 700 courses**

<b>E 700</b>	Mathematics for Economists	<b>6</b>
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## **4. Elective**

### **4.1. Business Education**

Please note that this elective will be offered from fall semester 2011 onwards.

Educational Management	12
Special Subject	4/8

### **4.2. Computer Science**

Computer Science I	8
Computer Science II	8

Algorithms und Data Structures	8
Database Systems I	8

### **4.3. Business Law**

Information on individual courses can be found in Part II of the Module Catalog.

### **4.4. Politics**

Einführung in die Politikwissenschaft	6
Einführung in die Politische Soziologie	6
Einführung in die Internationalen Beziehungen	6
Einführung in die Vergleichende Regierungslehre	6

### **4.5. Mathematics**

Analysis I	10
Analysis II	10
Linear Algebra I	9
Linear Algebra II	9

### **4.6. Psychology**

Information on individual courses can be found in Part II of the Module Catalog.

### **4.7. English and American Studies**

Information on individual courses can be found in Part II of the Module Catalog.

### **4.8. German Studies**

Information on individual courses can be found in Part II of the Module Catalog.



#### **4.9. Romance Studies**

Information on individual courses can be found in Part II of the Module Catalog.

#### **4.10. History**

Information on individual courses can be found in Part II of the Module Catalog.

#### **4.11. Philosophy**

Ethics, Society, Economy	16
History of Philosophy	16

#### **4.12. Sociology**

Sociology A	18
Sociology B	18

#### **4.13. Economics**

Please note that this elective will be offered from fall semester 2011 onwards.

#### **5. Master's Thesis**

Information on the prerequisites of the Masters Thesis can be found in Part II of the Module Catalog.

## Part II: Detailed information on the modules

### 1. Core Courses

Modules CC 501 and CC 504 are mandatory courses. In addition, either Module CC 502 or Module CC 503 have to be taken. Completion of both modules is not allowed.

<b>Module: CC 501 Decision Analysis</b>			
<b>Aim of module:</b> In this course we discuss methods and concepts that were developed to support and improve rational decision making in various areas of application. We will cover decisions under certainty and risk (EUT), decisions with single and multiple objectives, and decisions given incomplete information about probabilities or preferences. The course also covers descriptive decision theories such as Prospect Theory. An introduction into probability calculus including Bayes Theorem will be given. We will also discuss various visualization techniques such as decision trees and decision matrices.			
<b>Learning outcomes:</b> After completing the course students will know about rational decision processes, and how to structure and visualize decision problems. They will be able to use decision analysis techniques at an easy level to deal with multiple objectives, risk, intertemporal outcomes and incomplete information. Moreover they will know about typical behavioral findings that conflict with the prescriptive methods.			
<b>Prerequisites:</b> <b>Formal:</b> none <b>Recommended:</b> Every student participating in this course should have completed the 2-semester finance module of the Mannheim Bachelor program (or equivalent courses). The lecture generally assumes basic knowledge in mathematics (calculus, optimization) and statistics (mean, variance, standard deviation).			
<b>Obligatory registration:</b> no		<b>Further information on registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	6	4
Exercise class	2	2	2
ECTS in total			6
<b>Form of assessment</b>	Final exam (60 min., 100%)		
<b>Lecturer/Person in charge</b>	Jun. Prof. Niessen-Ruenzi		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Fall semester and Spring semester		
<b>Language</b>	English		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm., M.Sc. Business Mathematics		

**Module: CC 502 Applied Econometrics**

**Aim of module:** In this module we will first review some essential statistical concepts, including probability, random variables, distributions, correlation, sampling, estimation, confidence intervals and hypothesis testing. The second part will provide a treatment of the principles and uses of simple and multivariate linear regression analysis. We will consider how results from such analyses can be interpreted and applied in the context of managerial decision-making. Furthermore, the limitations and potential pitfalls of econometric techniques will be discussed.

**Learning outcomes:**

- A sound understanding of key statistical concepts and techniques
- Familiarity with the principles and core techniques of econometric analysis and how regression results can be interpreted
- Skills in the practical application of relevant quantitative methods

**Prerequisites:**

**Formal:** Not taken Module CC 503

**Recommended:** Knowledge of introductory statistics at bachelor level

**Obligatory registration:** no

**Further information on registration:**

Courses	Hours per week	Self-study	ECTS
Lecture	2	6	4
Exercise class	2	2	2
ECTS in total			6

<b>Form of assessment</b>	Written exam (90 minutes)
<b>Lecturer/Person in charge</b>	Prof. Reinhold
<b>Duration of module</b>	1 semester
<b>Offering</b>	Fall semester
<b>Language</b>	English
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education

<b>Module: CC 503 Empirical Methods</b>			
<b>Aim of module:</b> Theoretical foundations of empirical research. Statistical foundations of empirical research (key summary statistics, important theoretical probability distributions, methodology of hypothesis testing and key test statistics). Introduction to qualitative empirical research. Introduction to experimental empirical research. Introduction to survey-based empirical research. Introduction to empirical research based on secondary data.			
<b>Learning outcomes:</b> <ul style="list-style-type: none"> <li>- Participants understand the epistemological possibilities and limitations of empirical research in the domain of business administration.</li> <li>- Participants are capable to describe a dataset using appropriate summary statistics and test simple hypotheses about the structure of the data.</li> <li>- Participants know the general approach to conducting qualitative studies, experimental studies, survey-based studies and studies based on secondary data.</li> <li>- Participants understand fundamental methods for analyzing causal relationships (particularly ANOVA and analysis of regression). They are able to properly interpret results from these methods.</li> </ul>			
<b>Prerequisites:</b> <b>Formal:</b> do not take Module CC 502 <b>Recommended:</b> none			
<b>Obligatory registration:</b> no		<b>Further information on registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture Empirical Methods	2	6	4
Exercise class Empirical Methods	1	3	2
ECTS in total			6
<b>Form of assessment</b>	Written exam of 90 minutes		
<b>Lecturer/Person in charge</b>	Prof. Dr. Totzek		
<b>Duration of module</b>	1 Semester		
<b>Offering</b>	Fall semester and Spring semester		
<b>Language</b>	German in Fall semester; Spring semester English		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, M.A: K&W		

<b>Module: CC 504 Corporate Social Responsibility</b>			
<b>Aim of module:</b> The lecture deals with the topic “Corporate Social Responsibility” (CSR) and its related backgrounds. The focus is on the discussion about the relation between profits and responsibility. For this purpose, theoretical CSR foundations as well as practical CSR competencies are imparted. It is presented that CSR is an investment in the conditions of long-term business success. One of the central questions is how CSR can be managed under competitive pressure. Managerial challenges in the field of CSR are illustrated by case studies.			
<b>Learning outcomes:</b> The lecture sensitizes participants for the relevance of ethical questions in daily business. The imparted knowledge enables students to handle the prominent term “Corporate Social Responsibility” appropriately. In particular, students are able to define the scope and the limits of CSR with reasonable care. The imparted competencies allow students to structure and to handle ethical challenges in management.			
<b>Prerequisites:</b> <b>Formal:</b> none <b>Recommended:</b> none			
<b>Obligatory registration:</b> no		<b>Further information on registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture Corporate Social Responsibility	2	6	4
ECTS in total			4
<b>Form of assessment</b>	Written examination (60 min.)		
<b>Lecturer/Person in charge</b>	Dr. Nick Lin-Hi		
<b>Duration of module</b>	1 Semester		
<b>Offering</b>	Fall semester and Spring semester		
<b>Language</b>	German (HWS), English (FSS)		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.A. K&W		

## 2. Business Economics

Both modules BE 510 and BE 511 are mandatory modules.

<b>Module: BE 510 Business Economics I</b>			
<b>Aim of module:</b> In this module we will examine strategic behavior and efficiency in the context of business decisions from a microeconomic perspective. An important aim is to convey an understanding of how economists approach these issues and to introduce participants to some economic concepts that may be helpful in making sense of how businesses and other organizations operate. Using these concepts we will study the decision-making behavior of individuals, analyze incentive mechanisms within organizations and investigate the economics of bargaining and information.			
<b>Learning outcomes:</b> <ul style="list-style-type: none"><li>• The ability to apply economic reasoning in the context of economic organizations</li><li>• An understanding of model-based analytical methods and arguments in managerial and personnel economics</li><li>• Familiarity with relevant economic and game-theoretical concepts under both full and incomplete information</li></ul>			
<b>Prerequisites:</b>			
<b>Formal:</b> None			
<b>Recommended:</b> Knowledge of introductory microeconomics at bachelor level			
<b>Obligatory registration:</b> no		<b>Further information on registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	6	4
Exercise class	2	2	2
ECTS in total			6
<b>Form of assessment</b>	Written exam (90 minutes)		
<b>Lecturer/Person in charge</b>	Prof. Orzen		
<b>Duration of module</b>	1 semester. Both the lecture and the exercise class will be held in two parallel, identical streams to allow smaller class sizes.		
<b>Offering</b>	Fall semester		
<b>Language</b>	English		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education		

<b>Module: BE 511 Business Economics II</b>			
<b>Aim of module:</b> Building on BE 510 Business Economics I, this module will provide an introduction to economic models of strategic decision-making and behavior of firms in the context of oligopolistic competition. Topics will include output and pricing strategies, the economics of collusion, market structure, market entry decisions and product differentiation. Some of these topics require a degree of analytical rigor and we will make use of some game-theoretical and mathematical methods.			
<b>Learning outcomes:</b> <ul style="list-style-type: none"> <li>• The ability to apply economic reasoning in the context of oligopolistic competition</li> <li>• An understanding of model-based analytical methods and arguments</li> <li>• Familiarity with basic game-theoretic models of industrial organization</li> </ul>			
<b>Prerequisites:</b> <b>Formal:</b> None <b>Recommended:</b> Knowledge of introductory microeconomics at bachelor level, BE 510			
<b>Obligatory registration:</b> no		<b>Further information on registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	6	4
Exercise class	2	2	2
ECTS in total			6
<b>Form of assessment</b>	Written exam (90 minutes)		
<b>Lecturer/Person in charge</b>	Prof. Orzen		
<b>Duration of module</b>	1 semester. Both the lecture and the exercise class will be held in two parallel, identical streams to allow smaller class sizes.		
<b>Offering</b>	Spring semester		
<b>Language</b>	English		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education		

### 3. Business Administration

In what follows, you find the core offer of the different Areas within the Business School of the University of Mannheim. You can choose which modules you complete taking into account the Examination Regulations and possible requirements for the respective module. Furthermore, there are additional changing modules you can attend which can be found in the 'Varying Course Offer' in chapter 3.2. Generally, level 500 modules convey the fundamentals while level 600 modules often already build upon this basic knowledge (please refer to the module descriptions for details). Level 700 modules indicate seminars and are hence significant for the Master thesis.

#### 3.1. Regular Course Offer

##### 3.1.1. Area “Accounting and Taxation“

<b>Module: ACC 511 Group Accounting</b>			
<b>Aim of module:</b> The course covers the preparation and interpretation of consolidated financial statements based on IFRS and German GAAP. All consolidation and elimination entries necessary to combine the separate balances and to eliminate the inter company transactions are introduced. In addition, models explaining the occurrence of groups from an economic perspective and the effects of international accounting harmonization on the efficiency of capital markets are discussed.			
<b>Learning outcomes:</b> Students know the regulations for group accounting. Based on these regulations, students are able to prepare consolidated financial statements. They learn how consolidation methods impact the consolidated financial statement and are able to interpret group reports.			
<b>Prerequisites:</b> <b>Formal:</b> none <b>Recommended:</b> <ul style="list-style-type: none"><li>• Thorough understanding of financial statements and underlying accounting rules and accounting theory,</li><li>• Knowledge of accounting and measurement principles,</li><li>• Principles of book keeping.</li></ul>			
<b>Obligatory registration:</b> no		<b>Further information on registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture Group Accounting	2	6	4
Exercise class Group Accounting	2	2	2
ECTS in total			6
<b>Form of assessment</b>	Written exam (90 min.) or oral exam		
<b>Lecturer/Person in charge</b>	Prof. Simons		



<b>Duration of module</b>	1 semester
<b>Offering</b>	Fall semester
<b>Language</b>	German
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm., LL.M., M.Sc. Econ.

<b>Module: ACC 512 Financial Accounting</b>			
<b>Aim of module:</b> After an overview of the concept and system of German GAAP, the course describes the capitalization, passivation and valuation norms of the system. In the exercise class, the norms are discussed by means of case studies.			
<b>Learning outcomes:</b> Students are able to describe and critically analyze the capitalization, passivation and valuation norms of German GAAP. They can apply these norms to an accounting problem.			
<b>Prerequisites:</b> <b>Formal:</b> none <b>Recommended:</b> Bachelor-knowledge of financial accounting			
<b>Obligatory registration:</b> no		<b>Further information on registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	6	4
Exercise class	2	2	2
ECTS in total			6
<b>Form of assessment</b>	Solving and presenting a case study, 25%; written exam (60 min.), 75%		
<b>Lecturer/Person in charge</b>	Prof. Wüstemann		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Spring semester		
<b>Language</b>	German		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm., LL.M.		

<b>Module: ACC 513 Group Accounting in Practice</b>			
<b>Aim of module:</b> The course complements group accounting by elements which are relevant in accounting practice. First, accounting after change of legal form is presented and discussed. Accounting in case of mergers is focused on. Then, specific questions relating to the consolidation according to German GAAP, German Tax Regulations and IFRS such as deferred taxes or goodwill impairment test are emphasized. Finally, the steps and achievements of the business combination project, a joint project of IASB and FASB, are presented. The course is enriched by discussions on the latest changes in accounting regulations with respect to consolidated financial statements, e.g. the consolidation of special purpose entities.			
<b>Learning outcomes:</b> Students learn to see consolidation from a company law perspective and are able to evaluate consolidation form a normative point of view. Furthermore, students are able to compare and evaluate accounting regulations, especially with respect to subsequent measurement of goodwill.			
<b>Prerequisites:</b> <b>Formal:</b> none <b>Recommended:</b> <ul style="list-style-type: none"> <li>Principles of group accounting and profound knowledge of accounting under German GAAP, German Tax Code and IFRS,</li> <li>Principles of book keeping,</li> <li>Interest in issues arising from company law specifications.</li> </ul>			
<b>Obligatory registration:</b> no		<b>Further information on registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture Group Accounting in Practice	2	6	4
ECTS in total			4
<b>Form of assessment</b>	Written exam (45 min.) or oral exam		
<b>Lecturer/Person in charge</b>	Prof. Oser / Prof. Simons		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Fall semester and Spring semester		
<b>Language</b>	German		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm., LL.M., M.Sc. Econ.		

**Module: ACC 515 IFRS Reporting and Capital Markets****Aim of module:**

Key element of the lecture is the analysis of relevant IFRS standards against the background of their informational impact on the capital market. Therefore, we will shortly discuss the internationalization of accounting, the relevance of IFRS in this context and the effect of internationalization and IFRS on capital markets. After this introduction we will touch highly important aspects of accounting – e.g. revenue recognition, recognition and measurement of assets or financial instruments. We will also have an insight into the basics of group accounting. All accounting topics discussed will be analyzed with respect to their capital market relevance. We will illustrate the effects using current accounting practices of multinational entities, go into major findings in research concerning the link between accounting and capital markets' effects and apply the knowledge in case studies discussed and solved in seminar classes. The schedule will be concluded by an assessment of the importance of accounting for corporate governance and controlling (inside perspective) and capital-market-oriented financial statement analysis (outside perspective).

**Learning outcomes:**

By the end of the module students should

- know about economic consequences of financial reporting and about the role accounting information plays on capital markets,
- understand the special role of IFRS on international capital markets,
- understand the main IFRS accounting rules and their implication on an entity's financial statement,
- be able to analyze a financial statement from an inside and an outside view,
- demonstrate orally and in writing their comprehension in the solution of case studies.

**Prerequisites:**

**Formal:** none

**Recommended:** Bachelor-knowledge of financial accounting

**Obligatory registration:** no

**Further Information on the registration:**

Courses	Hours per week	Self-study	ECTS
Lecture	2	6	4
Excercise class	2	2	2
ECTS in total			6

**Form of assessment**

Solving and presenting of a case study, 25%; written exam (60 min.), 75%

**Lecturer/Person in charge**

Prof. Wüstemann

**Duration of module**

1 semester

**Offering**

Spring semester

**Language**

English

**Range of application**

Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm., LL.M., M.Sc. Econ.

<b>Module: ACC 531 Company Valuation</b>			
<b>Aim of module:</b> The course gives an overview of valuation methods and principles as well as the valuation of companies on the capital market. The course focuses on the discounted cash flow method (shareholder value-approach). In addition to the scientific theory, the implementation in praxis is discussed.			
<b>Learning outcomes:</b> Students are able to describe and discuss valuation methods. They can apply their theoretical knowledge of company valuation principles on case studies.			
<b>Prerequisites:</b> <b>Formal:</b> none <b>Recommended:</b> Bachelor-knowledge of financial accounting and finance			
<b>Obligatory registration:</b> yes		<b>Further information on registration:</b> Website of the chair / “Student Portal”	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture Company Valuation	2	6	4
Exercise class Company Valuation	2	2	2
ECTS in total			6
<b>Form of assessment</b>	Written exam (45 min.): 75%; case study: 25%		
<b>Lecturer/Person in charge</b>	Prof. Wüstemann		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Fall semester		
<b>Language</b>	German		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm., LL.M.		

<b>Module: ACC 532 Security Valuation &amp; Financial Statement Analysis</b>			
<b>Aim of module:</b> This course teaches advanced principals of corporate valuation and economics-based financial statement analysis. The focus of this course is thus on capital-market participants' and financial analysts' valuation methods, as well as on tools to support investment decisions. In the first part, concepts necessary to derive inputs into valuation models, such as the modelling of projected financial statements or the derivation of expected rates of returns from capital markets-based data are covered. Those inputs are then utilized to derive equity (or entity) values using either cash-flow based (DDM, FTE, WACC, APV) or earnings-based valuation models (RIV, AEG). In the second part of the class, we will introduce commonly suggested methods of financial statement analysis and put those recommendations to an economic test using available methods from the related empirical accounting and finance literature.			
<b>Learning outcomes:</b> The students should get an in-depth understanding of the conceptual approaches and methods available for valuing firms. They should on the one hand understand both the theoretical constructs, assumptions and limitations behind those concepts, but should on the other hand also be capable of implementing them in practical (computer-based) applications.			
<b>Prerequisites:</b> <b>Formal:</b> none <b>Recommended:</b> Bachelor level knowledge of financial accounting and finance			
<b>Note:</b> Literature collection for self-study is provided			
<b>Obligatory registration:</b> no		<b>Further information on registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture Security Vauation & Financial Statement Analysis	2	6	4
Exercise class Security Valuation & Financial Statement Analysis	2	2	2
ECTS in total			6
<b>Form of assessment</b>	Written exam (90 min.)		
<b>Lecturer/Person in charge</b>	Prof. Daske		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Spring semester		
<b>Language</b>	English		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Informatics, Diploma Bus. Adm., LL.M., M.Sc. Econ.		

<b>Module: ACC 552 Value-Based Controlling in Business Practice</b>			
<b>Aim of module:</b> The course provides an overview of state-of-the-art controlling systems and methods used in business practice. The focus is laid on value-based ration systems. For this, practical case studies will be presented in particular.			
<b>Learning outcomes:</b> By attending the class students will gain basic knowledge in applying controlling instruments in practice. This will enable them to broaden their controlling skills gathered in basic controlling lectures. Furthermore, significant problematic issues in implementing controlling systems in practice are shown and approaches to solving them are presented.			
<b>Prerequisites:</b> <b>Formal:</b> none <b>Recommended:</b> Basic knowledge of cost accounting			
<b>Obligatory registration:</b> yes		<b>Further information on registration:</b> Website of the chair	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture Value-Based Controlling in Business Practice	2	6	4
ECTS in total			4
<b>Form of assessment</b>	Exam (60 Min)		
<b>Lecturer/Person in charge</b>	Dr. Truxius / chair of Prof. Hofmann		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Fall semester and Spring semester		
<b>Language</b>	German		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm., LL.M., M.Sc. Econ.		

<b>Module: ACC 571 Introduction to Auditing</b>			
<b>Aim of module:</b> The course introduces students to the profession of a certified accountant and describes the principles of an audit regarding its contents, its process and its objectives. The course illustrates the application of auditing norms to the practice of a certified accountant.			
<b>Learning outcomes:</b> Students are able to describe the several stages of an audit and the principles an auditor has to respect in a year-end audit. Students learn to apply basic principles to audit cases.			
<b>Prerequisites:</b> <b>Formal:</b> none <b>Recommended:</b> Bachelor-knowledge of financial accounting			
<b>Obligatory registration:</b> no		<b>Further information on registration:</b>	
<b>Courses</b>	<b>Hour per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture Introduction to Auditing	2	6	4
ECTS in total			4
<b>Form of assessment</b>	Written exam (45 min.)		
<b>Lecturer/Person in charge</b>	Prof. Kämpfer		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Fall semester		
<b>Language</b>	German		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm., LL.M., M.Sc. Econ.		



<b>Module: TAX 510 Basics of Business Taxation</b>			
<b>Aim of module:</b> <ul style="list-style-type: none"> <li>- Income tax and corporate income tax,</li> <li>- trade tax,</li> <li>- property tax,</li> <li>- capital transfer tax,</li> <li>- property transfer tax and,</li> <li>- value added tax.</li> </ul>			
<b>Learning outcomes:</b> <ul style="list-style-type: none"> <li>- Students know the basics of the most important business taxes.</li> <li>- Students understand the structure of these taxes and are able to assess taxes in simple cases.</li> <li>- Most notably, students understand how income taxes, property taxes and the value added tax impact both on business decisions and on the tax burden of businesses.</li> </ul>			
<b>Prerequisites:</b> <b>Formal:</b> not taken the Module 530 <b>Recommended:</b> Basic knowledge of German financial accounting			
<b>Obligatory registration:</b> no		<b>Further information on registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture Basics of Business Taxation	2	6	4
Exercise class Basics of Business Taxation	2	2	2
ECTS in total			6
<b>Form of Assessment</b>	Written exam (90 min.)		
<b>Lecturer/Person in charge</b>	Prof. Schreiber		
<b>Duration of module</b>	1 semester		
<b>Frequency</b>	Fall semester		
<b>Language</b>	German		
<b>Range of Application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm., LL.M., M.Sc. Econ.		

<b>Module: TAX 511 Case Studies in National Business Taxation</b>			
<b>Aim of module:</b> <ul style="list-style-type: none"> <li>- The students should be given an understanding for group taxation in a national context</li> <li>- The students thereby get to know practically relevant aspects of affiliated groups and learn how to apply them for tax planning purposes</li> <li>- Additionally the importance of the balance sheet will be pointed out using practical examples</li> </ul>			
<b>Learning outcomes:</b> <ul style="list-style-type: none"> <li>- Principles of national group taxation</li> <li>- Relevant questions concerning affiliated groups for income and sales tax matters</li> <li>- Several issues of the tax statement will be addressed, focusing mainly on the valuation for tax purposes and on companies which are facing a financial crisis</li> <li>- Basics of deferred income taxes regarding the internationalization of the German accounting</li> <li>- Selected questions on sales tax in the context of group taxation</li> </ul>			
<b>Prerequisites:</b>			
<b>Formal:</b> none			
<b>Recommended:</b> Basic knowledge of business taxation			
<b>Obligatory registration:</b> no		<b>Further information on registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture Case Studies in National Business Taxation	2	6	4
ECTS in total			4
<b>Form of assessment</b>	Written examination (45 min.)		
<b>Lecturer/Person in charge</b>	Dr. Kaul/Prof. Schreiber and Prof. Spengel		
<b>Duration of module</b>	1 semester		
<b>Frequency</b>	Fall semester		
<b>Language</b>	German		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm., LL.M., M.Sc. Econ.		

<b>Module: TAX 520 Taxation of Companies</b>			
<b>Aim of module:</b> <ul style="list-style-type: none"> <li>- Taxation of sole proprietors and partnerships,</li> <li>- taxation of corporations,</li> <li>- group taxation,</li> <li>- taxation of hybrid legal forms,</li> <li>- reorganizations.</li> </ul>			
<b>Learning outcomes:</b> <ul style="list-style-type: none"> <li>- Students understand the relevance as well as the consequences of the transparency principle and the separation principle.</li> <li>- Students assess the tax burden on profits as well as on shareholder compensations dependent on the legal form of the business.</li> <li>- Most notably, students understand and evaluate the tax planning opportunities created by business tax law.</li> </ul>			
<b>Prerequisites:</b>			
<b>Formal:</b> not taken the Module 530			
<b>Recommended:</b> not specified			
<b>Obligatory registration:</b> no		<b>Further information on registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture Taxation of Companies	2	6	4
Exercise class Taxation of Companies	2	2	2
ECTS in total			6
<b>Form of Assessment</b>	Written exam (90 min.)		
<b>Lecturer/Person in charge</b>	Prof. Schreiber		
<b>Duration of module</b>	1 semester		
<b>Frequency</b>	Fall semester		
<b>Language</b>	German		
<b>Range of Application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm., LL.M., M.Sc. Econ.		

<b>Module: TAX 521 Case Studies in Company Taxation</b>			
<b>Aim of module:</b> <ul style="list-style-type: none"> <li>- Tax planning for partnerships</li> <li>- Tax planning for corporations</li> <li>- <u>Real estate transfer tax</u></li> <li>- <u>Changes of corporate</u> form and reorganizations</li> <li>- Business acquisitions</li> </ul>			
<b>Learning outcomes:</b> <ul style="list-style-type: none"> <li>- The students study in detail specific rules which are particularly important for the tax planning of partnerships and corporations</li> <li>- The students learn to optimize business structuring for tax purposes</li> <li>- Particular attention is paid to business reorganizations and the development of efficient solutions</li> </ul>			
<b>Prerequisites:</b> <b>Formal:</b> none <b>Recommended:</b> Basic knowledge of company taxation			
<b>Obligatory registration:</b> no		<b>Further information on registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture Case Studies in Company Taxation	2	6	4
ECTS in total			4
<b>Form of assessment</b>	Written exam (90 min.)		
<b>Lecturer/Person in charge</b>	Dr. Rogall/Prof. Schreiber and Prof. Spengel		
<b>Duration of module</b>	1 semester		
<b>Frequency</b>	Fall semester (not in fall semester 2012!) and Spring semester		
<b>Language</b>	German		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm., LL.M., M.Sc. Econ.		

**Module: TAX 530 Taxation of Businesses and Individuals****Aim of module:**

- Basic principles of taxation
- Personal income tax
- Corporate income tax
- Local profit taxes and non-profit taxes (e.g. trade tax, property tax)
- Comparative taxation of transparent entities (sole proprietors and partnerships) and corporations and their shareholders
- Gift and inheritance taxes
- Capital transfer tax
- Value added tax

**Learning outcomes:**

- Students know the basic principles of different types of taxes and understand the structure of these taxes (the lecture focuses on the tax systems in the EU member states and the US)
- Students understand the relevance as well as the consequences of the transparency principle and the corporation principle and assess the tax burden on profits as well as on shareholder compensations dependent on the legal form of the business.
- Most notably, students understand how taxes influence business decisions and evaluate tax planning opportunities created by business tax law.

**Prerequisites:****Formal:** not taken the Modules TAX 510 and TAX 520**Recommended:** Basic knowledge of financial accounting**Obligatory registration:** no**Further information on registration:**

Courses	Hours per week	Self-study	ECTS
Lecture	2	6	4
Exercise	2	2	2
ECTS in total			6

<b>Form of assessment</b>	70 % Written exam (90 min.), 30 % individual assignment and group presentation
<b>Lecturer/Person in charge</b>	Prof. Schreiber and Prof. Spengel
<b>Duration of module</b>	1 semester
<b>Frequency</b>	Fall semester
<b>Language</b>	English
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, LL.M., M.Sc. Econ.

<b>Module: TAX 540 Tax Accounting</b>			
<b>Aim of module:</b> <ul style="list-style-type: none"> <li>- Legal basis of tax accounting in Germany,</li> <li>- taxes in financial accounts according to both German commercial law and International Financial Reporting Standards (IFRS),</li> <li>- deferred taxes and their impact on a companies' tax burden (the group's tax-profit ratio),</li> <li>- tax planning and its impact on the companies' tax burden.</li> </ul>			
<b>Learning outcomes:</b> <ul style="list-style-type: none"> <li>- Students understand:</li> <li>- the basics of tax accounting,</li> <li>- the interdependence of financial accounting and tax accounting,</li> <li>- accounting for taxes under German commercial law,</li> <li>- accounting for deferred taxes according to IFRS, US-GAAP and German GAAP,</li> <li>- a group's tax-profit ratio,</li> <li>- accounting for selected tax related transactions (non-deductible expenses, profit distributions and withholding taxes, goodwill, loss carry-forward),</li> <li>- asset recognition and asset valuation for tax purposes,</li> <li>- tax planning in the field of tax accounting,</li> <li>- tax accounting reform proposals.</li> </ul>			
<b>Prerequisites:</b>			
<b>Formal:</b> none			
<b>Recommended:</b> Basic knowledge financial accounting			
<b>Obligatory registration:</b> no <b>Further information on registration:</b>			
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture Tax Accounting	2	6	4
ECTS in total			4
<b>Form of Assessment</b>	70 % Written exam (45 min.), 10 % presentation, 20 % case studies		
<b>Lecturer/Person on charge</b>	Prof. Schreiber		
<b>Duration of module</b>	1 semester		
<b>Frequency</b>	Fall semester (not in fall semester 2012!)		
<b>Language</b>	German		
<b>Range of Application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm., LL.M., M.Sc. Econ.		

<b>Module: ACC/TAX 550 International Course – Accounting and Taxation</b>			
<b>Aim of module:</b> depends on course taken abroad			
<b>Learning outcomes:</b> depends on course taken abroad			
<b>Prerequisites:</b> none <b>Formal:</b> The course level equals a regular 500-level course or 600-level course in the Master in Management program. <b>Recommended:</b> The module can be taken during a study abroad term / semester and complements the Mannheim curriculum of the student.			
<b>Course</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
International Course – Accounting and Taxation	depends on course taken abroad abroad	depends on course taken abroad abroad	depends on course taken abroad
ECTS in total: depends on course taken abroad			
<b>Form of assessment</b>	depends on course taken abroad		
<b>Lecturer/Person in charge</b>	Lecturer at the host university; in Mannheim the respective <i>Teaching Area</i> is responsible for assessment of course		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	fall or spring semester		
<b>Language</b>	English preferred, but any other language possible if Mannheim faculty member is able to identify content and level		
<b>Range of application</b>	Mannheim Master in Management, other Master programs, depends on respective study regulations		

<b>Module: ACC 620 Accounting for Financial Instruments &amp; Financial Institutions</b>			
<b>Aim of module:</b> The course addresses conceptual issues in accounting for financial instruments and by financial institutions currently discussed by standard setters (FASB, IASB) and bank regulators. It covers the discussion of the distinction between equity and financial liabilities, derecognition of financial assets, measurement of financial instruments and on the accounting for hedging transactions. Finally, risk disclosure requirements under IFRS and the Basel-Framework are discussed.			
<b>Learning outcomes:</b> The course aims at developing the skills to critically analyze and evaluate proposals of standard setters and regulators in the field of accounting for financial instruments and financial institutions. Students will get an in-depth understanding of the current and proposed accounting rules and understand the underlying conceptual discussions surrounding their development.			
<b>Prerequisites:</b> <b>Formal:</b> none <b>Recommended:</b> Basic knowledge of IFRS accounting.			
<b>Obligatory registration:</b> no		<b>Further information on registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	6	4
Exercise class	1	3	2
ECTS in total			6
<b>Form of assessment</b>	Written exam		
<b>Lecturer/Person in charge</b>	Prof. Dr. Holger Daske		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Fall semester		
<b>Language</b>	German		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm., LL.M., M.Sc. Econ.		



<b>Module: ACC 621 Earnings Management</b>			
<b>Aim of module:</b> The course analyzes objectives of the manager's use of accounting discretion and highlights recognition and measurement rules which allow for earnings management. Earnings management can be engaged in to influence financial statement user's perception of accounting information. It can also serve to affect management's compensation which frequently depends on accounting data. Here, the stewardship role of accounting is focused on. The analysis is based on agency and game theoretical models and on empirical studies.			
<b>Learning outcomes:</b> Students learn why earnings are the object of manipulation and how earnings can be manipulated. They know that earnings management can be interpreted from an informative as well as from a stewardship perspective. Students understand agency and game theoretical models to analyze earnings management and are familiar with empirical methods on earnings management both from a capital market as well as a management compensation perspective.			
<b>Prerequisites:</b> <b>Formal:</b> none <b>Recommended:</b> Module ACC 511 or Module ACC 512			
<b>Note:</b> <ul style="list-style-type: none"> <li>• Joint Lecture of Prof. Daske and Prof. Simons,</li> <li>• Literature collection for self-study is provided.</li> </ul>			
<b>Obligatory registration:</b> no		<b>Further information on registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture Earnings Management	2	6	4
Exercise class Earnings Management	2	6	4
ECTS in total			8
<b>Form of assessment</b>	Written exam (45 min.) or oral exam		
<b>Lecturer/Person in charge</b>	Prof. Simons and Prof. Daske		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Spring semester		
<b>Language</b>	English		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm., LL.M., M.Sc. Econ.		

<b>Module: ACC 623 Accounting Theory</b>			
<b>Aim of module:</b> The module critically examines the broader implications of financial accounting beyond the methodology and practice of accounting dealt with in the modules ACC 511 and ACC 512. The module aims at making students familiar with the most important impacts of financial reporting on capital markets, underlying economic foundations and concepts.			
<b>Learning outcomes:</b> By the end of the module students are able to <ul style="list-style-type: none"> <li>• demonstrate an advanced understanding of the contribution of normative and positive accounting theory respectively to the field of accounting;</li> <li>• understand and demonstrate (orally or in writing) the role of accounting in the context of capital markets conditional on the information efficiency;</li> <li>• discuss financial reporting as contracting mechanism and its capacity to mitigate principal-agent conflicts when information asymmetries exist;</li> <li>• critically evaluate different measurement concepts (including their assumptions) in order to provide decision useful information to current and potential investors;</li> <li>• understand the economics and politics of standard setting and apply it to the special case of the European Union and the IASB; and to demonstrate orally and in writing their comprehension in the solution of case studies</li> </ul>			
<b>Prerequisites:</b> <b>Formal:</b> none <b>Recommended:</b> Bachelor-knowledge of financial accounting			
<b>Obligatory registration:</b> no		<b>Further information on registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	6	4
Exercise class	2	2	2
ECTS in total			6
<b>Form of assessment</b>	Presentation, 25%; Written exam (45 min.), 75%		
<b>Lecturer/Person in charge</b>	Prof. Wüstemann		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Fall semester		
<b>Language</b>	English		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm., LL.M., M.Sc. Econ.		

<b>Module: ACC 624 Company Valuation Practice (Case Study M&amp;A)</b>			
<b>Aim of module:</b> In this course offered in cooperation with KPMG four groups of three to four members simulate the M&A process of a company. The four groups represent the consultants of a bidder interested in the acquisition of the company. Competing with each other, every group seeks to prepare the best M&A concept. The case is based on an actual transaction. Hence, students are granted access to original documents.			
<b>Learning outcomes:</b> It is the objective of the course to familiarize students with a M&A process and to present a practical, project based company valuation. The course consists of six components.			
<b>Prerequisites:</b> <b>Formal:</b> Module ACC 531 <u>or</u> Module ACC 532 <u>or</u> equivalent course (decision has to be taken individually by the chair) <b>Recommended:</b> not specified			
<b>Obligatory registration:</b> yes		<b>Further information on registration:</b> <a href="http://daske.bwl.uni-mannheim.de/164.html">http://daske.bwl.uni-mannheim.de/164.html</a>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	6	4
Exercise class	6	2	4
ECTS in total			8
<b>Form of assessment</b>	Group work and oral examination		
<b>Lecturer/Person in charge</b>	Prof. Dr. Daske, Dr. Wagner		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Spring semester		
<b>Language</b>	German		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm., LL.M., M.Sc. Econ.		

<b>Module: ACC 627 Case Studies “Consulting in financial services”</b>			
<b>Aim of module:</b> In this course, offered jointly with KPMG, current topics from the frontier between financial accounting, consulting, risk management, regulatory law and capital markets with a focus on the financial services sector will be covered. The participants will form groups of three to four students and discuss problem areas of high practical relevance using both practice-oriented and academic approaches. Results will be summarized in a consulting report and presented in a final results presentation.			
<b>Learning outcomes:</b> Participants are able to discuss and solve complex problems of high practical relevance at the interface of capital markets, financial accounting and auditing. Students know the area of tension between academic case solutions and those related to practice and are able to develop solutions according to both aspects. The consulting report corresponds to standards required by the business practice and is academically founded.			
<b>Prerequisites:</b>			
<b>Formal:</b> none			
<b>Recommended:</b> Bachelor-knowledge of financial accounting and finance			
<b>Obligatory registration:</b> yes		<b>Further Information on the registration:</b> Website of the chair/”Student Portal”	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	6	4
Exercise class	2	2	2
ECTS in total			6
<b>Form of assessment</b>	Consulting report, 50%; final presentation, 50%		
<b>Lecturer/Person in charge</b>	Dipl.-Kfm. Becker, Prof. Wüstemann		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Fall semester		
<b>Language</b>	German		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm., LL.M., M.Sc. Econ.		

<b>Module: ACC 671 Audit Theory</b>			
<b>Aim of module:</b> The course analyzes the market structure of the audit market as well as the auditor-client relationship. Audit theory can be interpreted as part of corporate governance theory as one special player, the auditor, is analyzed. The analysis is based on theoretical models as well as empirical results. The regulatory framework is evaluated by means of game theoretical rationality concepts.			
<b>Learning outcomes:</b> Students are familiar with the purpose and the scope of an independent audit. They see auditing as a mean to set off principal-agent conflicts. Furthermore, students know how the auditor strategically interacts in game theoretic settings. They are aware of the influence of regulatory changes on auditing and the audit firm's responses to these changes.			
<b>Prerequisites:</b> <b>Formal:</b> none <b>Recommended:</b> Previous visit of an ACC 500 module is recommended <b>Note:</b> Literature collection for self-study is provided.			
<b>Obligatory registration:</b> no		<b>Further information on registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture Audit Theory	2	6	4
Exercise class Audit Theory	1	3	2
ECTS in total			6
<b>Form of assessment</b>	Written exam (45 min.) or oral exam		
<b>Lecturer/Person in charge</b>	Prof. Simons		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Spring semester (not in spring semester 2012)		
<b>Language</b>	English		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm., LL.M., M.Sc. Econ.		

<b>Module: ACC 672 Corporate Governance Theory</b>			
<b>Aim of module:</b> The course analyzes agency conflicts arising from the separation of ownership and control. Emphasize is put on four main players in the corporate governance setting: manager, supervisory board, shareholder and auditor. Based on agency-theoretical and game theoretical modelling as well as empirical evidence, management incentives and governance mechanisms which are designed to mitigate agency problems are discussed.			
<b>Learning outcomes:</b> Students know the main purpose and the elements of the German Corporate Governance Code. They are familiar with management incentives and conflicts of interests caused by management compensation, are aware of the main features of stock option programs and know how to account for these programs. Furthermore, students understand the role of the supervisory board as an element of corporate governance.			
<b>Prerequisites:</b> <b>Formal:</b> none <b>Recommended:</b> not specified			
<b>Note:</b> Literature collection for self-study is provided.			
<b>Obligatory registration:</b> no		<b>Further information on registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture Corporate Governance Theory	2	6	4
Exercise class Corporate Governance Theory	1	3	2
ECTS in total			6
<b>Form of assessment</b>	Written exam (45 min.) or oral exam		
<b>Lecturer/Person in charge</b>	Prof. Simons		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Fall semester		
<b>Language</b>	German		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm., LL.M., M.Sc. Econ.		

<b>Module: ACC 673 Financial Accounting Research</b>			
<b>Aim of module:</b> Referring to exemplary questions this course considers the contribution of analytical models to research in financial accounting. We will discuss for example the necessity of accounting regulation (Grossman/Hart (1980), Verrecchia (1983)), the existence of optimal accounting standards (Verrecchia (1973), Göx/Wagenhofer (2009)) or the role financial accounting plays in corporate governance (Lambert (2001)). Central to our discussion will be, above and beyond the presented papers' essential results, their relation to other literature in the field and the limits of their respective models.			
<b>Learning outcomes:</b> Participants will appreciate analytical models as an essential tool in financial accounting research. They are expected to appraise analytical results with reference to the chosen model's central assumptions and relate them to normative and empirical claims. The course also aims at training the delineation and review of a specific literature.			
<b>Prerequisites:</b> <b>Formal:</b> none <b>Recommended:</b> not specified			
<b>Note:</b> The course is graded based on two short home assignments and one presentation in class. Due to the grading concept a maximum of 20 participants will be allowed. Selection is on a first come first serve basis.			
<b>Obligatory registration:</b> yes		<b>Further information on registration:</b> "Student portal"	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	10	6
ECTS in total			6
<b>Form of assessment</b>		Two written assignments, 1 presentation	
<b>Lecturer/Person in charge</b>		Dr. Ebert	
<b>Duration of module</b>		1 semester	
<b>Offering</b>		FSS	
<b>Language</b>		German	
<b>Range of application</b>		Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm., LL.M., M.Sc. Econ.	

<b>Module: TAX 610 International Business Taxation</b>			
<b>Aim of module:</b> <ul style="list-style-type: none"> <li>- Basics of international business taxation,</li> <li>- taxation of inbound investments,</li> <li>- taxation of outbound investments,</li> <li>- transfer pricing,</li> <li>- cross-border reorganisations.</li> </ul>			
<b>Learning outcomes:</b> <ul style="list-style-type: none"> <li>- Students know the basics of international taxation (national tax law, double taxation conventions, primary and secondary EU law) and the causes of double taxation.</li> <li>- Students understand the tax consequences of establishing domestic and foreign permanent establishments as well as domestic and foreign corporations.</li> <li>- Students understand the impact of transfer pricing on the companies' tax burden.</li> <li>- Most notably, students are able to evaluate how multinational companies make use of internationally diverging tax burdens.</li> </ul>			
<b>Prerequisites:</b> <b>Formal:</b> not taken module TAX 630 <b>Recommended:</b> Knowledge of contents of Module TAX 510 <u>and</u> Module TAX 520 <u>or</u> Module TAX 530			
<b>Obligatory registration:</b> no		<b>Further information on registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture International Business Taxation	2	6	4
Exercise class International Business Taxation	2	2	2
<b>ECTS in total</b>			6
<b>Form of Assessment</b>	Written exam (90 min.)		
<b>Lecturer/Person in charge</b>	Prof. Schreiber		
<b>Duration of module</b>	1 semester		
<b>Frequency</b>	Spring semester		
<b>Language</b>	German		
<b>Range of Application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm., LL.M., M.Sc. Econ.		



<b>Module: TAX 611 Case Studies in International Company Taxation</b>			
<b>Aim of module:</b> <ul style="list-style-type: none"> <li>- Basic principles of international tax law,</li> <li>- Taxation of foreign investors with domestic activities (inbound investments),</li> <li>- Taxation of domestic investors with foreign activities (outbound investments),</li> <li>- Special issues concerning multinational companies,</li> <li>- Recent trends in international tax law – current fiscal policy and current tax planning issues.</li> </ul>			
<b>Learning outcomes:</b> <ul style="list-style-type: none"> <li>- Students understand the importance of international tax planning in a multinational corporation (use of tax opportunities, minimization of individual tax risk, improvement of the overall tax situation)</li> <li>- Students practice the use of domestic and foreign tax rules on the basis of case studies and are able to evaluate interdependencies of tax effects and their relation to non-tax drivers</li> <li>- Students learn proactive handling of cross-border tax law.</li> </ul>			
<b>Prerequisites:</b> <b>Formal:</b> none <b>Recommended:</b> Knowledge of contents of Module TAX 510 <u>and</u> Module TAX 520 <u>or</u> Module TAX 530			
<b>Obligatory registration:</b> no		<b>Further information on registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture Case Studies in International Company Taxation	2	4	4
ECTS in total			4
<b>Form of assessment</b>	Written examination (45 min.)		
<b>Lecturer/Person in charge</b>	Prof. Endres/Prof. Schreiber and Prof. Spengel		
<b>Duration of module</b>	1 semester		
<b>Frequency</b>	Spring semester		
<b>Language</b>	German		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm., LL.M., M.Sc. Econ.		

<b>Module: TAX 630 International Business Taxation</b>			
<b>Aim of module:</b> <ul style="list-style-type: none"> <li>- Basics of international business taxation,</li> <li>- taxation of inbound investments,</li> <li>- taxation of outbound investments,</li> <li>- transfer pricing,</li> <li>- cross-border reorganisations.</li> </ul>			
<b>Learning outcomes:</b> <ul style="list-style-type: none"> <li>- Students know the basics of international taxation (national tax law, double taxation conventions, primary and secondary EU law) and the causes of double taxation.</li> <li>- Students understand the tax consequences of establishing domestic and foreign permanent establishments as well as domestic and foreign corporations.</li> <li>- Students understand the impact of transfer pricing on the companies' tax burden.</li> <li>- Most notably, students are able to evaluate how multinational companies make use of internationally diverging tax burdens.</li> </ul>			
<b>Prerequisites:</b> <b>Formal:</b> not taken module TAX 610 <b>Recommended:</b> Knowledge of contents of Module TAX 510 <u>and</u> Module TAX 520 <u>or</u> Module TAX 530			
<b>Obligatory registration:</b> no		<b>Further information on registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture International Business Taxation	2	6	4
Exercise class International Business Taxation	2	2	2
ECTS in total			6
<b>Form of Assessment</b>	70 % Written exam (90 min.), 30 % individual assignment and group presentation		
<b>Lecturer-in-charge</b>	Prof. Spengel		
<b>Duration of module</b>	1 semester		
<b>Frequency</b>	Spring semester		
<b>Language</b>	English		
<b>Range of Application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm., LL.M., M.Sc. Econ.		

<b>Module: TAX 650 European Business Taxation</b>			
<b>Aim of module:</b> <ul style="list-style-type: none"> <li>- Taxation of sole proprietors, partnerships and corporations in Europe,</li> <li>- European tax law (EC treaty and directives),</li> <li>- European corporate tax planning,</li> <li>- European tax planning and the case law of the European Court of Justice (ECJ),</li> <li>- Corporate tax harmonisation in the European Union.</li> </ul>			
<b>Learning outcomes:</b> <ul style="list-style-type: none"> <li>- Students understand business tax systems in the EU - member states as well as the basic structures of the relevant European law.</li> <li>- Students understand the impact of the European Court of Justice' rulings on the tax planning opportunities of European companies.</li> <li>- Most notably, students focus on possible ways to harmonise company taxation within the European Union as well as on the European Commissions proposal of a common consolidated corporate tax base (CCCTB).</li> </ul>			
<b>Prerequisites:</b> <b>Formal:</b> none <b>Recommended:</b> Knowledge of contents of Module TAX 510 <u>and</u> Module TAX 520 <u>or</u> Module TAX 530			
<b>Obligatory registration:</b> no		<b>Further information on registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture European Business Taxation	2	6	4
ECTS in total			4
<b>Form of Assessment</b>	Written exam (90 min.)		
<b>Lecturer/Person in charge</b>	Prof. Schreiber		
<b>Duration of module</b>	1 semester		
<b>Frequency</b>	Spring semester		
<b>Language</b>	English		
<b>Range of Application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm., LL.M., M.Sc. Econ.		

<b>Module: TAX 660 Tax Planning</b>			
<b>Aim of module:</b> <ul style="list-style-type: none"> <li>- Impact of taxes on net present value and return on investment,</li> <li>- tax neutrality,</li> <li>- financing decisions and decisions concerning the legal form,</li> <li>- mergers and acquisitions,</li> <li>- foreign direct investment.</li> </ul>			
<b>Learning outcomes:</b> <ul style="list-style-type: none"> <li>- Students know how taxes impact on economic decisions.</li> <li>- Students determine the nominal as well as the effective tax burden of investments and understand the conditions of tax neutrality.</li> <li>- Most notably, students analyse in depth how decisions respond to taxes in crucial fields as investments, financing, legal form, mergers and acquisitions and foreign direct investment.</li> </ul>			
<b>Prerequisites:</b> <b>Formal:</b> none <b>Recommended:</b> Knowledge of contents of Module TAX 510, TAX 520 or TAX 530 and TAX 610 or TAX 630			
<b>Obligatory registration:</b> no		<b>Further information on registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture Tax Planning	2	6	4
Exercise class Tax Planning	2	2	2
ECTS in total			6
<b>Form of Assessment</b>	Written exam (90 min.)		
<b>Lecturer/Person in charge</b>	Prof. Schreiber		
<b>Duration of module</b>	1 semester		
<b>Frequency</b>	Fall semester		
<b>Language</b>	German		
<b>Range of Application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm., LL.M., M.Sc. Econ.		

<b>Module: TAX 670 International Tax Planning</b>			
<b>Aim of module:</b> <ul style="list-style-type: none"> <li>- Impact of taxes on net present value and return on investment,</li> <li>- tax neutrality,</li> <li>- foreign direct investments (choice of legal group structure, holding activities, financing activities, intellectual property management, supply chain management)</li> <li>- anti-avoidance rules,</li> <li>- tax optimisation and effective tax rate.</li> </ul>			
<b>Learning outcomes:</b> <ul style="list-style-type: none"> <li>- Students know how taxes influence economic decisions.</li> <li>- Students determine the nominal as well as the effective tax burden of different kinds of foreign activities.</li> <li>- Most notably, students analyse in detail tax planning opportunities as well as risks for companies which are engaged in cross-border activities.</li> </ul>			
<b>Prerequisites:</b> <b>Formal:</b> none <b>Recommended:</b> Knowledge of contents of Module TAX 610 <u>or</u> Module TAX 630			
<b>Obligatory registration:</b> no		<b>Further information on registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture International Tax Planning	2	6	4
Exercise class International Tax Planning	2	2	2
ECTS in total			6
<b>Form of Assessment</b>	70 % Written exam (90 min.), 30 % individual assignment and group presentation		
<b>Lecturer/Person in charge</b>	Prof. Spengel		
<b>Duration of module</b>	1 semester		
<b>Frequency</b>	Fall semester		
<b>Language</b>	English		
<b>Range of Application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, LL.M., M.Sc. Econ.		

<b>Module: ACC 712 Master-Colloquium Prof. Simons</b>		
<b>Aim of module:</b> The Master-Colloquium which is usually carried out after about 2 months of writing the Master Thesis allows students to present the outline and specific topics of their theses and to discuss the contents with the members of the chair and other Master students. For the presentation, it is recommended to focus on the structure of the analysis and on key points. Theoretical background which is essential to understand the analysis shall only be presented very briefly.		
<b>Learning outcomes:</b> Students are able to present complex issues in a structured way. The aim of the Master's Kolloquium is to support students writing their theses and to identify possible issues at an early stage.		
<b>Prerequisites:</b> <b>Formal:</b> Module ACC 711 Acceptance of seminars from other chairs after consulting Prof. Simons <b>Recommended:</b> <ul style="list-style-type: none"> <li>• Profound knowledge of accounting,</li> <li>• Interest in scientific research.</li> </ul>		
<b>Note:</b> A research assistant supports participants in preparing the thesis.		
<b>Obligatory registration:</b> yes		<b>Further information on registration:</b> Website of the chair
<b>Courses</b>	<b>Hours per week</b>	<b>ECTS</b>
Colloquium	2	
Exercise class	2	
ECTS in total		
<b>Form of assessment</b>	Presentation and thesis	
<b>Lecturer/Person in charge</b>	Prof. Simons	
<b>Duration of module</b>	1 semester	
<b>Offering</b>	Fall semester and Spring semester	
<b>Language</b>	German or English	
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Bus. Ed., Diploma Bus. Adm.	

<b>Module: ACC 714 Master-Colloquium Prof. Wüstemann</b>		
<b>Aim of module:</b> Students are able to present complex issues in a structured way. The aim of the Master-Colloquium is to support students in writing their thesis and to identify possible issues at an early stage.		
<b>Learning outcomes:</b> In the Master-Colloquium students discuss the structure and particular issues of their thesis.		
<b>Prerequisites:</b> <b>Formal:</b> Module ACC 713 <b>Recommended:</b> <ul style="list-style-type: none"> <li>• Profound knowledge of accounting</li> <li>• Interest in scientific research</li> </ul>		
<b>Note:</b> Students are supported by a research assistant during the Master thesis.		
<b>Obligatory registration:</b> yes		<b>Further information on registration:</b> Website of the chair
<b>Courses</b>	<b>Hours per week</b>	<b>ECTS</b>
Exercise class	2	
ECTS in total		
<b>Form of assessment</b>	Thesis	
<b>Lecturer/Person in charge</b>	Prof. Wüstemann	
<b>Duration of module</b>	1 semester	
<b>Offering</b>	Fall semester and Spring semester	
<b>Language</b>	German or English	
<b>Range of application</b>	Mannheim Master in Management, Diploma Bus. Adm., M.Sc. Bus. Ed.	

<b>Module: ACC 761 Seminar in Accounting and Capital Markets</b>			
<b>Aim of module:</b> The seminar in Accounting and Capital Markets introduces students to research in financial accounting and capital markets. Students learn to solve problems autonomously and to approach a research question scientifically. The results of the thesis are presented in the seminar.			
<b>Learning outcomes:</b> Students know how to pursue research in financial accounting. They are able to analyze a research question and to structure and write a scientific thesis. They can present and discuss the main findings of their analysis in the seminar.			
<b>Prerequisites:</b> <b>Formal:</b> none			
<b>Recommended:</b> <ul style="list-style-type: none"> <li>• Profound knowledge of financial accounting and/or finance</li> <li>• In addition, good knowledge of English language and of basic statistical and econometric techniques can be beneficial</li> <li>• Interest in scientific research</li> </ul>			
<b>Note:</b> A research assistant supports participants in preparing the thesis.			
<b>Obligatory registration:</b> yes		<b>Further information on registration:</b> <a href="http://daske.bwl.uni-mannheim.de/107.html">http://daske.bwl.uni-mannheim.de/107.html</a>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	6	4
Tutorial (intensive)	2	2	2
ECTS Modul total	4		6
<b>Form of assessment</b>	Seminar paper (60%) Presentation and discussion (40%)		
<b>Lecturer/Person in charge</b>	Prof. Dr. Holger Daske		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Fall semester and/or Spring semester		
<b>Language</b>	German or English		
<b>Range of application</b>	Mannheim Master in Management, Diploma Bus. Adm., M.Sc. Bus. Ed.		



<b>Module: ACC 762 Master-Colloquium Prof. Daske</b>		
<b>Aim of module:</b> In the Master-Colloquium students discuss the structure and particular issues of their thesis.		
<b>Learning outcomes:</b> Students are able to present complex issues in a structured way. The aim of the Master-Colloquium is to support students in writing their thesis and to identify possible issues at an early stage.		
<b>Prerequisites:</b> <b>Formal:</b> ACC 761 Acceptance of seminars from other chairs after consulting Prof. Daske		
<b>Recommended:</b> <ul style="list-style-type: none"> <li>• Profound knowledge of financial accounting, finance or capital markets</li> <li>• In addition, good knowledge of English language and of basic statistical and econometric techniques can be beneficial</li> <li>• Interest in scientific research</li> </ul>		
<b>Note:</b> A research assistant supports participants in preparing the thesis.		
<b>Obligatory registration:</b> yes		<b>Further information on registration:</b> <a href="http://daske.bwl.uni-mannheim.de/113.html">http://daske.bwl.uni-mannheim.de/113.html</a>
<b>Courses</b>	<b>Hours per week</b>	<b>ECTS</b>
Lecture	2	-
Tutorial (intensive)	2	-
ECTS Modul total		
<b>Form of assessment</b>	Presentation and thesis	
<b>Lecturer/Person in charge</b>	Prof. Dr. Holger Daske	
<b>Duration of module</b>	1 semester	
<b>Offering</b>	Fall semester and Spring semester	
<b>Language</b>	German or English	
<b>Range of application</b>	Mannheim Master in Management, Diploma Bus. Adm., M.Sc. Bus. Ed.,	

<b>Module: TAX 730 Seminar in Business Taxation</b>			
<b>Aim of module:</b>			
- The seminar focuses in depth on selected cross-module topics in taxation			
<b>Learning outcomes:</b>			
- Students write an essay which is presented to students and discussed in the seminar.			
- The essay shows that students are capable of pursuing independently academic work in the field of business taxation.			
- The essay prepares for a master thesis in business taxation.			
<b>Prerequisites:</b>			
<b>Formal:</b> none			
<b>Recommended:</b> Knowledge of contents of Module TAX 510 and Module TAX 520 <u>or</u> Module TAX 530			
<b>Obligatory registration:</b> yes		<b>Further information on registration:</b>	
		Website of the chair	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Seminar	2	10	6
ECTS in total			6
<b>Form of assessment</b>	70 % Essay (15 pages), 30 % presentation		
<b>Lecturer/Person in charge</b>	Prof. Schreiber and Prof. Spengel		
<b>Duration of module</b>	1 semester		
<b>Frequency</b>	Fall semester and Spring semester		
<b>Language</b>	German or English		
<b>Range of Application</b>	Mannheim Master in Management, M.Sc. Business Education, Diploma Bus. Adm.		

<b>Module: TAX 740 Master-Colloquium</b>		
<b>Aim of module:</b> <ul style="list-style-type: none"> <li>- The master-colloquium includes the presentation of different master-theses and their discussion.</li> </ul>		
<b>Learning outcomes:</b> <ul style="list-style-type: none"> <li>- By presenting their master-thesis, students will have the possibility to discuss their topic and to get feedback.</li> </ul>		
<b>Prerequisites:</b> <b>Formal:</b> Seminar <b>Recommended:</b> not specified		
<b>Obligatory registration:</b> yes		<b>Further information on registration:</b> Website of the chair
<b>Courses</b>	<b>Hours per week</b>	<b>ECTS</b>
Lecture	2	-
ECTS in total		-
<b>Form of assessment</b>	Thesis	
<b>Lecturer/Person in charge</b>	Prof. Schreiber/Prof. Spengel	
<b>Duration of module</b>	1 semester	
<b>Frequency</b>	Fall semester and Spring semester	
<b>Language</b>	German and English	
<b>Range of Application</b>	Mannheim Master in Management, M.Sc. Business Education, Diploma Bus. Adm.	

### 3.1.2. Area “Banking, Finance, and Insurance“

<b>Module: FIN 500 Investments I</b>			
<b>Aim of module:</b> This course introduces into the theoretical foundations of modern portfolio management and their applications. It covers expected utility theory, measures of risk and return, the theory of portfolio selection, asset pricing models and their empirical test, the efficient markets hypothesis, and issues in stock portfolio management.			
<b>Learning outcomes:</b> The course provides students with an understanding of the theoretical and conceptual foundations of modern quantitative portfolio management. Students learn to understand investment strategies, and to interpret and evaluate them against the background of capital market theory and the efficient markets paradigm.			
<b>Prerequisites:</b> <b>Formal:</b> none <b>Recommended:</b> The course requires basic knowledge in mathematics (optimization, elementary matrix algebra) and statistics (expected value, variances, covariances, correlation, t-tests). Students should have successfully attended the courses Finanzwirtschaft I and II in the Mannheim Bachelor program (or similar courses).			
<b>Obligatory registration:</b> no		<b>Further information on registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	6	4
Exercise class	1	3	2
ECTS in total			6
<b>Form of assessment</b>	written exam (closed book, 60 minutes)		
<b>Lecturer/Person in charge</b>	Prof. Theissen		
<b>Duration of module</b>	1 Semester		
<b>Offering</b>	Fall semester		
<b>Language</b>	English		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm., M.Sc. Business Mathematics, M.Sc. Econ.		

<b>Module: FIN 520 Banking</b>			
<b>Aim of module:</b> The lectures include the theoretical foundations of all topics relevant to (commercial) banking. Institutional conditions including legal foundations and regulations are discussed for banks in Germany. This discussion is complemented by a survey of the organization and legal foundations of banks in other countries. Moreover specific management accounting tools for banks as well as financial accounting regulations are presented.			
<b>Learning outcomes:</b> After completing this module, students will be able to understand theories explaining the existence of financial intermediaries. They will understand the institutional and legal background of banks. Moreover students will be able to use standard management tools to handle different types of risks banks face due to their activities. The courses impart knowledge necessary for a career in a bank, insurance company, auditing and advisory firm or in a finance department of any company.			
<b>Prerequisites:</b> <b>Formal:</b> none <b>Recommended:</b> Every student participating in this module should have completed the 2-semester finance module of the Mannheim Bachelor program (or equivalent courses). The lectures generally assume basic knowledge in accounting (balance sheets, income statements, financial ratios), mathematics (calculus, optimization) and statistics (mean, variance, standard deviation).			
<b>Obligatory registration:</b> no		<b>Further information on registration:</b> Website of the chair	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lectures Banking I	2	6	4
Lectures Banking II	2	6	4
Exercise class Banking I	1	3	2
Exercise class Banking II	1	3	2
ECTS in total	6		12
<b>Form of assessment</b>	Final exam (120 min.)		
<b>Lecturer/Person in charge</b>	Prof. Weber		
<b>Duration of module</b>	1 semester: 1st half Banking I, 2nd half Banking II		
<b>Offering</b>	Fall semester		
<b>Language</b>	German		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm., M.Sc. Business Mathematics, M.Sc. Econ.		

**Module: FIN 540 Corporate Finance I (Capital Structure, Cost of Capital and Valuation)**

**Aim of module:**

Corporate Finance studies how corporations finance their operations. The emphasis of this part of the curriculum is on shareholder value and company valuation. We will also study the cost of capital, introduce theories of capital structure, and initial public offerings. A special focus of the course will be on solving several case studies in groups of up to three students. Each of these cases has to be handed in and will contribute to the final grade. The hands-on format of this course ensures that students are able to transfer the theoretical concepts encountered in the lecture to real world problems.

**Learning outcomes:**

After completing this course, students will be able to value companies using state-of-the-art tools such as DCF, Residual Income, EVA, and Multiples. In particular, participants will know how to determine the cost of capital for corporations and projects using real world data. Students will also be able to perform event studies in order to analyze how capital markets react to important corporate events like merger announcements or earnings announcements. Students will be able to implement the theoretical concepts discussed in class using Microsoft Excel.

**Prerequisites:**

**Formal:** none

**Recommended:** Every student participating in this course should have completed the equivalent of the 2-semester finance module, which is part of the Mannheim Bachelor program. The lectures generally assume basic knowledge in accounting (balance sheets, income statements, financial ratios), finance (present value methods, portfolio theory, CAPM), mathematics (calculus, optimization) and statistics (mean, variance, standard deviation, univariate and multivariate regressions). The course requires to manage the material in Brealey, Myers, Allen, *Corporate Finance*, (McGraw-Hill, 10th edition, 2010), chapters 1-19.

**Obligatory registration:** yes

**Further information on registration:**

Website of the chair

Courses	Hours per week	Self-study	ECTS
Lecture	2	8	5
Case seminar	1	7	4
Exercise sessions (Excel)	1	1	1
ECTS in total			10

<b>Form of assessment</b>	Final exam (40%), case write-ups (45%), class participation in case discussions (15%)
<b>Lecturer/Person in charge</b>	Prof. Maug
<b>Duration of module</b>	1 semester
<b>Offering</b>	Fall semester
<b>Language</b>	English
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm., M.Sc. Business Mathematics, M.Sc. Econ.

**Module: FIN 560 Risk Management of Insurance Companies****Aim of module:**

The subject of the course is the management of risks, which insurance companies (in life as well as in non-life insurance) do cover within the scope of their insurance activities.

**Learning outcomes:**

After a successful completion of the course participants will be able to quantify insurance risks in life and non-life insurance. Students will know the most important risk political instruments (premium and tariff calculation, solvency, technical reserves, reinsurance, riskadjusted performance management) and will be able to apply the corresponding basic methods.

**Prerequisites:**

**Formal:** none

**Recommended:** The course assumes a basic knowledge in probability theory and statistics and as well basics of financial mathematics and the valuation of investments.

**Obligatory registration:** no

**Further information on registration:**

<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	3	9	6
Exercise class	1	3	2
ECTS in total			8
<b>Form of assessment</b>	Written exam (90 min.)		
<b>Lecturer/Person in charge</b>	Prof. Albrecht		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Fall semester		
<b>Language</b>	German		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm., M.Sc. Business Mathematics, M.Sc. Econ.		

<b>Module: FIN 561 Investment Management of Insurance Companies</b>			
<b>Aim of module:</b> Subjects of the course are the basics of the legal investment framework of (German) insurance companies, of asset/liability-management and of the management of investment risks of insurance companies.			
<b>Learning outcomes:</b> After a successful completion of the course participants will know the basic elements of the investment regulation of insurance companies, they are familiar with the necessity and the instruments of an asset/liability-management and they are able to apply the basic methods to analyze and to manage the most important primary and derivative financial instruments and as well alternative investments.			
<b>Prerequisites:</b> <b>Formal:</b> none <b>Recommended:</b> The course assumes a basic knowledge in probability theory and statistics. In addition students should have covered the two Finance courses offered in the bachelor programme at the University of Mannheim or equivalent courses.			
<b>Obligatory registration:</b> no		<b>Further information on registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	3	9	6
Exercise	1	3	2
ECTS in total			8
<b>Form of assessment</b>	Written exam (90 min.)		
<b>Lecturer/Person in charge</b>	Prof. Albrecht		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Spring semester		
<b>Language</b>	German		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm., M.Sc. Business Mathematics, M.Sc. Econ.		



**Module: FIN 580 Derivatives I – Basic Strategies and Pricing****Aim of module:**

This course deals with different derivatives. The functioning of various derivative instruments like forwards, futures, swaps, and options will be explained. Furthermore, derivatives strategies like will be analyzed. A particular focus of the course is the valuation of different basic and exotic instruments. The theoretical basis will be presented in lectures, while exercise classes will provide the opportunity to apply the concepts in practice.

**Learning outcomes:**

After the completion of this course, students will have gained a thorough understanding of the spectrum of derivative financial instruments and their functioning. Furthermore, they will have learned how to implement investment strategies using derivatives. Students acquire a working knowledge of different valuation techniques, which is a necessary condition for trading these instruments and which also allows them to price new innovative products themselves.

**Prerequisites:**

**Formal:** none

**Recommended:** Students should have successfully completed the Mannheim Bachelor finance modules (or equivalent courses). They should have an understanding of simple derivatives and basic pricing techniques on a Bachelor level before taking this course! A working knowledge of basic mathematics (analysis and optimization) and statistics (expected values, variances, covariances) is required.

**Obligatory registration:** no

**Further information on registration:**

<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	6	4
Exercise class	1	3	2
ECTS in total			6
<b>Form of assessment</b>	Written Exam (60 min)		
<b>Lecturer/Person in charge</b>	Prof. Ruenzi		
<b>Duration of module</b>	1 <sup>st</sup> half of semester (lectures and exercise classes in double frequency in the first half of the semester)		
<b>Offering</b>	Fall semester		
<b>Language</b>	English		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm., M.Sc. Business Mathematics, M.Sc. Econ.		

<b>Module: FIN 550 International Course – Banking, Finance, and Insurance</b>			
<b>Aim of module:</b> depends on course taken abroad			
<b>Learning outcomes:</b> depends on course taken abroad			
<b>Prerequisites:</b> none <b>Formal:</b> The course level equals a regular 500-level course or 600-level course in the Master in Management program. <b>Recommended:</b> The module can be taken during a study abroad term / semester and complements the Mannheim curriculum of the student.			
<b>Course</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
International Course – Banking, Finance, and Insurance	depends on course taken abroad	depends on course taken abroad	depends on course taken abroad
ECTS in total: depends on course taken abroad			
<b>Form of assessment</b>	depends on course taken abroad		
<b>Lecturer/Person in charge</b>	Lecturer at the host university; in Mannheim the respective <i>Teaching Area</i> is responsible for assessment of course		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	fall or spring semester		
<b>Language</b>	English preferred, but any other language possible if Mannheim faculty member is able to identify content and level		
<b>Range of application</b>	Mannheim Master in Management, other Master programs, depends on respective study regulations		

<b>Module: FIN 601 Investments II</b>			
<b>Aim of module:</b> This course builds on FIN500 and extends the discussion of modern portfolio management and its applications. It covers issues in bond portfolio management, performance measurement, risk management, and fund management.			
<b>Learning outcomes:</b> After this course students are familiar with the theory and practice of modern quantitative portfolio management. They are able to devise and assess portfolio strategies, to evaluate the performance of a portfolio manager, and to assess the risk of a portfolio.			
<b>Prerequisites:</b> <b>Formal:</b> none <b>Recommended:</b> Students should have attended FIN500 or be ready to acquire knowledge of the contents of that course as needed.			
<b>Obligatory registration:</b> no		<b>Further information on registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	6	4
Exercise class	1	3	2
ECTS in total			6
<b>Form of assessment</b>	written exam (closed book, 60 minutes)		
<b>Lecturer/Person in charge</b>	Prof. Theissen		
<b>Duration of module</b>	1 Semester		
<b>Offering</b>	Spring semester		
<b>Language</b>	English		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm., M.Sc. Business Mathematics, M.Sc. Econ.		

**Module: FIN 602 Trading and Exchanges****Aim of module:**

Traditional asset pricing theory and investment analysis treat the process of price formation as a black box. The actual structure of financial markets does not play a role, and frictions and transaction costs are disregarded. These issues, and market liquidity in particular, are of enormous practical importance. This is evidenced by the great attention regulators pay to issues of financial market structure (e.g. the MiFID directive of the EU), as well as by the attention market participants pay to trading costs. In recent years, many new markets have been created in an attempt to reduce transaction costs (e.g. the ATS in the US or Chi-X and Turquoise in Europe). The branch of financial economics that deals with these issues is called market microstructure. This course provides an introduction into the theoretical and empirical foundations of market microstructure.

**Learning outcomes:**

This course familiarizes students with the institutional setting of today's securities markets. They will know how an exchange operates and what the distinguishing features and theoretical foundations of auction and dealer markets are. They will be able to understand and apply measures of market quality and liquidity. They will further understand how asset characteristics, risk aversion and asymmetric information affect the process of price formation and market liquidity.

**Prerequisites:**

**Formal:** Module FIN 500 (parallel attendance possible)

**Recommended:** Students should have a sound background in finance. They should be familiar with the different types of securities (stocks, bonds, derivatives), with modern investment analysis and the efficient markets hypothesis. They should also have basic knowledge in statistics and econometrics (unconditional and conditional expected values and variances, regression analysis and hypothesis testing).

**Obligatory registration:** no

**Further information on registration:**

Courses	Hours per week	Self-study	ECTS
Lecture	2	6	4
Exercise class	1	3	2
ECTS in total			6

<b>Form of assessment</b>	written exam (closed book, 60 minutes)
<b>Lecturer/Person in charge</b>	Prof. Theissen
<b>Duration of module</b>	1 semester
<b>Offering</b>	Fall semester (not in Fall semester 2010/11)
<b>Language</b>	English
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm., M.Sc. Business Mathematics, M.Sc. Econ.

**Module: FIN 620 Behavioral Finance****Aim of module:**

There is abundant evidence suggesting that the standard economic paradigm of rational investors does not adequately describe behavior in financial markets. Behavioral Finance examines how individuals' attitudes and behavior affect their financial decisions. This course reviews recent research on possible mispricing in financial markets due to the nature of psychological biases. Moreover the course deals with behavioral finance models explaining investor behavior or market anomalies when rational models provide no sufficient explanations. Topics will include among others overconfidence, prospect theory, heuristic driven biases and frame dependence.

**Learning outcomes:**

Behavioral finance applies scientific research on human and social cognitive and emotional biases. After completing this course, students will be able to better understand economic decisions and how they affect market prices and returns. They will know how behavioral findings are integrated with neo-classical theory.

**Prerequisites:**

**Formal:** Module CC 501 and Module FIN 5XX

**Recommended:** Every student participating in this course should have completed the 2-semester finance module of the Mannheim Bachelor program (or equivalent courses) and the module Decisions Analysis. The lecture generally assumes basic knowledge in mathematics (calculus, optimization) and statistics (mean, variance, standard deviation).

**Obligatory registration:** no

**Further information on registration:**

<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture Behavioral Finance	2	6	4
Exercise class to Behavioral Finance	1	3	2
ECTS in total			6
<b>Form of assessment</b>	Final exam (60 min.)		
<b>Lecturer/Person in charge</b>	Prof. Weber		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Spring semester		
<b>Language</b>	English		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm., M.Sc. Business Mathematics, M.Sc. Econ.		

<b>Module: FIN 640 Corporate Finance II (Mergers, Acquisitions and Divestitures)</b>			
<b>Aim of module:</b> The topic of this course is the restructuring of corporations through mergers, acquisitions and divestitures. The purpose of the lecture is to provide an understanding of restructuring processes and to provide an analytic framework to analyze the motivation of these activities and their individual merits. A special focus will be on the economic analysis of corporate strategy and the contractual structures of various types of transactions. We will also discuss valuation and cost of capital in an international context. The lecture will frequently draw on empirical studies, especially on event studies. Participants will be required to solve several case studies in groups of up to three students.			
<b>Learning outcomes:</b> After completing this course, students will be able to develop and evaluate strategic rationales for M&A transactions and their structure. They will be able to build valuation models using real world data and evaluate whether a particular transaction makes sense from an economic perspective. Students will be able to implement valuation models using Microsoft Excel, to understand the legal and institutional context of M&A transactions, to interpret scientific studies and make appropriate inferences from them for the M&A process.			
<b>Prerequisites:</b> <b>Formal:</b> Module FIN 540 <b>Recommended:</b> The course builds on the valuation techniques discussed in CF I (DCF, residual income and multiples valuation) and requires to manage the material in Brealey, Myers, Allen, <i>Corporate Finance</i> , (McGraw-Hill, 10th edition, 2010), chapters 1-19, and in Berk and DeMarzo, <i>Corporate Finance</i> , (Pearson, 2nd edition, 2009) chapters 2, 9, 12, 14, 17-19, 23.			
<b>Obligatory registration:</b> yes		<b>Further information on registration:</b> Website of the chair	
<b>Course</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture Corporate Finance 2	2	8	5
Case discussion	1	9	5
ECTS in total			10
<b>Form of assessment</b>	Final exam (40%), case write-ups (45%), oral participation in case discussions (15%)		
<b>Lecturer/Person in charge</b>	Prof. Maug		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Spring semester		
<b>Language</b>	English		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm., M.Sc. Business Mathematics, M.Sc. Econ.		

<b>Module: FIN 703 Seminar “Financial Markets”</b>			
<b>Aim of module:</b> The seminar covers specific issues relating to financial markets in depth. The seminar is organized as a block seminar. Prior to the seminar students have to write a seminar paper on a particular topic. This paper has to be presented during the seminar. Students are also expected to actively participate in the discussion during the seminar.			
<b>Learning outcomes:</b> Students learn how to write a research paper. The seminar is thus an important prerequisite for the master thesis. During the seminar the students will also train their presentation and discussion skills.			
<b>Prerequisites:</b> <b>Formal:</b> At least one MMM finance course: FIN 5XX <b>Recommended:</b> Participation in the seminar requires a sound background in finance, a good command of English and of basic statistical and econometric techniques. Students are expected to be able to read and understand current research papers.			
<b>Please note:</b> Participation in the seminar is limited. Information on how to apply is published on the homepage of the chair.			
<b>Obligatory registration:</b> yes		<b>Further information on registration:</b> Website of the chair	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Seminar	2	10	6
ECTS in total			6
<b>Form of assessment</b>	Seminar paper (2/3), Presentation and discussion (1/3)		
<b>Lecturer/Person in charge</b>	Prof. Theissen		
<b>Duration of module</b>	1 Semester		
<b>Offering</b>	Fall semester and/or Spring semester		
<b>Language</b>	German/English		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, Diploma Bus. Adm.		

<b>Module: FIN 704 Colloquium “Financial Markets”</b>		
<b>Aim of module:</b> During the colloquium students will present and discuss the objectives and the outline of their thesis with the supervisor and the chair.		
<b>Learning outcomes:</b> The main objective of the colloquium is to provide guidance for students who are writing their thesis. The colloquium serves to identify potential problems in an early stage and to discuss improvements. On a more general level, students learn how to structure and write a research paper and how to present it.		
<b>Prerequisites:</b> <b>Formal:</b> Only students who are writing their (master or diploma) thesis at the chair <b>Recommended:</b> not specified		
<b>Obligatory registration:</b> yes		<b>Further information on registration:</b>
<b>Courses</b>	<b>Hours per week</b>	<b>ECTS</b>
Colloquium	1	-
ECTS in total		-
<b>Form of assessment</b>	Master / diploma thesis	
<b>Lecturer/Person in charge</b>	Prof. Theissen	
<b>Duration of module</b>	1 Semester	
<b>Offering</b>	Fall semester and Spring semester	
<b>Language</b>	German or English	
<b>Range of application</b>	Mannheim Master in Management, Diploma Bus. Adm., M.Sc. Bus. Ed.,	



<b>Module: FIN 720 Seminar in Banking and Behavioral Finance</b>			
<b>Aim of module:</b> Within this seminar students get the possibility to deeply deal with relevant topics in Banking and Behavioral Finance. The seminar is scheduled as a block seminar. We will discuss several topics. Students have to write a seminar thesis on a specific topic in advance. In addition they have to make a presentation on one of the topics in class and to actively participate in the discussion.			
<b>Learning outcomes:</b> Students will be capable of independent academic work. The writing of a seminar thesis is excellent training for the master thesis. During the seminar students practice their presentation and discussion skills.			
<b>Prerequisites:</b> <b>Formal:</b> Module FIN 5XX <b>Recommended:</b> Further prerequisites will be announced by the chair before the start of the respective seminar during the topics presentation.			
<b>Note:</b> It is necessary to apply for the seminar. Further information will be published on the chair's internet site.			
<b>Obligatory registration:</b> yes		<b>Further information on registration:</b> Website of the chair	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Seminar	2	10	6
ECTS in total			6
<b>Form of assessment</b>	Seminar thesis: 2/3, Presentation and Discussion: 1/3		
<b>Lecturer/Person in charge</b>	Prof. Weber		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Fall semester and Spring semester (not in spring semester 2013!)		
<b>Language</b>	German or English		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, Diploma Bus. Adm.		

<b>Module: FIN 721 Master-Colloquium in Banking and Behavioral Finance</b>		
<b>Aim of module:</b> In the Master-Colloquium students discuss their outline and selected core elements of their Master-Thesis with the adviser and the professor.		
<b>Learning outcomes:</b> Students will be capable of independent academic work. They are able to present complex issues in a structured way. The Master-Colloquium shall help the students to write their thesis. Potential problems can be pointed out at an early stage.		
<b>Prerequisites:</b>  <b>Formal:</b> Module FIN 720  Other seminars offered in the Area “Banking, Finance, and Insurance” are accepted. In addition to a seminar offered by the other chairs of the area, students have to successfully complete the following modules:  Module FIN 520 <u>or</u> Module FIN 620  <b>Recommended:</b> not specified		
<b>Note:</b> The participation in the Master-Colloquium is linked to the writing of a Master-Thesis at the chair of Prof. Weber.		
<b>Obligatory registration:</b> yes		<b>Further information on registration:</b> Website of the chair
<b>Courses</b>	<b>Hours per week</b>	<b>ECTS</b>
Colloquium	1	-
Support	1	-
ECTS in total		
<b>Form of assessment</b>	Master / Diploma thesis	
<b>Lecturer/Person in charge</b>	Prof. Weber	
<b>Duration of module</b>	1 semester	
<b>Offering</b>	Fall semester and Spring semester	
<b>Language</b>	German or English	
<b>Range of application</b>	Mannheim Master in Management, Diploma Bus. Adm., M.Sc. Bus. Ed.	

<b>Module: FIN 740 Corporate Finance Seminar</b>			
<b>Aim of module:</b> The purpose of this seminar is to prepare students for an empirical master thesis in the field of Corporate Finance. With regard to content, students will gain an overview of diverse current research topics in empirical Corporate Finance and become acquainted with one topic in depth. With regard to methodology, the course will introduce students to basic econometric concepts that are applied in research in empirical Corporate Finance.			
<b>Learning outcomes:</b> At the end of the course, students will be familiar with the statistics software STATA and have learned to use commercial finance databases such as Worldscope, Datastream, CRSP, or Compustat. In addition, they will have gained access to state-of-the art methods and current topics in empirical Corporate Finance.			
<b>Prerequisites:</b> <b>Formal:</b> Module FIN 5XX <b>Recommended:</b> If you intend to apply for a seminar thesis at our chair, we advise you to follow Corporate Finance I and II since these lectures form the conceptual basis for several topics discussed in the seminar. However, participation in these courses is no formal requirement for seminar access. Basic knowledge of statistics and econometrics is assumed and participants must be motivated to undertake empirical work. A sound reading and writing knowledge of English is also required as the seminar is conducted in English.			
<b>Obligatory registration:</b> yes		<b>Further information on registration:</b> Website of the chair	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Seminar	2	10	6
ECTS in total			6
<b>Form of assessment</b>	Participation (15%), oral presentation (15%), seminar paper (70%)		
<b>Lecturer/Person in charge</b>	Prof. Maug.		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Spring semester, registration in Fall semester		
<b>Language</b>	English		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, Diploma Bus. Adm.		

<b>Module: FIN 760 Seminar in Insurance</b>			
<b>Aim of module:</b> The seminar covers extended subjects in insurance science.			
<b>Learning outcomes:</b> <ul style="list-style-type: none"> <li>- Students write an essay which is presented to students and discussed in the seminar.</li> <li>- The essay shows that students are capable of pursuing independently academic work in the field of insurance.</li> <li>- The essay prepares for a master thesis in insurance.</li> </ul>			
<b>Prerequisites:</b>			
<b>Formal:</b> Module FIN 560 (8 ECTS) <u>or</u> Module FIN 561 (8 ECTS)			
<b>Recommended:</b> not specified			
<b>Obligatory registration:</b> yes		<b>Further information on registration:</b> Website of the chair/Student Portal	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture Seminar in Insurance	2	10	6
ECTS in total			6
<b>Form of assessment</b>	essay, active participation, presentation		
<b>Lecturer/Person in charge</b>	Prof. Albrecht		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Fall semester and Spring semester		
<b>Language</b>	German		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, Diploma Bus. Adm.		

<b>Module: FIN 761 Master Colloquium in Insurance</b>		
<b>Aim of module:</b> During the colloquium, students will discuss the research question and the main outline of their Master's or Diploma thesis with their supervisor and the chair as well as other students writing their thesis at the chair for insurance in the same semester. They will present their research proposal and their main results during the colloquium. They will also participate in the discussion of other student's proposals.		
<b>Learning outcomes:</b> Feedback during the colloquium presentations and discussions will provide guidance for students that are currently writing their thesis. During presentations, potential problems can be identified and corrected at an early stage. Furthermore, students learn how to work on a larger research project independently and how to structure and present results.		
<b>Prerequisites:</b> <b>Formal:</b> None <b>Recommended:</b> Not specified		
<b>Note:</b> Only students who are writing their (master or diploma) thesis at the chair can participate.		
<b>Obligatory registration:</b> no	<b>Further Information on the registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>ECTS</b>
Colloquium	3	-
ECTS in total		-
<b>Form of assessment</b>	2 presentations during the semester, participation in the whole colloquium, Master/Diploma-thesis.	
<b>Lecturer/Person in charge</b>	Prof. Albrecht	
<b>Duration of module</b>	1 semester	
<b>Offering</b>	Fall semester and Spring semester	
<b>Language</b>	German	
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, Diploma Bus. Adm.	

<b>Module: FIN 780 Seminar in Asset Management &amp; International Finance</b>			
<b>Aim of Module:</b> In this course specific topics from the fields of „Asset Management“, „International Finance“ or other areas of finance (see also the specific announcements) will be dealt with in depth. Students will have to work on the main topic of the seminar in some detail and write a term paper on a specific sub topic that will be allocated to them. In the seminar, students will present their own paper as well as a discussion on another student's paper and participate actively in the classroom discussions.			
<b>Learning Outcomes:</b> Students will learn how to independently work on a research paper. Thus, the seminar paper also serves as preparation for a Master's thesis. Furthermore, students learn how to present research results and how to contribute to scientific discussions.			
<b>Prerequisites:</b> <b>Formal:</b> At least one FIN 5XX Module <b>Recommended:</b> Further prerequisites will be announced by the Department of International Finance before the start of the respective seminar during the topics presentation.			
<b>Note:</b> It is necessary to apply for the seminar. Further information will be published on the Department's internet site.			
<b>Obligatory registration:</b> yes		<b>Further information on registration:</b> Website of the chair	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Seminar	2 (blocked)	10	6
ECTS in total			6
<b>Form of assessment</b>	Paper: 50%, Presentation: 25%, Discussion of other student's paper: 15%, Oral participation: 10%		
<b>Lecturer/Person in charge</b>	Prof. Ruenzi		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	HWS and FSS		
<b>Language</b>	German or English		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education; Diploma Bus. Adm.		

<b>Module: FIN 781 Master Colloquium in Asset Management &amp; International Finance</b>		
<b>Aim of Module:</b> During the colloquium, students will discuss the research question and the main outline of their Master's or Diploma thesis with their supervisor and the chair as well as other students writing their thesis at the chair for international finance in the same semester. They will present their research proposal and their main results during the colloquium. They will also participate in the discussion of other student's proposals.		
<b>Learning Outcomes:</b> Feedback during the colloquium presentations and discussions will provide guidance for students that are currently writing their thesis. During presentations, potential problems can be identified and corrected at an early stage. Furthermore, students learn how to work on a larger research project independently and how to structure and present results.		
<b>Prerequisites:</b> <b>Formal:</b> Module FIN 780 Other seminars offered in the Area "Banking, Finance, and Insurance" are accepted. <b>Recommended:</b> Not specified		
<b>Note:</b> Only students who are writing their (master or diploma) thesis at the chair can participate.		
<b>Obligatory registration:</b> yes <b>Further information on registration:</b> Website of the chair		
<b>Courses</b>	<b>Hours per week</b>	<b>ECTS</b>
Colloquium	2	-
ECTS in total		-
<b>Form of assessment</b>	2 presentations during the semester, participation in the whole colloquium, Master/Diploma-thesis.	
<b>Lecturer/Person in charge</b>	Prof. Ruenzi	
<b>Duration of module</b>	1 semester	
<b>Offering</b>	Fall semester and Spring semester	
<b>Language</b>	German or English	
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Bus. Ed., Diploma Bus. Adm.	

### 3.1.3. Area “Information Systems“

<b>Module:</b> IS / MAN 500 Information Systems in Organizations			
<b>Aim of module:</b> <p>The lecture “Information Systems in Organizations” (ISO) aims at enabling students to better understand the impact of information systems on organizations. Many businesses rely extensively on Information Systems (IS) to plan, execute, and manage what they do in order to generate value. Beyond such obvious examples of e-enabled business as ebay, Amazon, or Google, this is true for many traditional businesses as well. Examples here range from the coordination of supply processes in the manufacturing industry to companies that have implemented almost their entire value chain in IS. Banks and insurances provide good cases in point in that IS are woven intimately into the very fabric of these organizations. While many organizations leverage the capabilities of these systems to increase their value proposition, the past has shown that such an intimate interplay between IS and organizations is not without risk.</p> <p>Given this background, the ISO lecture is designed to introduce students to this exciting field of business studies and provide insights that help them manage how organizations leverage IS. To do so, the course first introduces students to some of the foundational concepts of organization and information systems. This will allow students from both a business and an IT background to build the necessary conceptual understanding. In the second half of the course, students will gradually analyze a case study of organizational and technological change. Doing so provides them with an opportunity to better understand how business processes, information, and technology interact and will provide them with experiences equally relevant to backgrounds in management, organization, and information systems.</p>			
<b>Learning outcomes:</b> <ul style="list-style-type: none"> <li>▪ Know basic concepts of organization and information systems</li> <li>▪ Understand how IS, organizational structures, and business processes shape each other</li> <li>▪ Analyze organizations as complex socio-technical systems</li> <li>▪ Identify facilitating and inhibiting effects of technology in organizational change <ul style="list-style-type: none"> <li>○ Technological change as a source of organizational change</li> <li>○ Organizational change as a source of technological change</li> </ul> </li> <li>▪ Able to manage both technological and organizational facets of change projects</li> </ul>			
<b>Prerequisites:</b> <b>Formal:</b> none <b>Recommended:</b> IS 540 (Management of Enterprise Systems), MAN 625 (Organizational Structures Within and Between Firms), and MAN 627 (Organizational Design and Technology are related but not required)			
<b>Obligatory registration:</b> yes		<b>Further Information on the registration:</b> <a href="http://eris.bwl.uni-mannheim.de">http://eris.bwl.uni-mannheim.de</a>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	4	6
ECTS in total			6
<b>Form of assessment</b>	40% Mid-Term Exam (60 min.) and 60 % Final Case-Study		
<b>Lecturer/Person in charge</b>	Dr. Benjamin Müller		
<b>Duration of module</b>	1 semester		



<b>Offering</b>	Spring term
<b>Language</b>	English
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Business Administration., Diploma Business Informatics

**Module: IS / MKT 500 E-Business and Electronic Markets****Aim of module:**

The module communicates the fundamentals of E-Business and Electronic Markets. An understanding of the role of information for business processes is provided by reviewing trans-action cost theory and the principle agent problem. Based on these theories, the impact of information technology and the Internet on industry structure is analyzed. Furthermore, the major B2B, B2C and C2C business models of E-Commerce are illustrated. In the second part of the lecture, well founded knowledge of the key properties and mechanisms of electronic markets for their application in today's businesses are elaborated. In this context, auction mechanisms, the pricing of information goods, economic network effects for information technology and the dynamics of standardization processes are discussed. Next to these aspects, the role of Web 2.0, social networks and socio-economic facets of information processing are emphasized.

**Learning outcomes:**

Students will

- understand the impact of information technology and the internet on the organization of economic activity
- know the fundamentals of E-Business strategy, business models and success factors
- be able to conceptualize the key aspects of electronic markets
- get an insight into the role of socio-economic facets of information processing, social networks and Web 2.0

**Prerequisites:**

**Formal:** -

**Recommended:** Basic IS knowledge on Bachelor level / B.Sc. Bus. Admin. or B.Sc. IS

**Obligatory registration:** no

**Further Information on registration:**

<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	10	6
Exercise class	(integrated)		
ECTS in total			6

<b>Form of assessment</b>	Written examination (60 min)
<b>Lecturer/Person in charge</b>	Prof. Veit
<b>Duration of module</b>	1 semester
<b>Offering</b>	Fall semester (last offer in fall semester 2012)
<b>Language</b>	English
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Business Administration., Diploma Business Informatics

**Module: IS 510 Process Management****Aim of module:**

This lecture offers theoretical and practical concepts for modeling, analyzing, and implementing business processes with information and communication technology. Participants will be offered related business knowledge as well as the required methodological foundations from an information systems perspective in order to apply contemporary business process modeling and analysis tools.

**Learning outcomes:**

After completing the class students should be able to

- recognize the significance of process management
- model and analyze business processes by using particular techniques and tools
- define the structure of processes in a semantically precise way
- examine the (dynamic) behaviour of objects in processes
- improve the design of processes

**Prerequisites:**

**Formal:** -

**Recommended:** Fundamentals of Information Systems

**Obligatory registration:** no

**Further Information on registration:**

Courses	Hours per week	Self-study	ECTS
Lecture	2	8	5
Exercise class	1	1	1
ECTS in total			6

<b>Form of assessment</b>	80% written exam (60 min) 20% group assignment and presentation
<b>Lecturer/Person in charge</b>	Prof. Heinzl
<b>Duration of module</b>	1 semester
<b>Offering</b>	Spring semester
<b>Language</b>	English
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Business Administration., Diploma Business Informatics, M.Sc. Econ.

<b>Module: IS 511 Information Resource Management</b>			
<b>Aim of module:</b> Modern organizations are influenced by information systems in various ways. As competition becomes borderless, organizations are forced to continually examine ways to operate more efficiently. Information systems are often a means of obtaining efficiencies in such environments. Systems are also a key enabler of new products, services, and processes.			
<b>Learning outcomes:</b> This course is designed for students who desire an insightful synopsis of information resource management concepts and practices. Information resources are information systems, the information infrastructure and the respective professionals. Information resource management issues will be discussed from a planning, leadership, governance, sourcing and controlling perspective. Topics include: <ul style="list-style-type: none"> <li>• Information Technology (IT) returns and impact</li> <li>• IT Strategy and strategic alignment</li> <li>• IT Governance</li> <li>• Outsourcing and Offshoring of IT</li> <li>• IT Controlling</li> <li>• Risk Management</li> </ul>			
<b>Prerequisites:</b> <b>Formal:</b> - <b>Recommended:</b> -			
<b>Obligatory registration:</b> no		<b>Further Information on registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	10	6
Exercise class	(integrated)		
ECTS in total			6
<b>Form of assessment</b>	80% written exam (60 min) 20% group assignment and presentation		
<b>Lecturer/Person in charge</b>	Prof. Heinzl		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Spring semester		
<b>Language</b>	English		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Business Administration., Diploma Business Informatics, M.Sc. Econ.		

<b>Module: IS 530 Component-Based Systems</b>			
<b>Aim of module:</b> Today's business applications need to access data, apply business logic, and add presentation layers. Students will learn to achieve these goals, using standard and robust technologies (based on Java Enterprise Edition) that can handle heavy loads.			
<b>Learning outcomes:</b> Students will understand the components and technologies that are used to build enterprise applications: Java EE Components, Servlets, Session Beans, Message Driven Beans, Transaction Management, Security. Students will learn how to create portable, component-based enterprise applications that will run on any compliant Java EE server.			
<b>Prerequisites:</b> <b>Formal:</b> - <b>Recommended:</b> experience with Java programming			
<b>Obligatory registration:</b> no		<b>Further Information on registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	10	6
Exercise class	(integrated)		
ECTS in total			6
<b>Form of assessment</b>	Written (60 min.) or oral examination		
<b>Lecturer/Person in charge</b>	Prof. Schader		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Spring semester		
<b>Language</b>	English or German, depending on participants		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Business Administration., Diploma Business Informatics, M.Sc. Econ.		

**Module: IS 540 Management of Enterprise Systems****Aim of module:**

Managers' ability to make effective strategic and operational decisions increasingly depends on the availability of high quality information about every aspect of their corporation. Accordingly, Enterprise Systems (ES) as a specific category of information systems heavily adopted in practice since the 1990s and tightly integrated into most business processes of organizations. ES drive for cross-functional integration and require organization-wide resources for their implementation. The ES lifecycle involves various entities both external and internal to the company. As such, they impact multiple levels of a company, ranging from the individual employee to groups to the entire organization and even its associated network.

As critical as the ability to manage these ES is to most businesses, as challenging it is as well. This module is designed to provide a comprehensive insight into theoretical foundations, concepts, tools, and current practice of ES. The lecture is complemented with exercises and a case study. Students get the opportunity to collect hands-on experiences with a commercial enterprise application software product and analyze and propose solutions for a specific ES challenge, thus allowing them to build up first-hand experience with this important aspect of managing businesses successfully.

**Learning outcomes:**

Get an overview on basic concepts and definitions of Enterprise Systems

Understand important characteristics of enterprise application software products on which ES are built on (e.g., Enterprise Resource Planning, Business Intelligence, Enterprise Portals)

Gain insight into the lifecycle of ES covering the phases of development, implementation, and post-implementation appropriation.

Get practical insights into the real-world ES challenges (exercises and case study)

**Prerequisites:**

**Formal:** -

**Recommended:** -

**Obligatory registration:** yes

**Further Information on the registration:**

<http://eris.bwl.uni-mannheim.de>

Courses	Hours per week	Self-study	ECTS
Lecture	2	6	4
Exercise class / Case Study	1	3	2
ECTS in total			6

<b>Form of assessment</b>	Assignments and Examination (60 min.)
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<b>Lecturer/Person in charge</b>	Prof. Mädche
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<b>Duration of module</b>	1 semester
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<b>Offering</b>	Fall semester
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<b>Language</b>	English
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<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Business Administration, Diploma Business Informatics, M.Sc. Econ.
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**Module: IS 541 Methods and Theories in Information Systems****Aim of module:**

The module “Methods and Theories in Information Systems” (ManTIS) is designed to provide students an opportunity to build up basic theoretical and methodological skills needed to conceptualize, conduct, and communicate their own research (e.g., seminar or master theses). To do so, ManTIS familiarizes students with the essential triad consisting of topic, methods, and theories. While selecting an exciting topic is a fundamental anchor for research’s relevance, the ability to provide rigorous results depends on a researcher’s sound command of theories and methods.

In this context, theories provide the students with a sound basis for their work by summarizing current knowledge and allowing for a precise definition and investigation of their topic. Complementary to this, methods afford the students with the ability to produce reliable results which allow them to derive both meaningful and trustworthy conclusion. This way they can make sure that their results are not only interesting but also true.

To support students in the preparation of their seminar or master theses, ManTIS introduces the most common methods used in IS research. This includes how to carry out a literature review as well as qualitative (e.g., case study research) and quantitative (e.g., survey-based research) methods of empirical research. In doing so, ManTIS complements competencies students acquire in core courses (such as CC 503). Based on selected readings, the course will furthermore illustrate some of the basic theories used in IS research, how to use these appropriately, as well as how to contribute to them. Students will thus get to know best research practices as well as gain first-hand experience in applying these.

**Learning outcomes:**

- Preparation for own research endeavors (e.g., master thesis)
- Ability to understand the relevance of methods and theories in meaningful research
- Overview of most common methods and theories with examples from IS research
- Basic understanding of the core phenomena in IS

**Prerequisites:**

**Formal:** -

**Recommended:** -

**Obligatory registration:** yes

**Further Information on the registration:**

<http://eris.bwl.uni-mannheim.de>

Courses	Hours per week	Self-study	ECTS
Lecture	1,5	6,5	4
Reading-based discussions	0,5	3,5	2
ECTS in total			6
<b>Form of assessment</b>	Term paper and in-class assignments		
<b>Lecturer/Person in charge</b>	Dr. Benjamin Müller		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Spring semester		
<b>Language</b>	English		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, M.Sc. Econ.		

**Module: IS 551 Foundations of Data Management****Aim of module:**

The main theme of the course is the design, implementation, use, and management of large-scale, complex enterprise databases that are simultaneously used by multiple users across an organization. Students will work in teams to design and implement an exemplary database for an organization using the methodology taught in the course.

**Learning outcomes:**

Students will understand the major concepts and issues in the field of database systems. They will learn how to model databases using a number of techniques and approaches. They will also learn how to write SQL code to query data in a database.

**Prerequisites:**

**Formal:** -

**Recommended:** -

**Obligatory registration:** yes

**Further Information on registration:**  
“Student Portal”

<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	10	6
Exercise class	(integrated)		
ECTS in total			6
<b>Form of assessment</b>	Written (60 min.) or oral examination		
<b>Lecturer/Person in charge</b>	Prof. Schader		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Fall semester		
<b>Language</b>	English		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Business Administration., Diploma Business Informatics, M.Sc. Econ.		



<b>Module: IS 553 System Software</b>			
<b>Aim of module:</b> This module introduces concepts and architectures of system software. Based on the introduction (IS 554) aspects of process execution, communication and resource management in local and distributed settings are discussed.			
<b>Learning outcomes:</b> System software enables application programmers to program on higher layers of abstractions. Students will be able to choose and use platforms. Core concepts being present in many of today's system platform are discussed and practiced in exercises: <ul style="list-style-type: none"> <li>• Process models, Scheduling</li> <li>• Memory management and organization</li> <li>• Communication models (Remote Procedure Call, Publish/Subscribe)</li> <li>• Synchronization</li> <li>• Architectures</li> </ul>			
<b>Prerequisites:</b> <b>Formal:</b> - <b>Recommended:</b> IS 554, Java programming			
<b>Obligatory registration:</b> no		<b>Further Information on registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	6	4
Exercise class	2	2	2
ECTS in total			6
<b>Form of assessment</b>	Written (60 min.) or oral examination		
<b>Lecturer/Person in charge</b>	Prof. Becker		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Fall semester		
<b>Language</b>	English		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, Diploma Business Administration, M.Sc. Econ.		

<b>Module: IS 554 Technological Foundations of Information Systems</b>			
<b>Aim of module:</b> This module will provide essential knowledge of the technological foundations of information systems. Based on this, students will be able to assess technology but also to contribute to design science related courses.			
<b>Learning outcomes:</b> The students will learn basic concepts of computer hardware (von Neumann architecture) and system software (operating systems concepts), programming fundamentals (Java), as well as algorithms and data structures (searching, sorting, lists, hash-tables, trees). After this module, the students will be able to understand the basic architectures of modern information systems. They are able to model problems and solve them using standard algorithms and programming languages.			
<b>Prerequisites:</b> none <b>Formal:</b> - <b>Recommended:</b> -			
<b>Obligatory registration:</b> yes		<b>Further Information on registration:</b> <a href="http://becker.bwl.uni-mannheim.de">http://becker.bwl.uni-mannheim.de</a>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	4	8	6
Exercise class	2	2	2
ECTS in total			8
<b>Form of assessment</b>	Written (90 min.) or oral examination		
<b>Lecturer/Person in charge</b>	Prof. Becker		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Fall semester		
<b>Language</b>	English		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, Diploma Business Administration		

<b>Module: IS 550 International Course – Information Systems</b>			
<b>Aim of module:</b> depends on course taken abroad			
<b>Learning outcomes:</b> depends on course taken abroad			
<b>Prerequisites:</b> none <b>Formal:</b> The course level equals a regular 500-level course or 600-level course in the Master in Management program. <b>Recommended:</b> The module can be taken during a study abroad term / semester and complements the Mannheim curriculum of the student.			
<b>Course</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
International Course – Information Systems	depends on course taken abroad	depends on course taken abroad	depends on course taken abroad
ECTS in total: depends on course taken abroad			depends on course taken abroad
<b>Form of assessment</b>	depends on course taken abroad		
<b>Lecturer/Person in charge</b>	Lecturer at the host university; in Mannheim the respective <i>Teaching Area</i> is responsible for assessment of course		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	fall or spring semester		
<b>Language</b>	English preferred, but any other language possible if Mannheim faculty member is able to identify content and level		
<b>Range of application</b>	Mannheim Master in Management, other Master programs, depends on respective study regulations		

**Module: IS 600 E-Government: Methods, Technologies and Processes****Aim of module:**

The public sector has been engaged in the use of information and communication technologies (ICT) for many decades. Unlike in private companies, however, strategic ICT decisions cannot easily be implemented by central decisions. In countries with a federal government structure, the implementation of binding ICT strategies for the public sector is especially complicated. The aim of the module is to provide a basic overview on the applications, processes, methods and technologies in the field of public management information systems and E-Government. First legal foundations and technologies which apply to E-Government are presented, then the potentials of E-Government solutions are assessed and the developments in public management are analyzed by means of case studies on initiatives like Deutschland Online, the i2010 agenda of the European Union and the implementation of the European Services Directive.

**Learning outcomes:**

Students will

- understand the differences between public and private sector organizations
- get an insight into the concept of a modern state and into the implications of the rule of law
- be able to identify and to cope with the typical challenges arising in the implementation of E-Government projects
- know how to work with the special security requirements for the public sector

**Prerequisites:**

**Formal:** -

**Recommended:** Basic IS knowledge on Bachelor level / B.Sc. Business Administration or B.Sc. IS

**Obligatory registration:** no

**Further Information on registration:**

Courses	Hours per week	ECTS
Lecture	2	4
Exercise class	1	2
ECTS in total		6

<b>Form of assessment</b>	30% group assignment and presentation; 70% written examination (60 min) (minimum grade for passing is 4.0 in both parts)
<b>Lecturer/Person in charge</b>	Prof. Veit
<b>Duration of module</b>	1 semester
<b>Offering</b>	Spring semester (last offer in spring semester 2011)
<b>Language</b>	English
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Business Administration., Diploma Business Informatics, M.Sc. Econ.

**Module: IS 602 Business Intelligence and Management Support Systems****Aim of module:**

Business agility is one of the key determinants of business success. It describes the ability of an organization's executives to make successful business decisions in a both effective and efficient manner. In most modern enterprises, Business Intelligence and Management Support Systems represent a core enabler of managerial decision making in that they are supplying up-to-date and accurate information about all relevant aspects of a company's planning and operations: from stock levels to sales volumes, from process cycle times to key indicators of corporate performance.

As an important category of Enterprise Systems, these applications target improving business decision making and enhancing enterprise-wide transparency. The aim of this module is to introduce theoretical foundations, concepts, tools, and current practice of Business Intelligence and Management Support Systems. Moreover, students are being introduced to decision making at various levels and how various forms of Business Intelligence and Management Support Systems can support them in their work. The module is complemented with a case study. It challenges the students to analyze and propose solutions for a specific enterprise challenge with regards to system-based decision making and enterprise-wide transparency.

**Learning outcomes:**

- Get comprehensive overview of key capabilities of Business Intelligence and Management Support Systems
- Understand theoretical foundations underlying these systems
- Get practically oriented view by analyzing and proposing solutions for a selected enterprise challenge

**Prerequisites:**

**Formal:** -

**Recommended:** IS 540 (Management of Enterprise Systems)

**Obligatory registration:** no

**Further Information on the registration:**

Courses	Hours per week	Self-study	ECTS
Lecture	2	6	4
Case study		4	2
ECTS Modul insgesamt			6

<b>Form of assessment</b>	Assignments and Examination (60 min.)
<b>Lecturer/Person in charge</b>	Prof. Mädche
<b>Duration of module</b>	1 semester
<b>Offering</b>	Fall semester (beginning fall semester 2013)
<b>Language</b>	English
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Business Administration, Diploma Business Informatics, M.Sc. Econ.

**Module: IS 604 Contemporary Issues in Enterprise Systems****Aim of module:**

This module focuses on selected contemporary issues in Enterprise Systems. The module is currently covering the two topic areas: (1) Supplier Relationship Management (SRM) and (2) Business Performance Management (BPM). In the spring semester, the Supplier Relationship Management lecture introduces a holistic purchasing approach which seamlessly integrates operational purchasing and strategic sourcing aspects, based on a strong analytical foundation. In the fall semester, the Business Performance Management lectures focus on strategy development and implementation along a strategy-to-execution cycle leveraging state-of-the-art information technology embedded in Enterprise Systems.

Both lectures are complemented with a real-world case study. It challenges the students to analyze and propose solutions for SRM / BPM. Furthermore, students have the opportunity to get in touch with commercial software products of specific focus for the lecture topic. This module is given by guest lecturers from industry.

**Learning outcomes:**

- Get theoretical knowledge of relevant concepts of the surrounding topic area
- Provide overview on key capabilities of corresponding Enterprise Systems
- Provide practically oriented view of software tools used in practice.

**Prerequisites:**

**Formal:** -

**Recommended:** IS 540 (Management of Enterprise Systems)

**Obligatory registration:** yes

**Further Information on the registration:**

<http://eris.bwl.uni-mannheim.de>

Courses	Hours per week	Self-study	ECTS
Lecture	2	6	4
Case study		4	2
ECTS in total			6

<b>Form of assessment</b>	Assignments and Examination (60 min.)
<b>Lecturer/Person in charge</b>	Guest Lecturer/ Prof. Mädche
<b>Duration of module</b>	1 semester
<b>Offering</b>	Fall semester and Spring semester
<b>Language</b>	English
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Business Administration., Diploma Business Informatics, M.Sc. Econ.

**Module: IS 605 IT-Driven Government Modernization: International Case Studies****Aim of module:**

The module focuses on case studies that highlight international best practice case studies on Government modernization efforts with specific focus on IT and innovation. It will focus on how Government can re-position themselves as modern service-providers that can offer a highly attractive service catalogue to their citizens, enterprises and other Government entities. Over the last 10 years, leading Governments have been embarking large-scale modernization programs with the objective of increasing efficiency in delivery and improving customer orientation. Many stakeholders still view these programs as primarily technology-focused and not holistically, involving all aspects like end-user preferences, process-design, organization, and change management. Due to this circumstance, the progress that is being achieved in many countries is often limited and does not meet expectations. Many initiatives are limited in scope and missing the types of comprehensive, multichannel approaches necessary for a successful e-government program. In some cases, finances are an issue, and in other cases, the thought of managing an all-encompassing e-government program is daunting, especially to newly developing countries. However, best practice from international case studies can be identified, and structured along several dimensions. If the Government focuses on creating a full-fledged e-government system, the subsequent gains from streamlining bureaucracy and increasing citizen satisfaction will more than make up for any difficulties and costs brought on by the project

**Learning outcomes:**

- General understanding of innovation in Government along different dimensions (front-office, backoffice)
- Common frameworks for structuring and enabling innovation in Government operations: ERU-Framework (Environment / Readiness / Usage)
- Overview of indices that enable the assessment of Government innovation, particularly with respect to IT-driven modernization
- Challenges and risks of large-scale transformation programs – strategies to ensure successful implementation
- International best practice examples that demonstrate innovation in Government operations (North America, Europe, Middle East, Asia, Australia) and correspondent challenges due to different environmental and political pre-requisites

**Prerequisites:****Formal:**

**Recommended:** Basic IS knowledge on Bachelor level / B.Sc. Business Administration or B.Sc. IS

**Obligatory registration:** no

**Further Information on the registration:**

Courses	Hours per week	Self-study	ECTS
Lecture	2	10	6
ECTS in total			6

<b>Form of assessment</b>	30% individual assignment (5000 words) and presentation; 70% written examination (60 min)
<b>Lecturer/Person in charge</b>	Dr. Bernnat/Prof. Veit

<b>Duration of module</b>	1 semester (block course)
<b>Offering</b>	Spring semester / Fall semester
<b>Language</b>	English
<b>Range of application</b>	M.Sc. Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Business Administration., Diploma Business Informatics, M.Sc. Economics



<b>Module: IS 613 Globally Distributed Software Development Term Project</b>			
<b>Aim of module:</b> Growing global demand for software and increasing globalization of software production result in more globally distributed software projects. Collaboration has become more sophisticated due to distributed resources, restricted means of communication and less informal coordination mechanisms. This project deals with the collaborative development of a software application in a real-world setting.			
<b>Learning outcomes:</b> Participants will apply state of the art software engineering methods and tools in small teams in order to understand and manage particular issues of distributed settings. Learning outcomes include: <ul style="list-style-type: none"> <li>• Understand the difficulties involved in distributed software development</li> <li>• Experience the difficulties in a practical setting</li> <li>• Learn how to deal with the challenges in distributed software development</li> <li>• Improve software engineering skills</li> <li>• Improve the ability to work in teams</li> <li>• Use state of the art software engineering methods and tools</li> </ul>			
<b>Prerequisites:</b> <b>Formal: -</b> <b>Recommended:</b> Good programming skills and fundamentals of software engineering. Attendance of IS 615 in the same semester is recommended.			
<b>Obligatory registration:</b> yes		<b>Further Information on registration:</b> <a href="http://wifo1.bwl.uni-mannheim.de">http://wifo1.bwl.uni-mannheim.de</a>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	10	6
Exercise class	(integrated)		
ECTS in total			6
<b>Form of assessment</b>	Software development term project		
<b>Lecturer/Person in charge</b>	Prof. Heinzl		
<b>Duration of module</b>	1 Semester		
<b>Offering</b>	Fall semester		
<b>Language</b>	English		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Business Administration., Diploma Business Informatics, M.Sc. Econ.		

<b>Module: IS 614 Corporate Knowledge Management</b>			
<b>Aim of module:</b> Companies have realized that the knowledge of their professionals is a decisive factor in competition. Firms are able to differentiate against their competitors through superior knowledge in the long term.			
<b>Learning outcomes:</b> This lecture deals with the question of how the identification, acquisition, organization, storage, distribution, and use of knowledge can be supported with the help of information technology and where the limits of such efforts are. The following topics are covered: <ul style="list-style-type: none"> <li>• Introduction - What is Knowledge Management?</li> <li>• Knowledge creation</li> <li>• Knowledge storage and retrieval</li> <li>• Knowledge transfer</li> <li>• Strategic planning of integrated knowledge management systems (IKMS)</li> <li>• Architectures of integrated knowledge management systems</li> <li>• Implementation of integrated knowledge management systems</li> <li>• Evaluation of the success of integrated knowledge management systems</li> </ul>			
<b>Prerequisites:</b> <b>Formal:</b> - <b>Recommended:</b> -			
<b>Obligatory registration:</b> no		<b>Further Information on registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	10	6
Exercise class	(integrated)		
ECTS in total			6
<b>Form of assessment</b>	80% written exam (60 min) 20% group assignment and presentation		
<b>Lecturer/Person in charge</b>	Prof. Heinzl		
<b>Duration of module</b>	1 Semester		
<b>Offering</b>	Fall semester		
<b>Language</b>	English		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Business Administration., Diploma Business Informatics, M.Sc. Econ.		

<b>Module: IS 625 Pervasive Computing</b>			
<b>Aim of module:</b> This module gives an overview on Pervasive Computing systems. These systems consist of dynamic collections of (possibly mobile and/or embedded) devices that collaborate with each other depending on the state of their current physical environment or context. Based on IS 624 (wireless communication and mobile devices) the module introduces systems, concepts and algorithms for Pervasive Computing, e.g. adaptation frameworks, context management, sensors and actuator networks.			
<b>Learning outcomes:</b> After this course, the students should know about <ul style="list-style-type: none"> <li>• Location and Context Aware Systems</li> <li>• Context Management</li> <li>• Localization, e.g. using GPS</li> <li>• Sensor and Actuator systems, including Sensor Networks</li> <li>• Smart tagging systems, e.g. using optical tags or RFID</li> <li>• Adaptation and dynamic reconfiguration techniques</li> <li>• System software for Pervasive Computing</li> </ul>			
<b>Prerequisites:</b> <b>Formal:</b> - <b>Recommended:</b> IS 552, IS 554, IS 624, Java programming			
<b>Obligatory registration:</b> no		<b>Further Information on registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	6	4
Exercise class	2	2	2
ECTS in total			6
<b>Form of assessment</b>	Written (60 min.) or oral examination		
<b>Lecturer/Person in charge</b>	Prof. Becker		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Spring semester		
<b>Language</b>	English		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Business Administration., Diploma Business Informatics, M.Sc. Econ.		

<b>Module: IS 627 Self-organizing Systems</b>			
<b>Aim of module:</b> In this lecture we discuss concepts and algorithms for self-organizing distributed systems. Such systems adapt themselves, e.g. their behavior or structure to the current state of their execution environment. We discuss current application areas and the technical background, algorithms and protocols for self-organization.			
<b>Learning outcomes:</b> <ul style="list-style-type: none"> <li>• Introduction into Self-organizing distributed systems and their architecture</li> <li>• Leader election and clustering protocols</li> <li>• Consensus in distributed systems</li> <li>• Biologically inspired adaptive systems (e.g. Ant computing, Swarm Intelligence)</li> <li>• Machine Learning, e.g. Learning Classifier and Neural Networks</li> </ul>			
<b>Prerequisites:</b> <b>Formal:</b> - <b>Recommended:</b> IS 552, IS 554, Java programming			
<b>Obligatory registration:</b> no		<b>Further Information on the registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	6	4
Exercise class	2	2	2
ECTS in total			6
<b>Form of assessment</b>		Written (60 min.) or oral examination	
<b>Lecturer/Person in charge</b>		Prof. Becker	
<b>Duration of module</b>		1 semester	
<b>Offering</b>		Spring semester	
<b>Language</b>		English	
<b>Range of application</b>		Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Business Administration., Diploma Business Informatics, M.Sc. Econ.	

**Module: IS 629 Product Management and Design for Enterprise Systems****Aim of module:**

More and more products, from consumer to business markets, show an ever increasing amount of software at their very heart. Especially in the context of Enterprise Systems (i.e., information systems that integrate data and processes along a company's business processes) the ability to understand, design, and manage software-intensive products is of great importance to ensure sustainable success.

The aim of this lecture is to provide a comprehensive overview on the product lifecycle from a software vendor perspective. Specifically, the course focuses on the two increasingly important areas of product management and product design and covers the entire product lifecycle ranging from the formulation of a product vision to the successful launch of a product. Theoretical foundations, concepts, and methods of product management and product design as well as their interplay are explained and illustrated by detailed examples from the industry. Moreover, the course contents will be put into a practical perspective by selected guest speakers from industry. Furthermore, as part of a case study, the students will be asked to analyze and propose solutions for a given software product development and management challenge.

**Learning outcomes:**

- Gaining fundamental knowledge of product management and product design for software products
- Critical evaluation of decisions throughout the lifecycle of a software product.
- Practical insights into challenges of product management and design by selected industry talks and case study

**Prerequisites:**

**Formal:** -

**Recommended:** IS 540 (Management of Enterprise Systems)

**Obligatory registration:****Further Information on the registration:**

Courses	Hours per week	Self-study	ECTS
Lecture	2	6	4
Case study		4	2
ECTS in total			6

**Form of assessment**

Written exam & Case Study

**Lecturer/Person in charge**

Prof. Mädche

**Duration of module**

1 semester

**Offering**

Spring semester

**Language**

English

**Range of application**

Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Business Administration, Diploma Business Informatics, M.Sc. Econ.

<b>Module: IS 630 Machine Learning</b>			
<b>Aim of module:</b> Machine Learning is the ability of a computer (machine) to automatically learn from huge sets of example data how to make reasonable decisions (e.g., to classify, to recognize patterns, to estimate probabilities, etc.). This module provides students with the knowledge needed to apply well-established algorithms/programs.			
<b>Learning outcomes:</b> Students will study and understand models in a research area at the intersection of information systems, artificial intelligence, and data analysis. They will learn how to apply the corresponding general methods and techniques to a vast set of applications in business and economics.			
<b>Prerequisites:</b> <b>Formal:</b> - <b>Recommended:</b> good foundations in Mathematics and Statistics			
<b>Obligatory registration:</b> yes		<b>Further Information on registration:</b> Website of the chair	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	10	6
Exercise class	(integrated)		
ECTS in total			6
<b>Form of assessment</b>	Written (60 min.) or oral examination		
<b>Lecturer/Person in charge</b>	Prof. Schader		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Spring semester		
<b>Language</b>	English		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Business Administration., Diploma Business Informatics, M.Sc. Econ.		

<b>Module: IS 632 Supply Chain Management</b>			
<b>Aim of module:</b> Supply chain management is the ability to synchronize supply (by a network of cooperating businesses) with end user demand; it encompasses the planning and management of all activities involved in <u>sourcing</u> , <u>procurement</u> , conversion, and <u>logistics management</u> . This module provides students with the knowledge needed to understand various supply chain models, to design their vision of the entire process chain and to select a suitable implementation including considerations of cost ownership.			
<b>Learning outcomes:</b> Students will study how to organize change management of business processes, understand why companies need to change their business processes, and get to know business process architecture design approaches and corresponding implementation models.			
<b>Prerequisites:</b> <b>Formal: -</b> <b>Recommended: -</b>			
<b>Obligatory registration:</b> no		<b>Further Information on registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	10	6
Exercise class	(integrated)		
ECTS in total			6
<b>Form of assessment</b>	Written examination (60 min.)		
<b>Lecturer/Person in charge</b>	Prof. Merkel / Prof. Schader		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Spring semester		
<b>Language</b>	English		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Business Administration., Diploma Business Informatics, M.Sc. Econ.		

<b>Module: IS 701 Master-Colloquium Prof. Veit</b>		
<b>Aim of module:</b> The Master-Colloquium allows students to present the outline and specific topics of their theses and to discuss the contents with other Master students and members of the chair. The aim is to support the thesis process and to identify possible issues at an early stage.		
<b>Learning outcomes:</b> <ul style="list-style-type: none"> <li>• Academic presentation skills</li> <li>• Strengthening of critical thinking with respect to scholarly work</li> <li>• Knowledge of important challenges within the research process</li> </ul>		
<b>Prerequisites:</b> <b>Formal:</b> IS 702. Seminars of other colleagues in the area IS are also accepted (IS 7XX). <b>Recommended:</b> Profound knowledge of IS topics and principles of scientific research		
<b>Obligatory registration:</b> no <b>Further Information on registration:</b>		
<b>Courses</b>	<b>Hours per week</b>	<b>ECTS</b>
Lecture	2	-
Exercise class		
ECTS in total		-
<b>Form of assessment</b>	Thesis and presentation	
<b>Lecturer/Person in charge</b>	Prof. Veit	
<b>Duration of module</b>	1 semester	
<b>Offering</b>	Fall semester and Spring semester (last offer in fall semester 2012)	
<b>Language</b>	English	
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Business Administration., Diploma Business Informatics	



<b>Module: IS 702 Seminar E-Business &amp; E-Government</b>			
<b>Aim of module:</b> The seminar is a preparation for writing a master thesis and introduces students to academic work related to current topics of IS. Students independently compile a written seminar paper covering a current research topic and present their research findings in class.			
<b>Learning outcomes:</b> <ul style="list-style-type: none"> <li>• Basic knowledge on the principles of academic writing</li> <li>• Ability to independently and systematically explore a research topic</li> <li>• Readiness to take on a master thesis project in IS</li> </ul>			
<b>Prerequisites:</b> <b>Formal:</b> - <b>Recommended:</b> Basic knowledge of IS			
<b>Obligatory registration:</b> no		<b>Further Information on registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	10	6
ECTS in total			6
<b>Form of assessment</b>	Seminar paper and presentation		
<b>Lecturer/Person in charge</b>	Prof. Veit		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Fall semester and Spring semester (last offer in fall semester 2012)		
<b>Language</b>	English		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Business Administration., Diploma Business Informatics		

<b>Module: IS 711 Master-Colloquium Prof. Heinzl</b>		
<b>Aim of module:</b> The Master-Colloquium allows students to present the outline and specific topics of their theses and to discuss the contents with other Master students and members of the chair. The aim is to support the thesis process and to identify possible issues at an early stage.		
<b>Learning outcomes:</b> <ul style="list-style-type: none"> <li>• Academic presentation skills</li> <li>• Strengthening of critical thinking with respect to scholarly work</li> <li>• Knowledge of important challenges within the research process</li> </ul>		
<b>Prerequisites:</b> <b>Formal:</b> IS 712. Seminars of other colleagues in the area IS are also accepted (IS 7XX). <b>Recommended:</b> Profound knowledge of IS topics and principles of scientific research		
<b>Obligatory registration:</b> no <b>Further Information on registration:</b>		
<b>Courses</b>	<b>Hours per week</b>	<b>ECTS</b>
Lecture	2	-
Exercise class		
ECTS in total		-
<b>Form of assessment</b>	Thesis and presentation	
<b>Lecturer/Person in charge</b>	Prof. Heinzl	
<b>Duration of module</b>	1 semester	
<b>Offering</b>	Fall semester and Spring semester	
<b>Language</b>	English	
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Business Administration., Diploma Business Informatics	

<b>Module: IS 712 Seminar</b>			
<b>Aim of module:</b> The seminar is a preparation for writing a master thesis and introduces students to academic work related to current topics of IS. Students independently compile a written seminar paper covering a current research topic and present their research findings in class.			
<b>Learning outcomes:</b> <ul style="list-style-type: none"> <li>• Basic knowledge on the principles of academic writing</li> <li>• Ability to independently and systematically explore a research topic</li> <li>• Readiness to take on a master thesis project in IS</li> </ul>			
<b>Prerequisites:</b> <b>Formal:</b> - <b>Recommended:</b> Basic knowledge of IS			
<b>Obligatory registration:</b> yes		<b>Further Information on registration:</b> Registration at the end of previous semester <a href="http://wifo1.bwl.uni-mannheim.de">http://wifo1.bwl.uni-mannheim.de</a>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	10	6
ECTS in total			6
<b>Form of assessment</b>	Seminar paper and presentation		
<b>Lecturer/Person in charge</b>	Prof. Heinzl		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Fall semester and Spring semester		
<b>Language</b>	English		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Business Administration., Diploma Business Informatics		

<b>Module: IS 721 Master-Colloquium</b>		
<b>Aim of module:</b> This module is a seminar where students present and discuss their master project		
<b>Learning outcomes:</b> Students will learn and train presentation competence and discuss their findings of the Master's thesis.		
<b>Prerequisites:</b> <b>Formal:</b> IS 722. Seminars of other colleagues in the area IS are also accepted (IS 7XX). <b>Recommended:</b> IS 552, IS 554		
<b>Obligatory registration:</b> no <b>Further Information on registration:</b>		
<b>Courses</b>	<b>Hours per week</b>	<b>ECTS</b>
Lecture	2	-
Exercise class		
ECTS in total		
<b>Form of assessment</b>	Written and oral contribution (report and presentation)	
<b>Lecturer/Person in charge</b>	Prof. Becker	
<b>Duration of module</b>	1 semester	
<b>Offering</b>	Spring semester	
<b>Language</b>	English	
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Business Administration., Diploma Business Informatics	

<b>Module: IS 722 Seminar Trends in Distributed Systems</b>			
<b>Aim of module:</b> This module is a research seminar where current topics in research are discussed			
<b>Learning outcomes:</b> Students will learn and train presentation competence. A current topic from the distributed systems domain will be summarized and put into context of related work. Besides oral presentation a written report has to be written.			
<b>Prerequisites:</b> <b>Formal:</b> - <b>Recommended:</b> IS 552, IS 554			
<b>Obligatory registration:</b> yes		<b>Further Information on registration:</b> <a href="http://becker.bwl.uni-mannheim.de">http://becker.bwl.uni-mannheim.de</a>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	10	6
ECTS in total			6
<b>Form of assessment</b>	Written and oral contribution (report and presentation)		
<b>Lecturer/Person in charge</b>	Prof. Becker		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Fall semester and Spring semester		
<b>Language</b>	English		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Business Administration., Diploma Business Informatics		

<b>Module: IS 731 Master-Colloquium</b>		
<b>Aim of module:</b> In the master colloquium, students will discuss structure and core elements of their master thesis with their supervisor and the professor.		
<b>Learning outcomes:</b> Students will learn how to write a scientific thesis. They will be able to structure and clearly describe complex topics of their work. The intention of the colloquium is to provide guidance in the preparation of the thesis and to identify potential problems at an early stage.		
<b>Prerequisites:</b> <b>Formal:</b> IS 732. Seminars of other colleagues in the area IS are also accepted (IS 7XX). <b>Recommended:</b> Participation is limited to students writing their thesis at Prof. Schader's chair.		
<b>Obligatory registration:</b> yes	<b>Further Information on registration:</b> Secretary of the chair	
<b>Courses</b>	<b>Hours per week</b>	<b>ECTS</b>
Colloquium	2	-
ECTS in total		
<b>Form of assessment</b>	Master Thesis	
<b>Lecturer/Person in charge</b>	Prof. Schader	
<b>Duration of module</b>	1 semester	
<b>Offering</b>	Fall semester and Spring semester	
<b>Language</b>	German (or Englisch)	
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Business Administration., Diploma Business Informatics	

<b>Module: IS 732 Seminar</b>			
<b>Aim of module:</b> The seminar is a preparation for writing a master thesis and introduces students to academic work related to current topics of IS. Students independently compile a written seminar paper covering a current research topic and present their research findings in class.			
<b>Learning outcomes:</b> <ul style="list-style-type: none"> <li>• Basic knowledge on the principles of academic writing</li> <li>• Ability to independently and systematically explore a research topic</li> <li>• Readiness to take on a master thesis project in IS</li> </ul>			
<b>Prerequisites:</b> <b>Formal:</b> - <b>Recommended:</b> Basic knowledge of IS			
<b>Obligatory registration:</b> no		<b>Further Information on registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	10	6
ECTS in total			6
<b>Form of assessment</b>	Seminar paper and presentation		
<b>Lecturer/Person in charge</b>	Prof. Schader		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Fall semester and Spring semester		
<b>Language</b>	English		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Business Administration., Diploma Business Informatics		

<b>Module: IS 741 Master-Colloquium</b>		
<b>Aim of module:</b> This module is a seminar where students present and discuss their master project		
<b>Learning outcomes:</b> Students will learn and train presentation competence and discuss their findings of the Master's thesis.		
<b>Prerequisites:</b> <b>Formal:</b> IS 742. Seminars of other colleagues in the area IS are also accepted (IS 7XX). <b>Recommended:</b> IS 742		
<b>Obligatory registration:</b> no		<b>Further Information on registration:</b> <a href="http://eris.bwl.uni-mannheim.de">http://eris.bwl.uni-mannheim.de</a>
<b>Courses</b>	<b>Hours per week</b>	<b>ECTS</b>
Lecture	2	-
Exercise class		
ECTS in total		-
<b>Form of assessment</b>	Written and oral contribution (report and presentation)	
<b>Lecturer/Person in charge</b>	Prof. Mädche	
<b>Duration of module</b>	1 semester	
<b>Offering</b>	Fall semester and Spring semester	
<b>Language</b>	English	
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Business Administration., Diploma Business Informatics	



<b>Module: IS 742 Seminar Trends in Enterprise Systems</b>			
<b>Aim of module:</b> This module is a research seminar where state-of-the-art research topics in research are presented and discussed			
<b>Learning outcomes:</b> Students will learn and train presentation competence. A current topic from the enterprise systems domain will be summarized and put into context of related work. Besides oral presentation a written report has to be delivered.			
<b>Prerequisites:</b> <b>Formal:</b> - <b>Recommended:</b> IS 540			
<b>Obligatory registration:</b> yes		<b>Further Information on registration:</b> <a href="http://eris.bwl.uni-mannheim.de">http://eris.bwl.uni-mannheim.de</a>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	10	6
ECTS in total			6
<b>Form of assessment</b>	Written and oral contribution (report and presentation)		
<b>Lecturer/Person in charge</b>	Prof. Mädche		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Fall semester and Spring semester		
<b>Language</b>	English		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Business Administration., Diploma Business Informatics		

### 3.1.4. Area “Management“

<b>Module:</b> IS / MAN 500 Information Systems in Organizations			
<b>Aim of module:</b> <p>The lecture “Information Systems in Organizations” (ISO) aims at enabling students to better understand the impact of information systems on organizations. Many businesses rely extensively on Information Systems (IS) to plan, execute, and manage what they do in order to generate value. Beyond such obvious examples of e-enabled business as ebay, Amazon, or Google, this is true for many traditional businesses as well. Examples here range from the coordination of supply processes in the manufacturing industry to companies that have implemented almost their entire value chain in IS. Banks and insurances provide good cases in point in that IS are woven intimately into the very fabric of these organizations. While many organizations leverage the capabilities of these systems to increase their value proposition, the past has shown that such an intimate interplay between IS and organizations is not without risk.</p> <p>Given this background, the ISO lecture is designed to introduce students to this exciting field of business studies and provide insights that help them manage how organizations leverage IS. To do so, the course first introduces students to some of the foundational concepts of organization and information systems. This will allow students from both a business and an IT background to build the necessary conceptual understanding. In the second half of the course, students will gradually analyze a case study of organizational and technological change. Doing so provides them with an opportunity to better understand how business processes, information, and technology interact and will provide them with experiences equally relevant to backgrounds in management, organization, and information systems.</p>			
<b>Learning outcomes:</b> <ul style="list-style-type: none"> <li>• Know basic concepts of organization and information systems</li> <li>• Understand how IS, organizational structures, and business processes shape each other</li> <li>• Analyze organizations as complex socio-technical systems</li> <li>• Identify facilitating and inhibiting effects of technology in organizational change <ul style="list-style-type: none"> <li>○ Technological change as a source of organizational change</li> <li>○ Organizational change as a source of technological change</li> </ul> </li> <li>• Able to manage both technological and organizational facets of change projects</li> </ul>			
<b>Prerequisites:</b> <b>Formal:</b> none <b>Recommended:</b> IS 540 (Management of Enterprise Systems), MAN 625 (Organizational Structures Within and Between Firms), and MAN 627 (Organizational Design and Technology are related but not required)			
<b>Obligatory registration:</b> yes		<b>Further Information on the registration:</b> <a href="http://eris.bwl.uni-mannheim.de">http://eris.bwl.uni-mannheim.de</a>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	4	6
ECTS in total			6
<b>Form of assessment</b>		40% Mid-Term Exam (60 min.) and 60 % Final Case-Study	
<b>Lecturer/Person in charge</b>		Dr. Benjamin Müller	

<b>Duration of module</b>	1 semester
<b>Offering</b>	Spring term
<b>Language</b>	English
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Business Administration., Diploma Business Informatics

<b>Module: MAN 550 International Course – Management</b>			
<b>Aim of module:</b> depends on course taken abroad			
<b>Learning outcomes:</b> depends on course taken abroad			
<b>Prerequisites:</b> none			
<b>Formal:</b> The course level equals a regular 500-level course or 600-level course in the Master in Management program.			
<b>Recommended:</b> The module can be taken during a study abroad term / semester and complements the Mannheim curriculum of the student.			
<b>Course</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
International Course - Management	depends on course taken abroad	depends on course taken course	depends on course taken abroad
ECTS in total: depends on course taken abroad			
<b>Form of assessment</b>	depends on course taken abroad		
<b>Lecturer/Person in charge</b>	Lecturer at the host university; in Mannheim the respective <i>Teaching Area</i> is responsible for assessment of course		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	fall or spring semester		
<b>Language</b>	English preferred, but any other language possible if Mannheim faculty member is able to identify content and level		
<b>Range of application</b>	Mannheim Master in Management, other Master programs, depends on respective study regulations		

**Module: MAN 611 Management of Public Services****Aim of module:**

This module gives an overview on the management of public enterprises, public administrations and of the public services they provide. Characteristics, history and legitimization of public services serve as an introduction. The following part of the module describes the challenges the public sector in Germany faces: demographic change, globalization, financial pressure and liberalization pushed by the European Union. Against the background of these developments, several case studies from different public service sectors will be discussed; i.e., education, post, energy and water supply, lottery, public banks, nonprofit sector. Management of new organizational forms such as enterprises in private ownership or Public-Private Partnerships will be picked out as a central theme.

**Learning outcomes:**

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

- describe the term of public services and to put it into the context of the European liberalization efforts,
- illustrate the concept of universal public services,
- discuss outcomes of the European liberalization legislation on different sectors,
- criticize or legitimate public enterprises in the social market economy in Germany,
- distinguish organizations that provide public services such as public and private enterprises, Public-Private Partnerships, nonprofit organizations, and public administrations.

Moreover, key competences such as presentation competence, working with academic papers and team competences shall be acquired.

**Prerequisites:**

**Formal:** None

**Recommended:** not specified

**Obligatory registration:** yes

**Further Information on registration:**  
Website of the Chair/Student Portal

Courses	Hours per week	Self-study	ECTS
Lecture Management of Public Services	2		
Exercise Management of Public Services	2	8	6
ECTS in total			6

<b>Form of assessment</b>	Exam (60 minutes) + Presentations + Homework
<b>Lecturer/Person in charge</b>	Prof. Helmig
<b>Duration of module</b>	1 semester
<b>Offering</b>	Fall semester
<b>Language</b>	German
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm., LL.M., M.Sc. Econ.

<b>Module: MAN 625 Organizational Structures Within and Between Firms</b>			
<b>Aim of module:</b> Complex value creation activities are increasingly organized in collaborations of firms with external partners instead of a pure emphasis on a single firm. For many firms, these collaborations constitute a requirement rather than option to sustain their competitive position over time. These trends provide important organizational and managerial challenges for internal and external activities and their potential interdependencies. These organizational challenges are addressed in detail in this course.			
<b>Learning outcomes:</b> The students gain detailed knowledge about organizational issues in and between firms. Among other aspects, the course addresses organizational aspects related to the following topics: absorptive capacity, organizational learning, strategic alliances, interfirm networks, open innovation processes, transaction and organizational boundaries, knowledge markets, internal and external resources and capabilities.			
<b>Prerequisites:</b> <b>Formal:</b> Limited number of participants <b>Recommended:</b> Basic bachelor-level knowledge on organization and management			
<b>Obligatory registration:</b> yes		<b>Further Information on registration:</b> Website of the chair / “Student portal”	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Seminar	3	9	6
ECTS in total			6
<b>Form of assessment</b>	Assignments, Exam		
<b>Lecturer/Person in charge</b>	Prof. Lichtenthaler		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Every spring semester		
<b>Language</b>	English		
<b>Range of application</b>	Mannheim Master in Management, Diploma Business Administration, M.Sc. Business Informatics, M.Sc. Business Education, LL.M., M.Sc. Econ.		

<b>Module: MAN 627 Organizational Design and Technology</b>			
<b>Aim of module:</b> Today firms face many challenges that affect their organizational design and technology base. These challenges include rapidly changing business environments, the management of complex inter-organizational relationships, growing diversity, and technological change. In order to achieve a sustainable competitive advantage, managers need to continually align the organizational design to the firm's strategy as well as to engage in exploration, retention, and exploitation activities of new technologies.			
<b>Learning outcomes:</b> The students gain detailed knowledge about fundamental concepts of organizational design and management with respect to technological change. Among other aspects, the course addresses a selection of organizational design alternatives, the fit between strategy and structure as well as the requirements imposed by the need for change. Furthermore, it enhances the student's understanding of organizational issues related to technology intelligence, strategic technology alliances, technology-based M&A activities, and international R&D networks.			
<b>Prerequisites:</b> <b>Formal:</b> Not taken Module MAN 628 <b>Recommended:</b> Basic bachelor-level knowledge on organization and management			
<b>Obligatory registration:</b> yes		<b>Further Information on the registration:</b> Website of the chair	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	6	4
Exercise class	2	2	2
ECTS in total			6
<b>Form of assessment</b>	Exam, group presentation		
<b>Lecturer/Person in charge</b>	Prof. Lichtenthaler		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Spring semester		
<b>Language</b>	English		
<b>Range of application</b>	M.Sc. Mannheim Master in Management, Diploma Business Administration, M.Sc. Business Informatics, M.Sc. Business Education, LL.M., M.Sc. Econ.		

<b>Module: MAN 629 Organization for Innovation</b>			
<b>Aim of module:</b> Organizational change and innovations are often a prerequisite for sustainable competitive advantage. The importance of a systematic management of organizational change and innovation has therefore increased. Accordingly, this class addresses essential organizational challenges in the context of organizational change and innovation. In particular, the class discusses concepts for analyzing organizations and their specific challenges in managing innovations and organizational change.			
<b>Learning outcomes:</b> The students gain detailed knowledge about fundamental issues concerning the design and management of organizations with respect to innovation and organizational change. Among other aspects, the course addresses a selection of organizational issues regarding the following topics: organizational resistance to innovation, corporate culture and innovation, champions of innovation, organizational interfaces, organizing for open innovation processes, and corporate venturing organizations.			
<b>Prerequisites:</b> <b>Formal:</b> none <b>Recommended:</b> Basic bachelor-level knowledge on organization and management			
<b>Obligatory registration:</b> yes		<b>Further Information on the registration:</b> In the first session.	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	6	4
Exercise class	2	2	2
ECTS in total			6
<b>Form of assessment</b>		Exam (65 min.), group presentation	
<b>Lecturer/Person in charge</b>		Prof. Lichtenthaler	
<b>Duration of module</b>		1 semester	
<b>Offering</b>		Fall semester	
<b>Language</b>		English	
<b>Range of application</b>		M.Sc. Mannheim Master in Management, Diploma Business Administration, M.Sc. Business Informatics, M.Sc. Business Education, LL.M., M.Sc. Econ.	



**Module: MAN 630 Introduction to Entrepreneurship****Aim of module:**

Bill Gates of Microsoft, Michael Dell of Dell Computers, Fred Smith of FedEx, and Dietmar Hopp of SAP, are examples of successful entrepreneurs who have pursued new business opportunities in a way which is innovative, path-breaking and contributing to growth and employment generation. But, who is a typical entrepreneur, and how well does the typical start-up perform? Why do people start businesses? What characteristics does the typical entrepreneur have? How do entrepreneurs finance the typical start-up? What is the role of networks for launching and running new businesses?

These are questions that will be answered in the course *MAN 630 Introduction to Entrepreneurship*, which consists of two parts, namely *Part I “Lectures”* and *Part II “Case Studies.”* This course combines both classical methods of teaching (lecturing) and interactive methods of teaching (case studies). More exactly, theories presented in the first part will be followed by demonstrating real-life cases in the second part. Additionally, guest speakers, i.e. entrepreneurs and/or academics, will be invited to shed light on specific topics of interest.

The purpose of this course is to provide students with both theoretical knowledge of entrepreneurship and practical skills for setting up businesses. Dealing with current and classical theories and recent empirical evidence on entrepreneurship, Part I aims at giving students a solid insight into entrepreneurship research. Part II gives the possibility to put oneself in the shoes of an entrepreneur and to train entrepreneurial skills, thus giving a more practical understanding on decisions on founding and operating start-ups.

**Learning outcomes:**

- By the end of this course, students will have gained fundamental perspectives in theoretical and practical entrepreneurial mechanisms.
- They will have acquainted practice in case study training.

**Prerequisites:**

**Formal:** None

**Recommended:** not specified

**Obligatory registration:** yes

**Further Information on the registration:**

[www.ifm.uni-mannheim.de](http://www.ifm.uni-mannheim.de) / “Student Portal”

Courses	Hours per week	Self-study	ECTS
Lecture Introduction to Entrepreneurship	2	10	6
ECTS in total			6
<b>Form of assessment</b>	100% Written final examination		
<b>Lecturer/Person in charge</b>	Prof. Woywode		
<b>Duration of module</b>	1 Semester		
<b>Offering</b>	Fall semester		
<b>Language</b>	English		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Wirtschaftspädagogik, M.Sc. Wirtschaftsinformatik, M.A. K&W, M.Sc. Econ., LL.M., M.Sc. Econ.		

**Module: MAN 632 Advanced Entrepreneurship****Aim of module:**

Successful entrepreneurs who have pursued new business opportunities demonstrate managerial capabilities in which they lead their start-up to long-term profitability. How did they manage the market entry and growth of their enterprises? What type of strategies did they implement to achieve sustainable competitive advantage? These are the questions that will be addressed in MAN 632 "Advanced Entrepreneurship."

Theoretical foundations of the course will lie in theories on managerial aspects of entrepreneurship. It is structured into two parts: First, "A Life Cycle View on High-Tech Entrepreneurship" which will present a dynamic capabilities approach to entrepreneurial management. Entrepreneurial managers need to have an in-depth understanding of the ongoing challenges in key functional areas such as finance, innovation and technology management, human resource management, firm succession, strategic management, management of internationalization, and management of (fast) growth. Second, in the part "Industry Studies" topics such as innovation in biotech industry, innovation in the software industry, and the role of regional clusters will be addressed. Both researchers and guest presenters will give an insight into entrepreneurial management.

**Learning outcomes:**

- By the end of this module, students will have gained fundamental theoretical and practical knowledge in managing entrepreneurial ventures successfully.

**Prerequisites:**

**Formal:** None

**Recommended:** not specified

**Obligatory registration:** yes

**Further Information on the registration:**

[www.ifm.uni-mannheim.de](http://www.ifm.uni-mannheim.de) / "Student Portal"

<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture Advanced Entrepreneurship	2	10	6
ECTS in total			6

<b>Form of assessment</b>	100% written final examination
<b>Lecturer/Person in charge</b>	Prof. Woywode
<b>Duration of module</b>	1 semester
<b>Offering</b>	Spring semester
<b>Language</b>	English
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, M.A. K&W, M.Sc. Econ.

**Modul: MAN 643 HRM & Labor Law****Learning outcomes:**

This modul consists of 2 courses:

**a) Labour Law and Human Resource Management (lecture):**

The lecture covers from the perspective of the human resource department particularly relevant issues of labor law. The content is taught on the basis of practical cases with reference to the latest Supreme Court, and the current trends in corporate human resources and social services. Topics covered include the following: HR selection and recruitment, regular and atypical work contracts (temporary contract, part time, contingent work, trainee), freelance work and false self-employment, flexible working conditions (including pay, working location, working time), outsourcing and M&A, avoidance of bargaining level agreement, data protection and employee monitoring.

**b) Human Resources and Organization (Exercise class):**

Using Case studies and group exercises issues particularly relevant for HR management are topiv of this exercise class. Topics covered include the following: Anti discrimination regulations in practice, conceptualising and negotiating employment and termination contracts, cooperation with the works council and works agreement, legal status of CEOs and boards.

**Aim of module:**

At the end of the module students should be able to:

- analyze HR processes with regard to german labor law and to discuss problems originating from these regulations
- derive follow-up actions to design HR instruments with regard to labor law
- show and apply knowledge with regard to individual and collective contracts
- analyze different kinds of contracts.

**Prerequisites:**

**Formal:** none

**Recommended:** not specified

**Obligatory registration:** yes

**Further Information on registration:**

Website of the chair / "Student Portal"

Courses	Hours per week	Self-study	ECTS
Lecture, etc.	2 (compact course)	8	6
Exercise class, etc.	2 (compact course)		
ECTS in total			6
Form of assessment	Exam / case study / presentation		
Lecturer/Person in charge	Prof. Maschmann/Prof. Biemann		
Duration of module	1 semester (compact course)		
Offering	Lecture: annually, Fall semester Exercise class: each semester by arrangement		
Language	German		
Range of application	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm., M.Sc. Econ.		

<b>Module: MAN 645 Leadership and Motivation</b>			
<b>Aim of module:</b> This course is designed to introduce students to different perspectives on leadership and the role that motivation plays in the leadership process. It provides students with a comprehensive understanding of leadership theories (e.g., trait, skills, style, and situational approaches) and discusses contemporary challenges of leadership in organizations (e.g., culture and leadership, women in leadership positions, ethical leadership). Furthermore, the course gives students the opportunity to experience their own leadership behavior and thereby help to prepare them for leadership roles in organizations.			
<b>Learning outcomes:</b> By the end of the module students will be able to: ... understand different approaches to leading and motivating employees, ... analyze different leadership styles and evaluate their advantages and disadvantages, ... assess factors of successful leadership, ... understand potential problems in the interaction between supervisors and subordinates, ... learn about their own leadership style.			
<b>Prerequisites:</b> <b>Formal:</b> None <b>Recommended:</b> Not specified			
<b>Obligatory registration:</b> yes		<b>Further Information on the registration:</b> Website of the chair / “Student Portal”	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	6	4
Exercise class	2	2	2
ECTS in total			6
<b>Form of assessment</b>	Written examination (60 min.): 75% Coursework: 25%		
<b>Lecturer/Person in charge</b>	Prof. Biemann		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Fall term		
<b>Language</b>	English		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm., M.A. K&W, LL.M., M.Sc. Econ.		

**Module: MAN 646 HR Analytics****Aim of module:**

This course looks at the link between human resource (HR) practices and firm performance. Knowledge and other intangible assets have been shown to provide a source of competitive advantage, but their effects on firm performance are often difficult to quantify. What is the economic value of job performance? How can organizations gain from trainings or improved personnel selection? What are the costs of employee absenteeism and turnover? HR professionals are confronted with such questions, but often lack the necessary skills to find satisfying answers in existing firm data.

The course first introduces analytical approaches to HR measurement and discusses its implementation in an organization's HR architecture. Second, it aims at providing knowledge on existing empirical evidence regarding the impact of HR practices on firm outcomes. By combining both approaches, the course offers ways to improve decision quality in HR management and demonstrate how HR practices can add value at the level of the firm.

**Learning outcomes:**

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

- ... understand how HR practices can influence firm performance,
- ... develop a framework of HR measures and integrate it into a firm's HR architecture,
- ... design means to evaluate HR initiatives, and
- ... empirically analyze firm data to estimate the financial impact of HR practices.

**Prerequisites:**

**Formal:** None

**Recommended:** Not specified

**Obligatory registration:** yes

**Further Information on the registration:**

Website of the chair / "Student Portal"

Courses	Hours per week	Self-study	ECTS
Lecture	2	6	4
Exercise class	2	2	2
ECTS in total			6

<b>Form of assessment</b>	Written examination (60 min.): 75% Coursework: 25%
<b>Lecturer/Person in charge</b>	Prof. Biemann
<b>Duration of module</b>	1 semester
<b>Offering</b>	Fall term
<b>Language</b>	German
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm., M.A. K&W, LL.M., M.Sc. Econ.

## **Module: MAN 647 Strategic and International Human Resource Management**

### **Aim of module:**

This course is intended to expand students' knowledge on basic human resource management (HRM) processes and instruments by adding an international and a strategic dimension. In the first part of the module (international dimension), we examine the impact of national context on HRM and discuss basic HRM functions in international organizations. Topics include international recruiting and selection, training and development, compensation, and employee relations.

In the second part of the module (strategic dimension), we focus on the dynamics of HRM systems. Various approaches of how singular HRM practices conceptually and empirically form bundles are considered. We review how HRM practices can be aligned with respect to other HR practices (horizontal fit) as well as organizations' objectives (vertical fit) to form HRM systems that help improve organizations' performance.

### **Learning outcomes:**

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

- ... understand the impact of culture and national context on HRM,
- ... analyze differences in international HRM systems,
- ... design basic HRM practices in international organizations,
- ... align HRM practices with regards to their horizontal and vertical fit,
- ... comprehend the processes translating HRM systems into organization's performance, and
- ... consider contextual factors' impact on the alignment of HRM systems.

### **Prerequisites:**

**Formal:** None

**Recommended:** Not specified

**Obligatory registration:** yes

### **Further Information on the registration:**

Website of the chair / "Student Portal"

<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	6	4
Exercise class	2	2	2
ECTS in total			6

<b>Form of assessment</b>	Written examination (60 min.): 75% Coursework: 25%
<b>Lecturer/Person in charge</b>	Prof. Biemann / Dr. Korff
<b>Duration of module</b>	1 semester
<b>Offering</b>	Spring term
<b>Language</b>	English
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm., M.A. K&W, LL.M., M.Sc. Econ.

<b>Module: MAN 648 Incentives and Performance</b>			
<b>Aim of module:</b> In this course, we study performance management and analyze the link between incentives and individual's performance in organizations. Based on the performance management process, the course covers performance measurement and monitoring, key performance management tools, and implementation of performance management systems targeted at employees in organizations. Furthermore, the course investigates the role of incentives in organizations, both theoretically and empirically from a psychological and economic perspective.			
<b>Learning outcomes:</b> By the end of the module, students: ... will be able to select and implement appropriate performance measures, ... are familiar with formal performance appraisals, ... understand the link between pay and performance, ... are able to analyze the effectiveness of incentives both theoretically and empirically, and ... are able to design performance management systems.			
<b>Prerequisites:</b> <b>Formal:</b> None <b>Recommended:</b> Not specified			
<b>Obligatory registration:</b> yes		<b>Further Information on the registration:</b> Website of the chair / "Student Portal"	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	6	4
Exercise class	2	2	2
ECTS in total			6
<b>Form of assessment</b>	Written examination (60 min.): 75% Coursework: 25%		
<b>Lecturer/Person in charge</b>	Prof. Biemann		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Spring term		
<b>Language</b>	English		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm., M.A. K&W, LL.M., M.Sc. Econ.		

**Module: MAN 651 Strategic Management I****Aim of module:**

Participants will gain a sense for strategic issues at business-unit levels. They learn to analyze the consequences of industry dynamics for the competitive positioning of firms, and to develop an adequate strategy to deal with these challenges. Students will get familiar with theories in strategic management offering solutions for challenges of dynamic positioning (i.e. Resource based View). Participants will also get familiar with the modern instruments of internal and external strategic analyses und learn to distinguish their features, but also restrictions. With regards to strategies the discussion will cover competitive strategies, hybrid strategies and strategies for E-business, among others.

**Learning outcomes:**

After attending the module students should be able to critically discuss theories of strategic management. Building upon the theoretical knowledge students should be able to master the tools and concepts of an internal and external analysis in the context of business level strategy formulation. The conceptual foundations of these models should be transparent in the light of challenges of global competitive processes. Students will also be in the position to evaluate models and recommendations for building a sustainable competitive advantage in today's volatile markets.

**Prerequisites:**

**Formal:** None

**Recommended:** not specified

**Obligatory registration:** yes

**Further Information on registration:**

Website of the chair / "Student Portal"

<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	6	4
Exercise class	2	2	2
ECTS in total			6

<b>Form of assessment</b>	Written exam (90 min.), presentation, case studies
<b>Lecturer/Person in charge</b>	Dr. Suleika Bort
<b>Duration of module</b>	1 semester
<b>Offering</b>	Fall semester
<b>Language</b>	English
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm., M.A. K&W, M.Sc. Econ.



**Module: MAN 672 Nonprofit Management****Aim of module:**

This module gives an introduction to the management of nonprofit organisations (NPOs). First, the nonprofit sector is described and analysed, including topics like the relevance of this sector and its various activity fields. In the following, nonprofit management is reviewed in its functions nonprofit governance and leadership, nonprofit human resource management, nonprofit marketing, fundraising management as well as nonprofit accounting and finance. Thus this module provides the theoretical foundation for the management of NPOs. The peculiarities of nonprofit management as opposed to “for-profit” management are developed and analysed. Possibilities and limits concerning the applicability of general management methods and concepts to NPOs are detected.

**Learning outcomes:**

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

- assess the economic relevance of the nonprofit sector,
- explain and discuss the particularities of nonprofit management,
- reflect the implementation of general management methods in the nonprofit sector and adapt these methods to the given particularities in NPOs,
- discuss hypotheses and findings in the field of nonprofit management.

**Prerequisites:**

**Formal:** not taken Module MAN 610 and 670

**Recommended:** not specified

**Obligatory registration:** no

**Further Information on registration:**

Courses	Hours per week	Self-study	ECTS
Lecture	2	6	4
Exercise class	2	2	2
ECTS in total			6

<b>Form of assessment</b>	Exam, perhaps mid-term (60 min), portfolio
<b>Lecturer/Person in charge</b>	Prof. Helmig
<b>Duration of module</b>	1 semester
<b>Offering</b>	Fall semester
<b>Language</b>	German
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm., M.A. K&W, LL.M., M.Sc. Econ.

<b>Module: MAN 710 Research Seminar Public &amp; Nonprofit Management</b>			
<b>Aim of module:</b> In the research seminar students will deepen the understanding of public & nonprofit management from an academic point of view. Recent research trends in public & nonprofit management will be discussed, especially to enable the students to develop and realize an own research project. However, different forms of the research seminar are possible. For example a research paper seminar, excursion or the development of an own research project.			
<b>Learning outcomes:</b> By the end of the module students will be able to: <ul style="list-style-type: none"> <li>• reflect new research trends in public &amp; nonprofit management,</li> <li>• to describe given research gaps, especially related to own research projects,</li> <li>• define research goals and research questions.</li> <li>• develop an own research design (research model),</li> <li>• to evaluate research methods and to use these methods for data analysis,</li> <li>• to present and interpret empirical research results.</li> </ul>			
<b>Prerequisites:</b> <b>Formal:</b> Module MAN 611 <u>or</u> Module MAN 613 <u>or</u> Module MAN 672* (Parallel attendance possible) *MAN 672 replaces the Modules MAN 610 and MAN 670. <b>Recommended:</b> not specified			
<b>Obligatory registration:</b> yes		<b>Further Information on registration:</b> Website of the chair / “Student Portal”	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Seminar	2 (block seminar possible)	10	6
ECTS in total			6
<b>Form of assessment</b>	Written assessment (depends on the form of the seminar)		
<b>Lecturer/Person in charge</b>	Prof. Helmig		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Fall semester		
<b>Language</b>	German/English		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, Diploma Bus. Adm.		

<b>Module: MAN 720 Research Seminar Organizational Theory</b>			
<b>Aim of module:</b> The seminar deals with current topics in the field of strategic organization research.			
<b>Learning outcomes:</b> The seminar provides an introduction to academic studies related to current issues in strategic organization research. Specifically, students will address one particular field of organization research, and they will learn how to present their findings in class. Successful seminar attendance qualifies the students to write their master thesis or diploma thesis at the Chair of Organization.			
<b>Prerequisites:</b> <b>Formal:</b> MAN 625 or MAN 627 or MAN 628 or MAN 629 (parallel attendance possible) <b>Recommended:</b> Master-level knowledge on organization and management			
<b>Obligatory registration:</b> yes		<b>Further Information on registration:</b> Website of the chair / “Student Portal”	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Seminar	2	10	6
ECTS in total			6
<b>Form of assessment</b>	Written seminar thesis and presentation		
<b>Lecturer/Person in charge</b>	Prof. Lichtenthaler		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Spring and fall semester		
<b>Language</b>	English		
<b>Range of application</b>	Mannheim Master in Management, Diploma Business Administration, M.Sc. Business Education		

<b>Module: MAN 741 Research Seminar on Human Resource Management and Leadership</b>			
<b>Aim of module:</b> The seminar discusses relevant topics in the area of human resource management (fall term) or leadership (spring term). A focus is on empirical evidence in the respective research domain.			
<b>Learning outcomes:</b> Within the research seminar, participants will gain the ability to structure a research problem, assess existing scientific evidence, write a scientific paper, and discuss their findings in class.			
<b>Prerequisites:</b>			
<b>Formal:</b> MAN 640 or MAN 641 or MAN 642 or MAN 645 or MAN 646 or MAN 647 or MAN 648			
<b>Recommended:</b> Not specified			
<b>Obligatory registration:</b> yes		<b>Further Information on the registration:</b> Website of the chair / “Student Portal”	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Seminar (block course also possible)	2	10	6
ECTS in total			6
<b>Form of assessment</b>		Written seminar thesis and presentation	
<b>Lecturer/Person in charge</b>		Prof. Biemann	
<b>Duration of module</b>		1 semester	
<b>Offering</b>		Fall term and spring term	
<b>Language</b>		German or English	
<b>Range of application</b>		Mannheim Master in Management, Diploma Business Administration, M.Sc. Business Education	

<b>Module: MAN 760 Seminar CSR</b>			
<b>Aim of module:</b> Within the scope of the seminar the pre-existing knowledge about Corporate Social Responsibility will be deepened. On the basis of the Mannheim-CSR-Concept the participants will be working with examples from the praxis and discuss the implications for management and science. Students will independently write a paper about a CSR-topic and present their results during the course. The seminar can be both practice- and research-oriented and therefore take multiple directions.			
<b>Learning outcomes:</b> The aim of the course is to provide students with the ability to independently structure problems relating to CSR and convey implications for praxis. Furthermore, during the course the basics of scientific writing will be imparted.			
<b>Prerequisites:</b> <b>Formal:</b> Module CC 504 <b>Recommended:</b> none			
<b>Obligatory registration:</b> yes		<b>Further Information on registration:</b> Website of the chair	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Seminar (can also take place as a compact course)	2	10	6
ECTS in total			6
<b>Form of assessment</b>	Written assignment (70 %) and presentation (30 %); in order to pass students have to complete the course with the minimum grade of 4,0; group work is possible		
<b>Lecturer/Person in charge</b>	Prof. Nick Lin-Hi		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Fall semester		
<b>Language</b>	English or German		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education		

<b>Module: MAN 770 Research seminar on Small and Medium Sized Companies and Entrepreneurship</b>			
<b>Aim of module:</b> Relevant topics from the area of entrepreneurship and management research are analyzed and discussed. The focus of the <i>seminar can thereby differ</i> somewhat from term to term. Generally, research seminars may be conceptually or empirically oriented.			
<b>Learning outcomes:</b> Within the research seminar master students will learn how to write a scientific paper dealing with a relevant topic from the area of entrepreneurship and management research. Students also present the results of their research and are confronted with questions from the audience.			
<b>Prerequisites:</b> <b>Formal:</b> MAN 630 <u>or</u> MAN 631 <u>or</u> MAN 632 <b>Recommended:</b> Knowledge of basic theoretical and empirical literature from the area of organizational and entrepreneurship research.			
<b>Obligatory registration:</b> yes		<b>Further Information on registration:</b> Homepage of the chair	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Research seminar (block course also possible)	2	10	6
ECTS in total			6
<b>Form of assessment</b>	Written assignment and presentation		
<b>Lecturer/Person in charge</b>	Prof. Woywode		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Spring semester		
<b>Language</b>	English or German		
<b>Range of application</b>	Mannheim Master in Management, Diplom-BWL, M.Sc. Wirtschaftspädagogik		

### 3.1.5. Area “Marketing“

<b>Module: IS / MKT 500 E-Business and Electronic Markets</b>			
<b>Aim of module:</b> The module communicates the fundamentals of E-Business and Electronic Markets. An understanding of the role of information for business processes is provided by reviewing trans-action cost theory and the principle agent problem. Based on these theories, the impact of information technology and the Internet on industry structure is analyzed. Furthermore, the major B2B, B2C and C2C business models of E-Commerce are illustrated. In the second part of the lecture, well founded knowledge of the key properties and mechanisms of electronic markets for their application in today’s businesses are elaborated. In this context, auction mechanisms, the pricing of information goods, economic network effects for information technology and the dynamics of standardization processes are discussed. Next to these aspects, the role of Web 2.0, social networks and socio-economic facets of information processing are emphasized.			
<b>Learning outcomes:</b> Students will <ul style="list-style-type: none"> <li>• understand the impact of information technology and the internet on the organization of economic activity</li> <li>• know the fundamentals of E-Business strategy, business models and success factors</li> <li>• be able to conceptualize the key aspects of electronic markets</li> <li>• get an insight into the role of socio-economic facets of information processing, social networks and Web 2.0</li> </ul>			
<b>Prerequisites:</b>			
<b>Formal:</b> -			
<b>Recommended:</b> Basic IS knowledge on Bachelor level / B.Sc. Bus. Admin. or B.Sc. IS			
<b>Obligatory registration:</b> no		<b>Further Information on registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	10	6
Exercise class	(integrated)		
ECTS in total			6
<b>Form of assessment</b>	Written examination (60 min)		
<b>Lecturer/Person in charge</b>	Prof. Veit		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Fall semester (last offer in fall semester 2012)		
<b>Language</b>	English		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Business Administration., Diploma Business Informatics, M.Sc. Econ., LL.M.		

<b>Module: MKT 510 Price and Product Management</b>			
<b>Aim of module:</b> This module deals with two important components of the marketing mix: price and product management. With regard to price management the fundamentals of pricing decisions will be discussed as well as classic pricing theory and behavioral pricing. Furthermore, a focus of the lecture will be on determining optimal prices and on price implementation. The part on product management is concerned with all decisions related to the current and future product portfolio and includes all stages of the product life cycle with a special focus on innovation management and the management of products already established in the market. Finally, the module covers fundamental models of product choice and major aspects of brand management.			
<b>Learning outcomes:</b> At the end of this module, students will understand the relevance of pricing and product decisions and become familiar with important instruments/tools of price and product management. Especially, <ul style="list-style-type: none"> <li>- they know and understand the fundamentals of pricing decisions which are rooted in micro economics and psychological theory and</li> <li>- they are able to derive detailed recommendations for actions regarding all areas of product decisions.</li> </ul> In addition, the students will be able to apply analytical tools used to make pricing and product decisions.			
<b>Prerequisites:</b> <b>Formal:</b> none <b>Recommended:</b> Basic marketing knowledge on Bachelor level / B.Sc. Business Administration			
<b>Obligatory registration:</b> no		<b>Further Information on registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture Price and Product Management	2	6	4
Exercise class Price and Product Management	1	3	2
ECTS in total			6
<b>Form of assessment</b>	Written exam (60 min.)		
<b>Lecturer/Person in charge</b>	Prof. Homburg		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Fall semester		
<b>Language</b>	German; English from fall semester 2013 onwards		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm., M.A. K&W, M.Sc. Econ., LL.M.		



<b>Module: MKT 520 Market Research</b>			
<b>Aim of module:</b> This module gives an overview of the market research process and deals with methods for data analysis and interpretation. The emphasis is on multivariate methods of data analysis. In presenting those analytical methods, a special focus is on discussing strengths and weaknesses of different methods and on possible fields of application in market research projects. Moreover, the application of different methods by means of common statistical software packages will be demonstrated.			
<b>Learning outcomes:</b> Participants gain a sound knowledge of how market research projects are conducted and are able to critically evaluate market research projects. Especially, students will have an understanding of the data analysis methods used in market research and how these are applied by means of statistical software. The students are familiar with the strengths and weaknesses of the presented methods and know their fields of application within market research projects.			
<b>Prerequisites:</b> <b>Formal:</b> none <b>Recommended:</b> Module CC 503, Basic marketing and statistic knowledge on Bachelor level / B.Sc. Business Administration			
<b>Obligatory registration:</b> no		<b>Further Information on registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture Market Research	2	6	4
Exercise class Market Research	1	3	2
ECTS in total			6
<b>Form of assessment</b>	Written exam (60 min)		
<b>Lecturer/Person in charge</b>	Prof. Homburg		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Spring semester		
<b>Language</b>	English		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm., M.A. K&W, M.Sc. Econ., LL.M.		

<b>Module: MKT 531 Marketing Theory</b>			
<b>Aim of module:</b> In this module, students will be familiarized with the foundations of consumer behavior. Selected models of consumer behavior as well as theories of buyer behavior will be discussed. The following psychological core processes will be presented in detail: motivation, categorization and comprehension, attitude, purchase intention and information retrieval.			
<b>Learning outcomes:</b> The aim of the module is to impart the theories of consumer behavior.			
<b>Prerequisites:</b> <b>Formal:</b> not taken MKT 530 <b>Recommended:</b> Basic marketing knowledge on Bachelor level / B.Sc. Business Administration			
<b>Obligatory registration:</b> no		<b>Further Information on registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture Marketing Theory	2	6	4
ECTS in total			4
<b>Form of assessment</b>	Written exam (60 min)		
<b>Lecturer/Person in charge</b>	Dr. Carmen-Maria Albrecht		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Fall semester		
<b>Language</b>	German		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm., M.A. K&W, M.Sc. Econ., LL.M.		

<b>Module: MKT 532 Communication Management</b>			
<b>Aim of module:</b> In this module, students will be familiarized with the foundations of communication management. Selected instruments of communication will be critically discussed. Moreover, the theoretical foundation of communication processing and impact will be covered. In addition, management decisions such as budgeting, media selection and the evaluation of communication measures' effectiveness will be presented.			
<b>Learning outcomes:</b> The aim of the module is to impart the communication processes of a company. Furthermore, students will familiarize themselves with the important instruments of communication management.			
<b>Prerequisites:</b> <b>Formal:</b> not taken MKT 530 <b>Recommended:</b> Basic marketing knowledge on Bachelor level / B.Sc. Business Administration			
<b>Obligatory registration:</b> no		<b>Further Information on registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	1	3	2
ECTS in total			2
<b>Form of assessment</b>	Written exam (45 min)		
<b>Lecturer/Person in charge</b>	Prof. Stahl		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Spring semester		
<b>Language</b>	English		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm., M.A. K&W, M.Sc. Econ., LL.M.		

<b>Module: MKT 540 Marketing Strategy</b>			
<b>Aim of module:</b> At the end of this module students will be able to develop and critically evaluate the marketing strategy for a product or a service. Also, this module will enable students to apply advanced frameworks, concepts, and methods for marketing strategic choices at the business level.			
<b>Learning outcomes:</b> Strategies in marketing have changed enormously over the last decades. With so many messages bombarding customers in the marketplace today, it is now more difficult than ever to establish customer loyalty. Companies without marketing as a dominant functional strategy are at a disadvantage in today's business world. Those who are still centered on their products, rather than their customers, are likely to fail. Thus, this course focuses on the understanding of the market function to develop a capacity for analyzing complex marketing and business situations and to formulate marketing strategies that enable the company to establish long lasting customer relationships. A particular focus will be placed on analytical tools and strategic decision making.			
<b>Prerequisites:</b> <b>Formal:</b> none <b>Recommended:</b> not specified			
<b>Obligatory registration:</b> yes		<b>Further Information on registration:</b> Website of the chair	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture Marketing Strategy	2	6	4
Assignment Marketing Plan	1	7	4
ECTS in total			8
<b>Form of assessment</b>	Case Analysis: 20 %, Marketing Plan Project: 30%, Exam (60 min.): 50%		
<b>Lecturer/Person in charge</b>	Prof. Kuester		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Fall semester and spring semester		
<b>Language</b>	English		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, M.A. K&W, M.Sc. Econ., LL.M.		

<b>Module: MKT 560 Services Marketing</b>			
<b>Aim of module:</b> Students get an insight into and understand current developments and marketing-specific characteristics of the services industry. Accordingly, at the end of the module students will be able to apply and adapt their knowledge of marketing strategies, concepts and instruments to specific problems in services marketing context. The lecture is supplemented through case study preparation and presentation.			
<b>Learning outcomes:</b> Students get an insight into and understand current developments and marketing-specific characteristics of the services industry. Accordingly, at the end of the module students will be able to apply and adapt their knowledge of marketing strategies, concepts and instruments to specific problems in services marketing context. The lecture is supplemented through case study preparation and presentation.			
<b>Prerequisites:</b> <b>Formal:</b> none <b>Recommended:</b> basic marketing knowledge on Bachelor level			
<b>Obligatory registration:</b> no		<b>Further Information on registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture Services Marketing	2	6	4
ECTS in total			4
<b>Form of assessment</b>	Case Study Preparation and Presentation: 40% of final grade; written exam (60 min.): 60% of final grade		
<b>Lecturer/Person in charge</b>	Prof. Kraus		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Fall semester		
<b>Language</b>	English		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm.		

<b>Module: MKT 550 International Course – Marketing</b>			
<b>Aim of module:</b> depends on course taken abroad			
<b>Learning outcomes:</b> depends on course taken abroad			
<b>Prerequisites:</b> none <b>Formal:</b> The course level equals a regular 500-level course or 600-level course in the Master in Management program. <b>Recommended:</b> The module can be taken during a study abroad term / semester and complements the Mannheim curriculum of the student.			
<b>Course</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
International Course - Marketing	depends on course taken abroad	depends on course taken abroad	depends on course taken abroad
ECTS in total: depends on course taken abroad			
<b>Form of assessment</b>	depends on course taken abroad		
<b>Lecturer/Person in charge</b>	Lecturer at the host university; in Mannheim the respective <i>Teaching Area</i> is responsible for assessment of course		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	fall or spring semester		
<b>Language</b>	English preferred, but any other language possible if Mannheim faculty member is able to identify content and level		
<b>Range of application</b>	Mannheim Master in Management, other Master programs, depends on respective study regulations		

<b>Module: MKT 611 Sales Management and Customer Relationship Management</b>			
<b>Aim of module:</b> The module deals with the basic marketing task of serving, retaining and developing customers from an instrumental and strategic perspective. Accordingly, the lecture is divided into the two components sales management and customer relationship management. Thereby, sales management deals with the fundamentals of channel design, the management of external sales partners and the internal sales force as well as the basics of personal selling. In the part customer relationship management, the students will learn how to achieve customer loyalty and how to increase the value of the customer relations from a long-term perspective.			
<b>Learning outcomes:</b> Students understand and can apply the instruments of sales management and customer relationship management. They are aware of the benefits and implications of long-term customer relationships and how these customer relationships can be managed actively. At the end of this module the students can apply their knowledge about sales strategies, concepts and instruments in practice.			
<b>Prerequisites:</b> <b>Formal:</b> not taken MKT 610 <b>Recommended:</b> Module MKT 510			
<b>Obligatory registration:</b> no		<b>Further Information on registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	6	4
ECTS in total			4
<b>Form of assessment</b>	Written Exam (60 minutes): <b>80%</b> , Group work (Cases): <b>10%</b> Individual assignment: <b>10%</b>		
<b>Lecturer/Person in charge</b>	Prof. Homburg		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Fall semester		
<b>Language</b>	English		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm.		

<b>Module: MKT 612 Business-to-Business-Marketing</b>			
<b>Aim of module:</b> In many industries (e.g. consumer goods, retail, metalworking industry) an essential part of transactions is done between companies and organizational clients (also companies or public sector institutions). This lecture deals with the central characteristics of business-to-business markets and their consequences for marketing.			
<b>Learning outcomes:</b> At the end of the course, students should be able to adapt marketing strategy, concepts and instruments to business-to-business environments.			
<b>Prerequisites:</b> <b>Formal:</b> not taken MKT 610 <b>Recommended:</b> Module MKT 510			
<b>Obligatory registration:</b> no		<b>Further Information on registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	1	3	2
ECTS in total			2
<b>Form of assessment</b>	Written exam (45 min.)		
<b>Lecturer/Person in charge</b>	Prof. Kraus		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Fall semester		
<b>Language</b>	English		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm.		



<b>Module: MKT 621 Global Marketing</b>			
<b>Aim of module:</b> The module is designed for students who expect to undertake international marketing assignments, work for global corporations or help smaller companies to expand globally. The course portrays opportunities and competitive challenges in global market setting and pays special attention to the issue of standardization versus adaptation of marketing programs.			
<b>Learning outcomes:</b> Students will be able to apply their knowledge of marketing concepts to actual international business situations. At the end of the course, students will be able to identify and evaluate opportunities in global markets, to adapt marketing programs for specific markets, and to develop global marketing strategies and programs.			
<b>Prerequisites:</b> <b>Formal:</b> not taken MKT 620 <b>Recommended:</b> Knowledge on Marketing Strategy and Marketing Mix			
<b>Obligatory registration:</b> yes		<b>Further Information on registration:</b> Website of the chair	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	6	4
ECTS in total			4
<b>Form of assessment</b>	Exam (60 min.): 60%, Case Presentation: 40%		
<b>Lecturer/Person in charge</b>	Dr. Schuhmacher		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Fall semester and Spring semester		
<b>Language</b>	English		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm., M.A. K&W, M.Sc. Econ., LL.M.		

<b>Module: MKT 622 Country Manager</b>			
<b>Aim of module:</b> The module is designed for students who expect to undertake international marketing assignments, work for global corporations or help smaller companies to expand globally. The course portrays opportunities and competitive challenges in regional market setting and pays special attention to the issue of standardization versus adaptation of marketing programs.			
<b>Learning outcomes:</b> Students will be able to apply their theoretical and conceptual knowledge of marketing strategy and international marketing in a hands-on application exercise. Students can sharpen their strategy formulation skills and learn about market dynamics. Students will experience the challenges pertaining to international marketing by playing the role of a category manager for a major consumer products company. The course focuses on the computer simulation Country Manager.			
<b>Prerequisites:</b> <b>Formal:</b> not taken MKT 620 <b>Recommended:</b> Understanding of International Marketing			
<b>Obligatory registration:</b> yes		<b>Further Information on registration:</b> Website of the chair	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Simulation Country Manager	1	3	2
ECTS in total			2
<b>Form of assessment</b>	Simulation result: 50%, strategy outline: 25%, final report: 25%		
<b>Lecturer/Person in charge</b>	Prof. Kuester		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Fall semester and Spring semester		
<b>Language</b>	English		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm., M.A. K&W, M.Sc. Econ., LL.M.		

**Module: MKT 631 Marketing Planning and Controlling****Aim of module:**

This course deals with both qualitative and quantitative instruments of marketing controlling. In particular, new concepts of value based controlling are addressed. Here, instruments and approaches are provided which marketing managers need to measure and maximize the contribution of the marketing function to increase shareholder value (e.g. benchmarking, brand value approaches, customer value approaches, balanced scorecard). This module emphasizes the role of marketing as central value driver in a company. The structure of this course is based on the textbook Bauer/Stokburger/Hammerschmidt: Marketing Performance: Messen - Analysieren - Optimieren, Wiesbaden, 2006.

**Learning outcomes:**

The aim of this course is to cover the relevant theoretical and practical basics for planning, analyzing and controlling of strategic and operative marketing decisions. At the end of the module, participants will be able to apply their knowledge to the development and implementation of marketing activities.

**Prerequisites:**

**Formal:** Module MKT 540 (parallel attendance possible) and  
not taken MKT 630

**Recommended:** not specified

**Obligatory registration:** no

**Further Information on registration:**

Courses	Hours per week	Self-study	ECTS
Lecture Marketing planning and controlling	2	6	4
ECTS in total			4

<b>Form of assessment</b>	Written exam (60 min)
<b>Lecturer/Person in charge</b>	N.N.
<b>Duration of module</b>	1 semester
<b>Offering</b>	Spring semester
<b>Language</b>	German
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm.

<b>Module: MKT 650 Market-Oriented Business Policy</b>			
<b>Aim of the module:</b> A market-oriented business policy is a major requirement for modern companies to withstand increasing competition. This module discusses the main concepts of competition and customer focused modern strategic management. Competitive strategies as well as approaches and instruments for managing customer satisfaction are presented. Additionally, latest developments in the theory and management of customer oriented corporate culture and organization are provided.			
<b>Learning outcomes:</b> Students understand market oriented management as a key success factor for modern companies to withstand the increased competition. They are able to derive detailed recommendations for successfully managing the key tasks of the marketing function.			
<b>Prerequisites:</b> <b>Formal:</b> none <b>Recommended:</b> Basic marketing knowledge on Bachelor level / B.Sc. Business Administration			
<b>Obligatory registration:</b> no		<b>Further Information on registration:</b>	
<b>Course</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture Market-Oriented Business Policy	2	6	4
ECTS in total			4
<b>Form of assessment</b>	Written exam (60 min.)		
<b>Lecturer/Person in charge</b>	Prof. Stahl		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Spring semester		
<b>Language</b>	English		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm., M.A. K&W, M.Sc. Econ., LL.M.		

<b>Module: MKT 710 Research Seminar</b>			
<b>Aim of module:</b> The seminar is a preparation for writing a master thesis in the field of marketing and introduces students to academic work related to current topics in marketing research. Students independently compile a written paper covering a current research topic and present their research findings in class.			
<b>Learning outcomes:</b> Participation in the seminar will enable students to work academically and independently explore a research topic in the field of marketing. Students will get acquainted with basic literature research techniques and will learn how to organize and structure their research. Furthermore, students will learn how to present their research findings.			
<b>Prerequisites:</b> <b>Formal:</b> Enrollment in fall 2009: Modules MKT 520 <u>and</u> MKT 530/531 Enrollment in fall 2010: Modules MKT 510 <u>and</u> MKT 520 and MKT 530/531 Enrollment in fall 2012: Modules MKT 510 <u>and</u> MKT 520 <u>and</u> MKT 531/ MKT 532/MKT 540/MKT 560 (parallel attendance possible) <b>Recommended:</b> not specified			
<b>Obligatory registration:</b> yes		<b>Further Information on registration:</b> Website of the chair	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Seminar	2	10	6
ECTS in total			6
<b>Form of assessment</b>	Written paper: 70%, presentation: 30% (minimum grade for passing is 4.0 in both parts)		
<b>Lecturer/Person in charge</b>	Prof. Homburg		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Fall semester and Spring semester		
<b>Language</b>	German/English (the paper can be written either in German or English)		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, Diploma Bus. Adm.		

<b>Module: MKT 720 Marketing Seminar</b>			
<b>Aim of module:</b> The seminar is a preparation for writing a master thesis in the field of marketing and introduces students to academic work related to customer behaviour-related topics in marketing. Aggregate (market) level and individual (decision) level topics are covered. Students prepare a written paper covering a particular research topic. The paper is presented and discussed with other students in class.			
<b>Learning outcomes:</b> Participation in the seminar will enable students to address all aspects of exploring a research topic in the field of marketing. Students learn how to identify research gaps, to formulate research questions and to position and motivate a particular topic, how to develop a conceptual/theoretical framework for the topic, how to conceptualize and operationalize the focal constructs, how to prepare a review of related empirical studies and how to derive theoretical and managerial implications of their research. Furthermore, students get familiar with presentation techniques.			
<b>Prerequisites:</b> <b>Formal:</b> Enrollment in fall 2009: Modules MKT 520 <u>and</u> MKT 530/531 Enrollment in fall 2010: Modules MKT 510 <u>and</u> MKT 520 <u>and</u> MKT 530/531 Enrollment in fall 2012: Modules MKT 510 <u>and</u> MKT 520 <u>and</u> MKT 531/ MKT 532/MKT 540/MKT 560 (parallel attendance possible) <b>Recommended:</b> not specified			
<b>Obligatory registration:</b> yes		<b>Further Information on registration:</b> Website of the chair / “Student Portal”	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Seminar	2	10	6
ECTS in total			6
<b>Form of assessment</b>	Written paper: 70%, presentation: 30% (minimum grade for passing is 4.0 in both parts)		
<b>Lecturer/Person in charge</b>	Dr. Carmen Maria-Albrecht		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Fall semester and spring semester		
<b>Language</b>	German		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, Diploma Bus. Adm.		

<b>Module: MKT 730 Marketing Seminar Prof. Kuester</b>			
<b>Aim of module:</b> Participation in the seminar will enable students to independently explore a research topic by compiling and discussing both theoretical foundations and empirical studies in a written paper. Students will get acquainted with basic literature research techniques and will learn how to organize and structure their research. Furthermore, students will be introduced to presentation techniques and how to present their research findings.			
<b>Learning outcomes:</b> The seminar introduces students to academic work related to current topics and challenges regarding relevant and interesting issues in marketing.			
<b>Prerequisites:</b> <b>Formal:</b> Enrollment in fall 2009: Modules MKT 520 <u>and</u> MKT 530/531 Enrollment in fall 2010: Modules MKT 510 <u>and</u> MKT 520 <u>and</u> MKT 530/531 Enrollment in fall 2012: Modules MKT 510 <u>and</u> MKT 520 <u>and</u> MKT 531/ MKT 532/MKT 540/MKT 560 (parallel attendance possible) <b>Recommended:</b> not specified			
<b>Obligatory registration:</b> yes		<b>Further Information on registration:</b> Website of the chair	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Seminar	2	10	6
ECTS in total			6
<b>Form of Assessment</b>	The paper will account for 60% of the overall grade (minimum grade for passing is 4.0). The presentation will be a team effort and will account for 40% of the overall grade (minimum grade for passing is 4.0).		
<b>Lecturer/Person in charge</b>	Prof. Kuester		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Fall semester and Spring semester		
<b>Language</b>	German, English		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, Diploma Bus. Adm.		

<b>Module: MKT 740 Research Seminar</b>			
<b>Aim of module:</b> The seminar introduces students to academic work and therefore provides the basis for writing a master thesis in the field of marketing. Students individually prepare a written paper covering a current research topic and present their research findings in class.			
<b>Learning outcomes:</b> Students will get acquainted with basic research techniques and will learn how to organize and structure their research. Furthermore, students will be introduced to presentation techniques.			
<b>Prerequisites:</b> <b>Formal:</b> Enrollment in fall 2009: Modules MKT 520 <u>and</u> MKT 530/531 Enrollment in fall 2010: Modules MKT 510, MKT 520, <u>and</u> MKT 530/531 Enrollment in fall 2012: Modules MKT 510 <u>and</u> MKT 520 <u>and</u> MKT 531/ MKT 532/MKT 540/MKT 560 (parallel attendance possible) <b>Recommended:</b> not specified			
<b>Obligatory registration:</b> yes		<b>Further Information on registration:</b> Homepage of the chair	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Seminar	2	10	6
ECTS in total			6
<b>Form of assessment</b>	Written paper: 70% of the final grade, presentation: 30% of the final grade (minimal grade for passing is 4.0 in both parts)		
<b>Lecturer/Person in charge</b>	Prof. Kraus		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Fall semester and Spring semester		
<b>Language</b>	English		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, Diploma Bus. Adm.		



### 3.1.6. Area „Operations Management“

<b>Module: OPM 501 Logistics Management</b>			
<b>Aim of module:</b> Producing goods individually on the spot, right when and where customers demand them is not economically and technically feasible, in general. The logistics function bridges the temporal and geographical gaps between production and consumption. This involves transportation and storage, but also sorting and allocation processes. Advances in information and communication technology have been transforming the underlying economics. In addition, the interaction between different supply chain members has been recognized as a key factor. This course aims to provide insight into key decisions regarding the design and management of logistics activities. To this end, it introduces quantitative models that link managerial levers to logistics performance, thereby allowing appropriate trade-offs. Core topics include capacity management, logistics network design, and transportation planning.			
<b>Learning outcomes:</b> This course helps students understand how to align logistics decisions with an underlying business strategy. Students will become acquainted with fundamental logistics planning tasks. The course enables them to analyze logistics decisions by means of quantitative techniques and to make the right trade-offs between different performance criteria.			
<b>Prerequisites:</b> <b>Formal:</b> none <b>Recommended:</b> Basic knowledge in operations management (e.g. BSc course “OPM 301 Operations Management”), basic knowledge in mathematics (including Linear Programming) and in statistics (probability distributions)			
<b>Obligatory registration:</b> no		<b>Further Information on registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	6	4
Exercise class	2	2	2
ECTS in total			6
<b>Form of assessment</b>	Written exam (90 min)		
<b>Lecturer/Person in charge</b>	Prof. Fleischmann		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Fall semester		
<b>Language</b>	English		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, M.Sc. Business Mathematics, Diploma Bus. Adm., M.Sc. Econ.		

**Module: OPM 502 Inventory Management****Aim of module:**

Matching supply with demand constitutes the temporal dimension of logistics. Inventories allow companies to decouple supply and demand and thereby to design the supply processes more efficiently. However, inventories come at a cost. This course discusses different roles that inventory can play in the supply chain. It introduces quantitative models that capture the trade-off between inventory holding costs and performance. The course also complements supply-side inventory management with demand-side revenue management techniques. Core topics of this course include demand forecasting, lot sizing, safety stocks, and revenue management.

**Learning outcomes:**

In this course, students will learn how inventories can be used to manage supply chain performance. They will learn to distinguish different functions of inventory in different supply chain environments. The course enables students to analyze inventory systems quantitatively and to determine the right inventory levels to achieve given performance objectives. Students will also get acquainted with the basic principles of revenue management and understand how these are interrelated with inventory management.

**Prerequisites:**

**Formal:** None

**Recommended:** Basic knowledge in operations management (e.g. BSc course “OPM 301 Operations Management”), basic knowledge in mathematics (including Linear Programming) and in statistics (probability distributions)

**Obligatory registration:** no

**Further Information on registration:**

Courses	Hours per week	Self-study	ECTS
Lecture	2	6	4
Exercise class	2	2	2
ECTS in total			6

<b>Form of assessment</b>	Written exam (90 min)
<b>Lecturer/Person in charge</b>	Prof. Fleischmann
<b>Duration of module</b>	1 semester
<b>Offering</b>	Fall semester
<b>Language</b>	English
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, M.Sc. Business Mathematics, Diploma Bus. Adm., M.Sc. Econ.

**Module: OPM 503 Transportation I – Land Transport and Shipping****Aim of module:**

This lecture gives an overview about market developments in road and rail transport, inland and maritime shipping. Part of this is the overview of present and future transportation technologies. General business developments in the shipping, trucking, and railway industries are discussed as well as individual strategies of companies active in these transportation sectors. Another focus is laid on the developments of transportation policy, which is still an important framework for the business activities of transportation companies. As traffic infrastructure is a key factor for the performance of transportation services, the possibilities for an optimization of the use of the existing traffic infrastructure are discussed. Attention is not only given to the developments in Germany, but also to the developments in Europe and other world regions.

**Learning outcomes:**

Students will understand the dynamics and interdependencies of the markets for land transport, maritime shipping, and inland navigation. The students will also understand the role of transport for the globalization of the world's economy and for the supply chain management.

**Prerequisites: none**

**Formal:** none

**Recommended:** not specified

**Obligatory registration:** no

**Further Information on registration:**

<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	6	4
ECTS in total			4

<b>Form of assessment</b>	Written examination (45 min)
<b>Lecturer/Person in charge</b>	Prof. Bjelicic
<b>Duration of module</b>	1 semester
<b>Offering</b>	Spring semester
<b>Language</b>	German
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, M.Sc. Business Mathematics, Diploma Bus. Adm., M.Sc. Econ.

<b>Module: OPM 504 Transportation II – Aviation</b>			
<b>Aim of module:</b> This lecture gives an introduction to the quickly changing world of airline companies and their business activities. The topics of the lecture are: aviation history, aviation technology, aviation and environment, air traffic development (historic and forecast), air transport policy, airline management (strategy, operations, financing, marketing & sales etc.), air cargo transport, airports and air traffic control systems.			
<b>Learning outcomes:</b> Students will understand the dynamics and interdependencies of the global aviation industry. They learn about the characteristics of airline management in various areas.			
<b>Prerequisites: none</b> <b>Formal:</b> none <b>Recommended:</b> not specified			
<b>Obligatory registration:</b> no		<b>Further Information on registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	6	4
ECTS in total			4
<b>Form of assessment</b>	Written examination (45 min)		
<b>Lecturer/Person in charge</b>	Prof. Bjelicic		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Fall semester		
<b>Language</b>	German		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, M.Sc. Business Mathematics, Diploma Bus. Adm., M.Sc. Econ.		

**Module: OPM 561 Production Management****Aim of module:**

This course introduces planning tasks in both, the design and management of lean production systems from the strategic down to the control level. In the first part of the lecture, design planning problems are characterized based on a classification of different production systems. Additionally, we discuss the main principles of lean production and the influence of variability on the performance measures. In the second part, advanced planning systems and related models for hierarchical production planning are characterized. As well, we cover control and scheduling decisions for the production systems described in the design part. This course aims to provide insight into key decisions regarding the design and management of lean production systems. To this, we introduce quantitative decision models for the performance analysis and optimization of these production systems and discuss basic solution approaches for their several planning tasks.

**Learning outcomes:**

After this course students will have an overview of the key concepts, objectives, requirements, and methods in lean production management and will be able to understand the structure of advanced planning systems.

**Prerequisites:**

**Formal:** none

**Recommended:** Basic knowledge in operations management (e.g. BSc course “Produktion” or “OPM 301 Operations Management”), basic knowledge in mathematics (including Linear Programming) and in statistics (probability distributions)

**Obligatory registration:** no

**Further Information on the registration:**

Courses	Hours per week	Self-study	ECTS
Lecture	2	6	4
Exercise class	2	2	2
ECTS in total			6

<b>Form of assessment</b>	Written exam (90 min)
<b>Lecturer/Person in charge</b>	Prof. Stolletz
<b>Duration of module</b>	1 semester
<b>Offering</b>	Fall semester
<b>Language</b>	English
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Wirtschaftspädagogik, M.Sc. Wirtschaftsinformatik, M.Sc. Wirtschaftsmathematik, M.Sc. VWL, Diplom BWL

<b>Module: OPM 550 International Course – Operations Management</b>			
<b>Aim of module:</b> depends on course taken abroad			
<b>Learning outcomes:</b> depends on course taken abroad			
<b>Prerequisites:</b> none <b>Formal:</b> The course level equals a regular 500-level course or 600-level course in the Master in Management program. <b>Recommended:</b> The module can be taken during a study abroad term / semester and complements the Mannheim curriculum of the student.			
<b>Course</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
International Course – Operations Management	depends on course taken abroad abroad	depends on course taken abroad abroad	depends on course taken abroad abroad
ECTS in total: depends on course taken abroad			
<b>Form of assessment</b>	depends on course taken abroad		
<b>Lecturer/Person in charge</b>	Lecturer at the host university; in Mannheim the respective <i>Teaching Area</i> is responsible for assessment of course		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	fall or spring semester		
<b>Language</b>	English preferred, but any other language possible if Mannheim faculty member is able to identify content and level		
<b>Range of application</b>	Mannheim Master in Management, other Master programs, depends on respective study regulations		

**Module: OPM 601 Supply Chain Management****Aim of module:**

Fulfilling a customer order typically involves multiple parties, such as suppliers, manufacturers, wholesalers, and retailers, each of them having their own objectives. At the same time, all parties are dependent on each other to serve the final customer. Supply chain management addresses the interplay between individual objectives and overall supply chain performance. The key insight is that supply chain coordination can generate a win-win situation, benefiting all supply chain members. This course discusses the need for supply chain coordination and introduces several mechanisms for achieving it. Key topics include supply chain coordination, incentive alignment, supply chain contracts, and information asymmetries.

**Learning outcomes:**

Students will understand the potential of coordinated decision making along the supply chain. They will also be aware of obstacles that complicate this coordination. The students will get to know mechanisms for aligning incentives of different supply chain members, e.g. by means of appropriate contracts. They will be able to quantify the effects of these mechanisms by means of corresponding mathematical models.

**Prerequisites:**

**Formal:** At least one module OPM 5XX

**Recommended:** Participants should be familiar with the fundamentals of operations management and logistics. Specifically, the course builds on topics covered in the modules OPM 501 and OPM 502. Participants who have not attended these modules will require additional preparation. The course further assumes a basic knowledge in mathematics (including Linear Programming) and in statistics (probability distributions).

**Obligatory registration:** no

**Further Information on registration:**

<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	6	4
Exercise class	2	2	2
ECTS in total			6
<b>Form of assessment</b>	Written exam (90 min)		
<b>Lecturer/Person in charge</b>	Prof. Fleischmann		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Spring semester		
<b>Language</b>	English		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, .Sc. Business Mathematics, Diploma Bus. Adm., M.Sc. Econ.		

<b>Module: OPM 660 Simulation of Manufacturing Systems</b>			
<b>Aim of module:</b> This course is an extension to the module OPM 661 (Manufacturing Systems Modeling and Analysis) that deals with the technique of simulation. Simulation is often used to support management and design decisions in complex production systems. All lectures will be given in a computer lab, where the corresponding production systems are modeled and the performance measures are analyzed using standard simulation software (ARENA). During the course, the students will work on several assignments and cases in groups.			
<b>Learning outcomes:</b> The students learn the basic concepts of simulation and how to model and analyse complex systems using the standard simulation software ARENA.			
<b>Prerequisites:</b> <b>Formal:</b> OPM 661 (parallel attendance possible) <b>Recommended:</b> See OPM 661			
<b>Obligatory registration:</b> no		<b>Further Information on the registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Exercise class	2	2	2
ECTS in total			2
<b>Form of assessment</b>	Assignment(s)/work on case studies (individual or in groups), presentation		
<b>Lecturer/Person in charge</b>	Prof. Stolletz		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Spring semester		
<b>Language</b>	English		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Wirtschaftspädagogik, M.Sc. Wirtschaftsinformatik, M.Sc. Wirtschaftsmathematik, Diplom BWL, M.Sc. VWL		



**Module: OPM 661 Manufacturing Systems Modeling and Analysis****Aim of module:**

This course introduces analytical approaches for modeling and analyzing manufacturing and production systems. Production systems, such as flow lines, are often operating in an uncertain environment, e.g. uncertain demand or random processing capacities. With respect to lean management principles, robust planning approaches need to consider such stochastic elements. In addition, the production process is often highly time-dependent, for example due to capacity ramp-ups, seasonal demand patterns, and decreasing machine reliability over time.

In order to support decisions for such uncertain and dynamic manufacturing systems we apply queueing theory. The basic concepts of this underlying theory are developed in sufficient detail. Several general concepts of robust planning are discussed. Additionally, analytical performance approximations are introduced and used to analyse economies of scale or the value of flexible capacities.

**Learning outcomes:**

Students learn to understand the impact of stochastic variations in production systems. After this course students are familiar with the theory and practice of capacity analysis of stochastic manufacturing systems. They learn to adapt and to apply analytical approximations and robust planning methods.

**Prerequisites:**

**Formal:** At least one module OPM 5XX

**Recommended:** Participants should be familiar with the fundamentals of production and operations management. Specifically, the course builds on topics covered in the module OPM 561. Participants who have not attended this module will require additional preparation. The course further assumes a basic knowledge in mathematics (including linear programming) and in statistics (probability distributions).

**Obligatory registration:** no

**Further information on registration:**

<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	6	4
Exercise class	2	2	2
ECTS in total			6

<b>Form of assessment</b>	Written exam (90 min)
<b>Lecturer/Person in charge</b>	Prof. Stolletz
<b>Duration of module</b>	1 semester
<b>Offering</b>	Spring semester
<b>Language</b>	English
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Wirtschaftspädagogik, M.Sc. Wirtschaftsinformatik, M.Sc. Wirtschaftsmathematik, Diplom BWL, M.Sc. VWL

<b>Module: OPM 662 Modeling and Optimization of Operations Scheduling</b>			
<b>Aim of module:</b> This course introduces modeling approaches for scheduling of manufacturing operations. We characterize different scheduling tasks in operational and tactical planning. Linear and mixed-integer programming models are developed to optimize such operations. All lectures will be given in a computer lab, where the models are implemented and solved using standard software (GAMS). We discuss several concepts of hierarchical planning. Different heuristic techniques to cope with high complexity are introduced and implemented. During the course the students will work on several assignments in groups.			
<b>Learning outcomes:</b> Students learn how to formulate scheduling models as mixed-integer linear programs. They learn how to implement these models in standard software to derive optimal schedules. The students also learn to deal with the complexity of real-world problems via aggregation, relaxation, and decomposition techniques, and how to perform sensitivity analyses.			
<b>Prerequisites:</b> <b>Formal:</b> At least one module OPM 5XX <b>Recommended:</b> Participants should be familiar with the fundamentals of production and operations management. Specifically, the course builds on topics covered in the module OPM 561. Participants who have not attended this module will require additional preparation. The course further assumes a basic knowledge in mathematics (including linear programming).			
<b>Obligatory registration:</b> no		<b>Further information on registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	6	4
Exercise class	2	6	4
ECTS in total			8
<b>Form of assessment</b>	Assignments in groups (70%), oral exam (30%) (both have to be passed)		
<b>Lecturer/Person in charge</b>	Prof. Stolletz		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Spring semester		
<b>Language</b>	English		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Wirtschaftspädagogik, M.Sc. Wirtschaftsinformatik, M.Sc. Wirtschaftsmathematik, M.Sc. VWL, Diplom BWL		

**Module: OPM 701 Research Seminar Supply Chain Management****Aim of module:**

The goal of this seminar is to introduce the participants to the conducting of scientific research. It thereby prepares them for the writing of their Master thesis. Participants will carry out a literature study on a given topic in the field of logistics and supply chain management and discuss the results in a written report and in an oral presentation.

**Learning outcomes:**

Students will learn how to analyze the academic literature on a given topic. They will become acquainted with the setup and composition of academic publications. They will also learn how to present the results of their analysis.

**Prerequisites:**

**Formal:** At least one module OPM 6XX (Parallel attendance possible) or an equivalent module within an exchange program

**Recommended:** Sound knowledge in logistics and supply chain management; sound quantitative skills; interest in scientific research

**Obligatory registration:** yes  
(at the end of the preceding term)

**Further Information on registration:**  
Website of the chair

<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	10	6
ECTS in total			6

<b>Form of assessment</b>	Presentation, active contribution to class discussion, written report
<b>Lecturer/Person in charge</b>	Prof. Fleischmann
<b>Duration of module</b>	1 semester
<b>Offering</b>	Fall semester and spring semester (in spring semester possibly replaced by OPM 741)
<b>Language</b>	English / German
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, Diploma Bus. Adm.

<b>Module: OPM 702 Master Colloquium</b>		
<b>Aim of module:</b> The Master Colloquium provides students with an opportunity to present core ideas of their thesis project and to receive feedback from their peers as well as from their supervisor. This feedback will help them in the completion of their thesis. The presentation will be scheduled about half-way through the project.		
<b>Learning outcomes:</b> Students will learn how to present a complicated matter in a well-structured way. They will benefit from their individual feedback as well as from attending and discussing presentations by their peers.		
<b>Prerequisites:</b> <b>Formal:</b> none <b>Recommended:</b> Sound knowledge in logistics and supply chain management; sound quantitative skills; interest in scientific research		
<b>Obligatory registration:</b> yes		<b>Further Information on registration:</b> Website of the chair
<b>Courses</b>	<b>Hours per week</b>	<b>ECTS</b>
Lecture	2	-
ECTS in total		-
<b>Form of assessment</b>	Presentation, active contribution to class discussion, written report	
<b>Lecturer/Person in charge</b>	Prof. Fleischmann	
<b>Duration of module</b>	1 semester	
<b>Offering</b>	Fall semester and Spring semester	
<b>Language</b>	English / German	
<b>Range of application</b>	Mannheim Master in Management, Diploma Bus. Adm., M.Sc. Bus. Ed.,	

<b>Module: OPM 761 Research Seminar Production Management</b>			
<b>Aim of module:</b> The goal of this seminar is to introduce the participants to the conducting of scientific research. It hereby prepares them for the writing of their Master thesis. Participants will carry out a literature study on a given topic in the field of production management and/or analyse a related decision model using an optimization or simulation tool. The students discuss the results in a written report and in an oral presentation.			
<b>Learning outcomes:</b> Students will learn how to analyze the academic literature on a given topic. They will become acquainted with the setup and composition of academic publications. Additionally, they will learn how to present the results of their analysis.			
<b>Prerequisites:</b> <b>Formal:</b> At least one module OPM 6XX (Parallel attendance possible) or an equivalent module within an exchange program  <b>Recommended:</b> Sound knowledge in production management; sound quantitative skills; interest in scientific research			
<b>Obligatory registration:</b> yes (at the end of the preceding term)		<b>Further information on registration:</b> Website of the chair	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	10	6
ECTS in total			6
<b>Form of assessment</b>	Written report, presentation, active contribution to class discussion		
<b>Lecturer/Person in charge</b>	Prof. Stolletz		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Fall semester and Spring semester		
<b>Language</b>	English / German		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, Diploma Bus. Adm.		

<b>Module: OPM 762 Master Colloquium Production Management</b>		
<b>Aim of module:</b> The Master Colloquium provides students with an opportunity to present core ideas of their thesis project and to receive feedback from their peers as well as from their supervisor. This feedback will help them in the completion of their thesis. The presentation will be scheduled about half-way through the project.		
<b>Learning outcomes:</b> Students will learn how to present a complicated matter in a well-structured way. They will benefit from their individual feedback as well as from attending and discussing presentations by their peers.		
<b>Prerequisites:</b> <b>Formal:</b> none <b>Recommended:</b> Sound knowledge in production management; sound quantitative skills; interest in scientific research		
<b>Obligatory registration:</b> no		<b>Further information on registration:</b>
<b>Courses</b>	<b>Hours per week</b>	<b>ECTS</b>
Lecture	2	-
ECTS in total		-
<b>Form of assessment</b>	Presentation, active contribution to class discussion	
<b>Lecturer/Person in charge</b>	Prof. Stolletz	
<b>Duration of module</b>	1 semester	
<b>Offering</b>	Fall semester and Spring semester	
<b>Language</b>	English / German	
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Wirtschaftspädagogik, Diplom BWL	

<b>Module: OPM 763 Basics of scientific writing for final theses</b>		
<b>Aim of module:</b> Students are provided with the basic principles of scientific writing. This includes an introduction to literature research. Additionally student will get to know the formal guidelines for their final thesis at the Chair of Production Management like general style of citations, formal requirements concerning tables and figures and the structure/outline of the thesis. Beyond that students will be introduced how to structure a thesis and how to generate an opportunity for scientific contribution.		
<b>Learning outcomes:</b> Students should be able to conduct literature research and to integrate previous work into a literature discussion. Beyond that students should learn to present research results in compliance with the standards of the chair of productions management.		
<b>Prerequisites:</b>		
<b>Formal:</b> Registration for final thesis at the Chair of production management		
<b>Recommended:</b> Interest in scientific writing and research methods, Intent to write thesis at the chair of production management		
<b>Courses</b>	<b>Hours per week</b>	<b>ECTS</b>
Lecture	2	-
ECTS in total	-	-
<b>Form of assessment</b>		
<b>Lecturer/Person in charge</b>	Prof. Stolletz	
<b>Duration of module</b>	1 Semester	
<b>Offering</b>	Fall semester and Spring semester	
<b>Language</b>	English / German	
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, Diploma Bus. Adm.	

<b>Module: OPM 765 Introduction to scientific writing and presentation for term papers</b>		
<b>Aim of module:</b> The Module offers students an introduction to the basics of writing a seminar thesis in general and the guidelines of the chair of production management in special. This includes a brief introduction on how to structure a literature review and discussion. Additionally students will get to know the formal guidelines for their seminar papers (general style of citations, formal requirements concerning tables and figures and structure/outline) and seminar presentations (structure, slide design, basic principles of verbal presentation) at the Chair of Production Management.		
<b>Learning outcomes:</b> Students should be able fulfill term paper quality requirements. Therefore basic principles and methods of scientific writing as well as guidelines for a coherent verbal presentation of the papers main hypotheses should be understood and implemented by participants.		
<b>Prerequisites:</b>		
<b>Formal:</b> Registration for production management research seminar (OPM 761)		
<b>Recommended:</b> Interest in scientific writing and research methods, Plan to write thesis at the chair of production		
<b>Courses</b>	<b>Hours per week</b>	<b>ECTS</b>
Lecture	2	-
ECTS in total	-	-
<b>Form of assessment</b>		
<b>Lecturer/Person in charge</b>	Prof. Stolletz	
<b>Duration of module</b>	1 Semester	
<b>Offering</b>	Fall semester and Spring semester	
<b>Language</b>	English / German	
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, Diploma Bus. Adm.	



### 3.2. Changing Course Offer

#### 3.2.1. Area „Accounting and Taxation“

<b>Module: ACC 514 International Financial Reporting &amp; Analysis</b>			
<b>Aim of module:</b> Several cases which deal with a specific financial accounting topic will be discussed within the context of corporations' financial statements. Each case will contain financial statement information and a set of specific questions pertaining to one financial accounting issue. The financial statement information will be used to infer and interpret the economic events underlying the numbers. Some cases will be accompanied by a related article taken from the business press which will be incorporated in the questions in the case. Some cases will involve two companies within an industry and the case questions will focus on intercompany comparisons of financial information.			
<b>Learning outcomes:</b> This course is designed to help students become a global user of financial reports. Besides a comprehensive understanding of international accounting regulations, students get familiar with case studies and presentations in class.			
<b>Prerequisites:</b> <b>Formal:</b> none <b>Recommended:</b> not specified			
<b>Obligatory registration:</b> yes		<b>Further information on registration:</b> “Student Portal“	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2 (blocked)	6	4
ECTS in total			4
<b>Form of assessment</b>	Participation: 20%, case presentation: 30 % and final written exam (120 min.): 50%		
<b>Lecturer/Person in charge</b>	Prof. Favere-Marchesi/ Prof. Simons		
<b>Duration of module</b>	1 Semester (blocked)		
<b>Offering</b>	Fall semester		
<b>Language</b>	English		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, Diploma Bus. Adm., LL.M., M.Sc. Econ.		

<b>Module: ACC 553 Management Accounting</b>			
<b>Aim of module:</b> The course discusses the German and international concepts of Management Accounting. In detail it covers the fundamentals of MCS, SMA and organizational aspects. Additionally the course shows the actions of management accounting in projects and the concept of shared service centers. <ul style="list-style-type: none"> <li>■ Conceptual fundamentals of management accounting</li> <li>■ Conceptual foundations of MCS – Management Control Systems and Strategic Management Accounting (SMA)</li> <li>■ Distribution of information through management accounting</li> <li>■ Coordination by management accounting</li> <li>■ Organizational aspects of management accounting</li> <li>■ Fundamentals of management accounting in projects</li> <li>■ Offshoring and Shared Service Centers</li> </ul>			
<b>Learning outcomes:</b> <ul style="list-style-type: none"> <li>■ Students know the main statements of conceptions of management accounting and they are able to discuss these critically.</li> <li>■ Students know the fundamentals of MCS – Management Control Systems and Strategic Management Accounting</li> <li>■ Students can identify the theoretical and practical benefits of an adequate distribution of information and the coordination performed by management accounting</li> <li>■ Students are able to discuss organizational topics of management accounting</li> <li>■ Students know how to implement significant elements of management accounting in projects</li> </ul>			
<b>Prerequisites:</b> <b>Formal:</b> none <b>Recommended:</b> Basic knowledge in the fields of cost accounting and financial accounting			
<b>Obligatory registration:</b> no		<b>Further information on registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	10	6
ECTS in total			6
<b>Form of assessment</b>	Exam (45 min.)		
<b>Lecturer/Person in charge</b>	Dr. Kunz		
<b>Duration of module</b>	1 Semester		
<b>Offering</b>	Fall semester		
<b>Language</b>	German		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Information Systems, Diploma Bus. Adm., LL.M., M.Sc. Econ.		

<b>Module: ACC 554 Management Accounting in International Corporate Groups</b>			
<b>Aim of module:</b> The course shows theoretical and conceptual fundamentals of management accounting in corporate groups (“Konzerncontrolling”). The course goes into core topics which result from the specificity of managing international shareholdings and from the enterprise size of international corporate groups. <ul style="list-style-type: none"> <li>■ Fundamentals: Corporate Groups and the Term „Konzerncontrolling“</li> <li>■ Influencing Factors and starting points of management accounting in corporate groups</li> <li>■ Cost Accounting in corporate groups</li> <li>■ Management of centralized functions within a corporate group (e.g. Corporate Center)</li> <li>■ Current Trends in the field of controlling in corporate groups</li> </ul>			
<b>Learning outcomes:</b> <ul style="list-style-type: none"> <li>■ Students will be able to analyse and conceptualize self-contained the tasks and organisation of a management accounting in international corporate groups.</li> <li>■ Students are able to optimize the cost- and profit-situation of corporate groups based on the taught theoretical and conceptual fundamentals.</li> <li>■ Students are able to choose and to found the usage of instruments and core tasks in specific situations.</li> <li>■ Students are able to value critically statements concerning the design of management accounting in corporate groups and the used instruments.</li> <li>■ Students can identify self-contained problems and topics of management in corporate groups.</li> </ul>			
<b>Prerequisites:</b> <b>Formal:</b> none <b>Recommended:</b> Basic knowledge in the fields of cost accounting, financial accounting, and management accounting			
<b>Obligatory registration:</b> no		<b>Further information on registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	10	6
ECTS in total			6
<b>Form of assessment</b>	Exam (45 min.)		
<b>Lecturer/Person in charge</b>	Dr. Kunz		
<b>Duration of module</b>	1 Semester		
<b>Offering</b>	Spring semester		
<b>Language</b>	German		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm., LL.M., M.Sc. Econ.		

<b>Module: ACC 572 Quality and Risk Management in Auditing Practice</b>			
<b>Aim of module:</b> The course introduces students to the principles of quality and risk management in the professional services firm. The course describes methods to ensure and control quality in a services company and presents an integrated quality and risk management on a business process level. The implementation in praxis will be discussed.			
<b>Learning outcomes:</b> Students are able to describe and analyze the different methods of quality and risk management in a professional services firm. Students learn how to implement the concept in praxis.			
<b>Prerequisites:</b> <b>Formal:</b> none <b>Recommended:</b> Bachelor-knowledge of financial accounting			
<b>Obligatory registration:</b> no		<b>Further information on registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	6	4
ECTS in total			4
<b>Form of assessment</b>	Written exam (45 min.)		
<b>Lecturer/Person in charge</b>	Prof. Pfitzer		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Spring semester 2013		
<b>Language</b>	German		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm., LL.M., M.Sc. Econ.		

<b>Module: ACC 573 Selected Issues in IFRS Accounting</b>			
<b>Aim of module:</b> Current topics of international accounting are discussed and illustrated using case studies. The course is specifically aimed at students with a basic knowledge of financial accounting, who want to deepen their knowledge of selected, practice-oriented issues of international accounting.			
<b>Learning outcomes:</b> Students receive an overview of IFRS accounting. They will gain a systematic understanding of IFRS accounting as well as in-depth knowledge of selected IFRS standards.			
<b>Prerequisites:</b>			
<b>Formal:</b> none			
<b>Recommended:</b> Bachelor-knowledge of financial accounting			
<b>Obligatory registration:</b> no		<b>Further Information on the registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture Introduction to Auditing	2	6	4
ECTS in total			4
<b>Form of assessment</b>	Written exam (45 min.)		
<b>Lecturer/Person in charge</b>	Prof. Wollmert		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Fall semester		
<b>Language</b>	German		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm., LL.M., M.Sc. Econ.		

<b>Module ACC 625: Practical Aspects of M&amp;A Processes</b>			
<b>Aim of module:</b> <p>This course seeks to provide a comprehensive overview on key aspects of M&amp;A transactions allowing the participants to understand why M&amp;A transactions are regularly carried out by corporates and what part they play in an overall corporate strategy. The course considers various aspects of doing M&amp;A and focuses in particular on strategic reasoning, management challenges as well as pricing and regulatory aspects. The course will draw on a number of theoretical concepts including the time value of money, appropriate consideration of risk and agency-incentive problems.</p>			
<b>Learning outcomes:</b> <ol style="list-style-type: none"> <li>1. Understand why M&amp;A is regularly carried out and what are the drivers of M&amp;A</li> <li>2. Be familiar with the key steps in an M&amp;A process</li> <li>3. Analyse appropriate value creation of acquisitions during the deal and in post-merger situations</li> <li>4. Understand the far reaching consequences of M&amp;A transactions including financing, regulatory and management aspects.</li> </ol>			
<b>Prerequisites:</b> <b>Formal:</b> Master-level Students <b>Recommended:</b> <p>It is highly recommended that participants are familiar with basic corporate finance principles as e.g. are set out in Brealey, Myer, Allen. Principles of Corporate Finance (9<sup>th</sup> Edition). McGraw-Hill International. Good knowledge of International Financial Reporting Standards is also expected.</p> <p>As this practical course heavily draws on case studies it has to be noted that the required reading has to been studied carefully before every class in order to allow a fruitful and constructive discussion.</p>			
<b>Obligatory registration:</b> tba		<b>Further information on registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	6	4
Tutorial (intensive)	2	2	2
ECTS in total			6
<b>Form of assessment</b>	Classroom participation based on case studies (50%) Quick tests (10%) Final exam (40%)		
<b>Lecturer/Person in charge</b>	Dr. Steffen Wagner		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Fall semester		
<b>Language</b>	German/English		
<b>Range of application</b>	Mannheim Master in Management, Diploma Bus. Adm., M.Sc. Wirtschaftsinformatik, M.Sc. Wirtschaftspädagogik, M.Sc. Econ., LL.M.		

<b>Module: ACC 626 Transaction Accounting</b>			
<b>Aim of module:</b> Topics of transaction accounting are discussed and illustrated using case studies. The course is specifically aimed at students with a basic knowledge of financial and transactional accounting, who want to deepen their knowledge of selected, practice-oriented issues. Six main topics will be covered in-depth: definition of transaction accounting, economic motivation for transactions, private law basics for M&A, transaction accounting under IFRS, carve out transactions, link between financial and tax accounting in an M&A context.			
<b>Learning outcomes:</b> Students receive an overview of accounting aspects of M&A. They will also gain a systematic understanding of all relevant questions and issues in preparing and managing transactions.			
<b>Prerequisites:</b> <b>Formal:</b> none <b>Recommended:</b> Bachelor-knowledge of financial accounting			
<b>Obligatory registration:</b> no		<b>Further Information on the registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture Introduction to Auditing	2	6	4
ECTS in total			4
<b>Form of assessment</b>	Written exam (45 min.)		
<b>Lecturer/Person in charge</b>	Prof. Wollmert		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Spring semester		
<b>Language</b>	German		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm., LL.M., M.Sc. Econ.		

<b>Module: ACC 653 Cost Management and Analysis</b>			
<b>Aim of module:</b> The course shows theoretical and conceptual fundamentals of cost management. Additionally the essential methods and instruments of cost management will be discussed. <ul style="list-style-type: none"> <li>■ Fundamentals of cost management and analysis</li> <li>■ Analysing the cost situation of an enterprises</li> <li>■ Starting points: How to influence the cost- and profit-situation of enterprises</li> <li>■ Methods and instruments for influencing the cost situation</li> </ul>			
<b>Learning outcomes:</b> <ul style="list-style-type: none"> <li>■ Students are able to interpret the essential instruments of cost management and analysis correctly.</li> <li>■ Students are able to analyse the cost situation of enterprises self-contained.</li> <li>■ Students are able to optimize the cost- and profit-situation of enterprises based on the taught theoretical and conceptual fundamentals.</li> <li>■ Students are able to design instruments (e.g. Contribution Margin Calculation, Process Costing) enterprise-individually.</li> <li>■ Students can choose the proper instruments in specific situations and they are able to base their choices comprehensibly.</li> <li>■ Students can implement specific actions of cost management and analysis.</li> <li>■ Students are able to discuss the outcome and of certain activities in cost management and analysis.</li> </ul>			
<b>Prerequisites:</b> <b>Formal:</b> none <b>Recommended:</b> Basic knowledge in the fields of cost accounting and financial accounting			
<b>Obligatory registration:</b> no		<b>Further information on registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	10	6
ECTS in total			6
<b>Form of assessment</b>		Exam (45 min.)	
<b>Lecturer/Person in charge</b>		Dr. Kunz	
<b>Duration of module</b>		1 Semester	
<b>Offering</b>		Spring semester	
<b>Language</b>		German	
<b>Range of application</b>		Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm., LL.M., M.Sc. Econ.	



<b>Module: TAX 631 Case Studies in International Business Taxation: The Influence of European Law on Direct Taxation</b>			
<b>Aim of module:</b> <ul style="list-style-type: none"> <li>- Case Law of the European Court of Justice relevant for cross-border direct business taxation</li> <li>- EU Merger Directive</li> <li>- EU Parent-Subsidiary Directive</li> <li>- EU Interest and Royalty Payments Directive</li> </ul>			
<b>Learning outcomes:</b> <ul style="list-style-type: none"> <li>- Students understand the relevance of European law for direct business taxation</li> <li>- Students learn to apply the principles of the EU directives on cross-border re-organizations and payments of dividends, interest and royalties</li> <li>- Students learn to utilize the tax advantages of the EU directives in practical cases</li> </ul>			
<b>Prerequisites:</b> <b>Formal:</b> none <b>Recommended:</b> Knowledge of contents of Module TAX 510 <u>and</u> Module TAX 520 <u>or</u> Module TAX 530			
<b>Obligatory registration:</b> no		<b>Further information on registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture Case Studies in International Business Taxation	2	6	4
ECTS in total			4
<b>Form of Assessment</b>	Written examination (45 min.)		
<b>Lecturer/Person in charge</b>	Prof. Schumacher / Prof. Spengel		
<b>Duration of module</b>	1 semester		
<b>Frequency</b>	Fall semester		
<b>Language</b>	English		
<b>Range of Application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm., LL.M., M.Sc. Econ.		

<b>Module: TAX 632 International Taxation in the US and other selected countries</b>			
<b>Aim of module:</b> <ul style="list-style-type: none"> <li>- Basic principles of US and other foreign business taxation systems with respect to: <ul style="list-style-type: none"> <li>o Outbound investments</li> <li>o Inbound investments</li> <li>o Treaty aspects</li> <li>o International Tax Planning</li> </ul> </li> <li>- Overview of double tax treaty developments</li> </ul>			
<b>Learning outcomes:</b> <ul style="list-style-type: none"> <li>- Students will be provided with an overview of different foreign international business tax systems.</li> <li>- Students will gain a basic understanding of the US business taxation principles (applicable kind of taxes and definition of taxable person, tax income determination, business reorganizations rules, entity classification rules), US income tax implications relative to US Outbound and US Inbound investments (US tax credit system, US CFC rules, US thin capitalization rules).</li> <li>- Get an understanding of International Tax Planning strategies. Get an understanding of tax treaty developments.</li> </ul>			
<b>Prerequisites:</b> <b>Formal:</b> none <b>Recommended:</b> Knowledge of contents of Module TAX 510 <u>and</u> Module TAX 520 <u>or</u> Module TAX 530			
<b>Obligatory Registration:</b> no		<b>Further information on registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	6	4
ECTS in total			4
<b>Form of assessment</b>	Individual Assignment and Presentation		
<b>Lecturer/Person in charge</b>	Dr. Brunsbach / Prof. Spengel		
<b>Duration of module</b>	1 semester (block course)		
<b>Frequency</b>	Fall semester		
<b>Language</b>	English		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Information Systems, Diploma Bus. Adm., LL.M., M.SC. VWL		

<b>Module: TAX 661 Case Studies in International Tax Planning</b>			
<b>Aim of module:</b> <ul style="list-style-type: none"> <li>- International Tax Planning and Tax Structuring using Financing Companies in the case of Outbound Investment</li> <li>- International Tax Planning and Tax Structuring using Financing Companies in the case of Inbound Investment</li> <li>- International Tax Planning and Tax Structuring concerning the German „Zinsschranke“ (Thin-Cap-Rule) and other foreign Anti-Avoidance-Rules</li> <li>- International Tax Planning and Tax Structuring especially considering the Reorganization Tax Act</li> <li>- International Tax Planning and Tax Structuring especially considering Qualification Conflicts</li> </ul>			
<b>Learning outcomes:</b> <ul style="list-style-type: none"> <li>- The Students learn how to apply their skills in basic taxation on practical cases</li> <li>- The Students get a deeper insight into the basics of the most important areas in International Tax Planning and Tax Structuring</li> <li>- The Students learn how to implement their theoretical Knowledge into practical Szenarios. Thereby special attention is paid to the Application of the Wording of Law – especially using inaccuracies in law</li> <li>- The Students learn to develop International Tax Planning and Tax Structuring Ideas across different Types of Taxes</li> </ul>			
<b>Prerequisites:</b> <b>Formal:</b> none <b>Recommended:</b> Knowledge of contents of Module TAX 610 <u>or</u> Module TAX 630			
<b>Obligatory registration:</b> no		<b>Further information on registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	6	4
ECTS in total			4
<b>Form of Assessment</b>	Written examination (45 min.)		
<b>Lecturer/Person in charge</b>	Dr. Schaden/Prof. Schreiber and Prof. Spengel		
<b>Duration of module</b>	1 semester		
<b>Frequency</b>	Fall semester and Spring semester		
<b>Language</b>	German (Fall semester) and English (Spring semester)		
<b>Range of Application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm., LL.M., M.Sc. Econ.		

<b>Module: ACC 711 Seminar</b>			
<b>Aim of module:</b> The Seminar is an introductory course to research in accounting. Based on a given topic, a research question has to be determined which is to be answered in the thesis. A literature review is followed by the discussion of a theoretical model or empirical evidence based on which the research question shall be analysed. The thesis concludes with a final result. Eventually, the thesis is to be presented in the seminar.			
<b>Learning outcomes:</b> Students learn how to pursue research in accounting. They are able to find a research question which they analyze in their thesis. Students learn how to structure a research paper. They can present the main findings of their analysis comprehensibly in the seminar.			
<b>Prerequisites:</b> <b>Formal:</b> none <b>Recommended:</b> <ul style="list-style-type: none"> <li>• Profound knowledge of accounting,</li> <li>• Interest in scientific research.</li> </ul>			
<b>Note:</b> A research assistant supports participants in preparing the thesis.			
<b>Obligatory registration:</b> yes		<b>Further information on registration:</b> Website of the chair	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	6	4
Exercise class	2	2	2
ECTS in total			6
<b>Form of assessment</b>		Presentation and thesis	
<b>Lecturer/Person in charge</b>		Prof. Simons	
<b>Duration of module</b>		1 semester	
<b>Offering</b>		Spring semester and Fall semester	
<b>Language</b>		German or English	
<b>Range of application</b>		Mannheim Master in Management, M.Sc. Business Education, Diploma Bus. Adm.	

<b>Module: ACC 713 Seminar</b>			
<b>Aim of module:</b> The seminar introduces students to scientific research in accounting. Students learn to solve problems autonomously and to approach a problem scientifically. The results of the thesis are presented in the seminar.			
<b>Learning outcomes:</b> Students know how to pursue research in accounting. They are able to analyze a research question in their thesis. Students can structure and write a scientific thesis. They can present the main findings of their analysis in the seminar.			
<b>Prerequisites:</b> <b>Formal:</b> none <b>Recommended:</b> <ul style="list-style-type: none"> <li>• Profound knowledge of accounting,</li> <li>• Interest in scientific research.</li> </ul>			
<b>Note:</b> Students are supported by a research assistant during the thesis.			
<b>Obligatory registration:</b> yes		<b>Further information on registration:</b> Website of the chair	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	6	4
Exercise class	2	2	2
ECTS in total			6
<b>Form of assessment</b>	Thesis: 70 %, presentation: 30 %		
<b>Lecturer/Person in charge</b>	Prof. Wüstemann		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Fall semester and Spring semester		
<b>Language</b>	German or English		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, Diploma Bus. Adm.		

<b>Module: ACC 753 Seminar</b>		
<b>Aim of module:</b> The seminar introduces students to scientific research in managerial accounting. Students learn to solve problems autonomously and to approach a problem scientifically. The results of the thesis are presented in the seminar.		
<b>Learning outcomes:</b> Students know how to pursue research in managerial accounting. They are able to analyze a research question in their thesis. Students can structure and write a scientific thesis. They can present the main findings of their analysis in the seminar.		
<b>Prerequisites:</b> <b>Formal:</b> ACC 553 or ACC 554 or ACC 653 or other Courses from Prof. Hofmann <b>Recommended:</b> Profound knowledge of managerial accounting, Interest in scientific research.		
<b>Note:</b> Students are potentially supported by a research assistant during the thesis.		
<b>Obligatory registration:</b> yes		<b>Further information on registration:</b> Website of the chair
<b>Courses</b>	<b>Hours per week</b>	<b>ECTS</b>
Lecture	2	4
Exercise class	2	2
ECTS in total		6
<b>Form of assessment</b>	Thesis (70 %) and presentation (30 %)	
<b>Lecturer/Person in charge</b>	Dr. Kunz	
<b>Duration of module</b>	1 semester	
<b>Offering</b>	Fall term and Spring term	
<b>Language</b>	German or English	
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, Diploma Bus. Adm.	

<b>Module: ACC 754 Master-Colloquium</b>		
<b>Aim of module:</b> In the Master-Colloquium students discuss the structure and particular issues of their thesis.		
<b>Learning outcomes:</b> Students are able to present complex issues in a structured way. The aim of the Master-Colloquium is to support students in writing their thesis and to identify possible issues at an early stage.		
<b>Prerequisites:</b>		
<b>Formal:</b>	Module ACC 753 (Allowance of module ACC 751 is possible)	
<b>Recommended:</b>	Profound knowledge of managerial accounting, Interest in scientific research	
<b>Note:</b>	Students are potentially supported by a research assistant during the Master thesis.	
<b>Obligatory registration:</b> yes		<b>Further information on registration:</b> Website of the chair
<b>Courses</b>	<b>Hours per week</b>	<b>ECTS</b>
Lecture	2	-
Exercise class	2	-
ECTS in total		-
<b>Form of assessment</b>	Thesis	
<b>Lecturer/Person in charge</b>	Dr. Kunz	
<b>Duration of module</b>	1 semester	
<b>Offering</b>	Fall semester and Spring semester	
<b>Language</b>	German	
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, Diploma Bus. Adm.	

### 3.2.2. Area „Banking, Finance, and Insurance“

<b>Module: FIN 565 Accounting for Insurance Companies</b>			
<b>Aim of module:</b> The subject of the lecture are the financial statements of German insurance companies.			
<b>Learning outcomes:</b> Having completed the course, students have a knowledge of the principles of financial statements according to the German code of commercial law (HGB) and international accounting standards (IAS/IFRS). They are also able to analyze financial settlements.			
<b>Prerequisites:</b>			
<b>Formal:</b> none			
<b>Recommended:</b> FIN 560; Bachelor knowledge of financial accounting			
<b>Obligatory registration:</b> yes		<b>Further Information on the registration:</b> Website of the chair/ Student Portal	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	6	4
ECTS in total			4
<b>Form of assessment</b>	Written Exam (45 min.)		
<b>Lecturer/Person in charge</b>	Dr. Edmund Schwake /Prof. Albrecht		
<b>Duration of module</b>	1 Semester		
<b>Offering</b>	Spring semester (not in spring semester 2013!)		
<b>Language</b>	German		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, M.Sc. Business Mathematics, M.Sc. Econ.		



<b>Module: FIN 603 Empirical Finance</b>			
<b>Aim of module:</b> The course provides students with an understanding of important empirical methods and their application in finance. It covers topics in asset pricing, corporate finance, and market microstructure. Students will learn to perform empirical analysis using the software package Stata. The course enables students to plan and carry out empirical research in finance on their own and prepares for an empirical seminar or master thesis in the finance area. Part of the course consists of the practical application of the methods learned in the lecture to various case studies.			
<b>Learning outcomes:</b> <ul style="list-style-type: none"> <li>• A sound understanding of empirical methods and their underlying assumptions</li> <li>• Students will be able to choose appropriate methods for given empirical problems and apply them in an efficient way</li> <li>• The case studies enable the students to develop basic programming skills in Stata</li> </ul>			
<b>Prerequisites:</b> <b>Formal:</b> -			
<b>Recommended:</b> Module CC 502 or CC 503 and Module FIN 5XX or equivalent courses. Participation in the voluntary Stata Tutorial ( <a href="http://theissen.bwl.uni-mannheim.de/lehre/master/stata-tutorium/">http://theissen.bwl.uni-mannheim.de/lehre/master/stata-tutorium/</a> , January 7 – 10 2013) or acquisition of equivalent knowledge is highly recommended. Course materials of the Stata Tutorial will be provided.			
<b>Obligatory registration:</b> yes		<b>Further Information on the registration:</b> website of the chair	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	6	4
Exercise	1	7	4
ECTS in total			8
<b>Form of assessment</b>	Exam (55%; 60 min.), case-studies (30%), participation (15%)		
<b>Lecturer/Person in charge</b>	Prof. Theissen		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Spring term 2013		
<b>Language</b>	English		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, M.Sc. Business Mathematics, M.Sc. Econ.		

<b>Module: FIN 660 Quantitative Risk Management</b>			
<b>Aim of module:</b> Subject of the course are the methods of a quantitative management of market risks, credit risks and operational risks.			
<b>Learning outcomes:</b> After a successful completion of the course participants will be able to quantify markets risks, credit risks and operational risks. They are familiar with methods of calculating the value at risk of individual financial positions and portfolios of financial instruments, especially the delta-normal-method. They have a knowledge of the notion of credit value at risk and the most important credit risk models.			
<b>Prerequisites:</b>			
<b>Formal:</b> none			
<b>Recommended:</b> The course assumes a basic knowledge in probability theory and statistics. In addition students should have covered a master course on investment or/and derivatives.			
<b>Obligatory registration:</b> no		<b>Further Information on the registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	6	4
ECTS in total			4
<b>Form of assessment</b>	Written exam (45 min.)		
<b>Lecturer/Person in charge</b>	Prof. Albrecht		
<b>Duration of module</b>	1 Semester		
<b>Offering</b>	Spring semester		
<b>Language</b>	German		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm.; M.Sc. Business Mathematics, M.Sc. Econ.		

## Module: FIN 681 Derivatives II – Advanced Pricing and Risk Management Applications

### Aim of module:

This course deals with some real world pricing techniques for derivatives and the practical implementation of risk management strategies using derivatives. Particular, the pricing of options using implied binomial trees and Monte Carlo simulations will be covered. Furthermore, it will be analyzed how futures and forward contracts can be used for hedging and speculation purposes and how options can be used for risk management using ‘Greeks’. The theoretical basis will be presented in lectures, while exercise classes will provide the opportunity to apply the concepts in practice.

### Learning outcomes:

After the completion of this course, students will have gained a thorough understanding of various advanced pricing and risk management techniques. This allows them to use derivatives in a sensible way for risk management purposes.

### Prerequisites:

**Formal:** none

**Recommended:** *The course FIN 580 is not a formal requirement for technical reasons only. You need to have full command of the content covered in FIN 580 before taking this course.* Additionally, a working knowledge of basic mathematics (analysis and optimization) and statistics (expected values, variances, covariances) is required and students should have successfully completed the Mannheim Bachelor finance modules (or equivalent courses).

**Obligatory registration:** no

**Further information on registration:**

Courses	Hours per week	Self-study	ECTS
Lecture	2	6	4
Exercise class	1	3	2
ECTS in total			6
<b>Form of assessment</b>	Written Exam (60 min)		
<b>Lecturer/Person in charge</b>	Prof. Ruenzi		
<b>Duration of module</b>	2 <sup>nd</sup> half of semester (lectures and exercise classes in double frequency in the second half of the semester)		
<b>Offering</b>	HWS – check webpage for offering schedule; will not be offered every year! Next offering: HWS 2012. Will not be offered in HWS 2013.		
<b>Language</b>	English		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, M.Sc. Business Mathematics, M.Sc. Econ.		

<b>Module: FIN 682 International Asset Management</b>			
<b>Aim of module:</b> The core of this course deals with asset management for private investors in an international context. We will cover the structure of the delegated investment markets around the world with a focus on the U.S. and Europe. The focus will be on traditional mutual funds and related products. Besides the classical asset management theory, this course will place a great weight on the practical implementation of portfolio strategies and the problems that can arise. We will learn how to measure the performance of investment strategies and of fund managers. Furthermore, behavioral aspects (irrational behavior of mutual fund investors and managers) will be discussed.			
<b>Learning outcomes:</b> After the completion of this course, students will have gained a thorough understanding of the mutual fund industry. They will be familiar with the necessary tools to manage a mutual fund themselves, advise mutual fund investors, invest in mutual funds, and to work in the management of a mutual fund company.			
<b>Prerequisites:</b> <b>Formal:</b> none <b>Recommended:</b> Module FIN 500. A working knowledge of basic mathematics (analysis and optimization) and statistics (expected values, variances, covariances) as well as a sound understanding of portfolio theory is required.			
<b>Obligatory registration:</b> nein		<b>Further information on registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	6	4
Exercise class	1	3	2
ECTS in total			6
<b>Form of assessment</b>	Written Exam (60 min)		
<b>Lecturer/Person in charge</b>	Prof. Ruenzi		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	FSS – check webpage for offering schedule; will not be offered every year! Next offering: FSS 2013. Will not be offered in FSS 2014.		
<b>Language</b>	English		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm., M.Sc. Business Mathematics, M.Sc. Econ.		

<b>Module: FIN 730 Seminar in Financial Systems and Development Finance</b>			
<b>Aim of module:</b> Within this seminar students get the possibility to deeply deal with relevant topics in financial systems and development finance. The seminar is scheduled as a block seminar. We will discuss several topics. Students have to write a seminar thesis on a specific topic in advance. In addition they have to make a presentation on one of the topics in class and to actively participate in the discussion.			
<b>Learning outcomes:</b> Students will be capable of independent academic work. The writing of a seminar thesis is excellent training for the master thesis. During the seminar students practice their presentation and discussion skills.			
<b>Prerequisites:</b> <b>Formal:</b> Module FIN 5XX <b>Recommended:</b> Further prerequisites will be announced by the chair before the start of the respective seminar during the topics presentation.			
<b>Obligatory registration:</b> yes		<b>Further Information on the registration:</b> Eva.Terberger@kfw.de	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Seminar	2	10	6
ECTS in total			6
<b>Form of assessment</b>	Seminar thesis: 2/3, Presentation and Discussion: 1/3		
<b>Lecturer/Person in charge</b>	Prof. Terberger		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	FSS 2013		
<b>Language</b>	German or English		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, Diploma Bus. Adm.		

### 3.2.3. Area “Information Systems“

<b>Module: IS 606 Strategies for Electronic Commerce</b>			
<b>Aim of module:</b> Using a managerial perspective, this course focuses on key issues related to electronic commerce including strategy development, competitive advantage, current and emerging innovations, electronic markets, pricing, distribution channels, supply chains, promotion, and advertising.			
<b>Learning outcomes:</b> The aim of the course is to acquaint and familiarize the student with the role of electronic commerce in business, business models for electronic commerce, e-commerce technologies—such as the Internet, the Web, electronic payment systems and intelligent agents—and examples of the use and impact of electronic commerce in various industries. Students learn to assess ecommerce strategies and business models, and understand the implications of recent innovations in the field of electronic commerce.			
<b>Prerequisites:</b> <b>Formal:</b> - <b>Recommended:</b> IS/MKT 500, CC 503			
<b>Obligatory registration:</b> yes		<b>Further Information on the registration:</b> <a href="http://wifo1.bwl.uni-mannheim.de/554/">http://wifo1.bwl.uni-mannheim.de/554/</a>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	10	6
Exercise class	(integrated)		
ECTS in total			6
<b>Form of assessment</b>	Term paper (60%), Team project (40%)		
<b>Lecturer/Person in charge</b>	Prof. Rolf Wigand		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Spring term		
<b>Language</b>	English		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Wirtschaftspädagogik, M.Sc. Wifo, Diplom BWL, Diplom Wirtschaftsinformatik, M.Sc. VWL		

## Module: IS 615 Design Thinking and Lean Development in Enterprise Software Development

### Aim of module:

Enterprise software development revolves around complex and interdependent software products for different companies, lines of business and industries. Hence, there is an inherent trade-off between standard software and domain-specific software solutions. Software companies have to keep track of lots of heterogeneous and possibly conflicting market requirements that are subject to changes and updates in ever shorter release cycles.

Moreover, growing global demand for software as well as increasing globalization of the software industry results in distributed settings with multiple locations, time zones, and cultures. Bottom line: it is essential for every enterprise software company to be able to build the right things efficiently.

But after half a century of practical *industry experience* there is hope: because there on the one hand well-grounded *research results* from Software Engineering (SE), Information Systems Development (ISD) and social and organizational sciences. On the other hand, companies elaborated good practice to ensure both, efficient development processes and innovative products.

Among these, lean thinking and agile software development practices as well as Design Thinking and other innovation practices are increasingly adopted and intertwined in the software industry.

The goal of this module is to convey both, concepts from research and industry experience as well as practical application based on a concrete enterprise software challenge.

A combination with IS 613 as related term project is highly recommended.

### Learning outcomes:

After completing the class, students will be able to:

- Understand the issues and challenges involved in enterprise software development
- Understand and apply large-scale agile development based on lean principles
- Understand and apply Design Thinking and other innovation practices
- Understand and evaluate business models for software companies and products
- Understand and apply how to bring all of this together in enterprise reality
- Understand and evaluate state of the art software engineering methods and tools
- Understand and explain particular success strategies recommended by practitioners
- Understand and practice how to launch a start-up and scale a software company

### Prerequisites:

**Formal:** -

**Recommended:** IS 530, IS 550, IS 551. Attendance of IS 613 in the same semester is recommended.

**Obligatory registration:** no

**Further Information on the registration:**

Courses	Hours per week	ECTS
Lecture	2	6
ECTS in total		6

<b>Form of assessment</b>	Written exam (60 min)
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<b>Lecturer/Person in charge</b>	Dr. Tobias Hildenbrand, Jochen Gürtler
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<b>Duration of module</b>	1 Semester
<b>Offering</b>	Fall semester
<b>Language</b>	English
<b>Range of application</b>	M.Sc. Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Business Administration., Diploma Business Informatics



### 3.2.4. Area „Management“

<b>Module: MAN 613 New Public Management</b>			
<b>Contents:</b> New Public Management is a worldwide reform movement to modernize the public sector. The course aims at explaining the framework, characteristics as well as consequences of New Public Management. The main element of New Public Management – the transfer of business and market-oriented instruments to public institutions in order to improve the governance of public administrations and communal authorities – is analyzed and reflected critically. The course intends to establish a transfer of acquired theoretical knowledge into practice. Furthermore, the course aims to give an international overview of different administrative-political reform strategies in order to go beyond German frontiers regarding efficient and effective public activities.			
<b>Learning outcomes:</b> At the end of the course, students should: <ul style="list-style-type: none"> <li>▪ be able to reflect on basic characteristics of public administration,</li> <li>▪ be able to explain and legitimate the reform elements of New Public Management with their theoretical knowledge.</li> <li>▪ be aware of the possibilities and limitations of transferring New Public Management into administrations,</li> <li>▪ be able to apply methods of task criticism as well as of stakeholder orientation to communal administrations.</li> </ul> Moreover, key competences such as presentation competence, working with academic papers and team competences shall be acquired.			
<b>Prerequisites:</b> <b>Formal:</b> none <b>Recommended:</b> not specified			
<b>Obligatory registration:</b> yes		<b>Further information on registration:</b> Website of the chair, Student Portal	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	8	6
Exercise class	2		
ECTS in total			6
Form of assessment		Exam (60 min) + presentations + homework	
Duration of module		1 semester	
Offering		Spring semester	
Language		German	
Range of application		Mannheim Master in Management, M.Sc. Business Informatics, Business Education, Diploma Bus. Adm., LL.M., M.Sc. Econ., M.A. K&W	

<b>Module: MAN 616 Sector Specific Challenges in Nonprofit Management</b>			
<b>Contents:</b> This module describes sectoral challenges of the management of nonprofit organizations (NPO). This is done by describing and analyzing several nonprofit sectors according to the International Classification of nonprofit organizations. Within the different sectors theories of nonprofit management are introduced and particularities (also in the international context) are extracted. Thereby possibilities and limitations of the transferability of general management methods become evident.			
<b>Learning outcomes:</b> By the end of the module students will be able to: <ul style="list-style-type: none"> <li>• understand and illustrate the particularities of nonprofit management within the different nonprofit sectors,</li> <li>• name and explain different sectors of NPO, their surrounding conditions and current problems,</li> <li>• reflect the implementation of general management methods in the different nonprofit sectors and adapt these methods to the given particularities in nonprofit organizations.</li> </ul>			
<b>Prerequisites:</b> <b>Formal:</b> not taken MAN 618 <b>Recommended:</b> MAN 672 (formerly MAN 610 and MAN 670)			
<b>Obligatory registration:</b> no		<b>Further information on registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	6	4
Exercise class	2	2	2
ECTS in total			6
<b>Form of assessment</b>	Exam and portfolio		
<b>Lecturer/Person in charge</b>	Prof. Helmig		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Spring semester		
<b>Language</b>	German		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Wirtschaftsinformatik, M.Sc. Wirtschaftspädagogik, M.A. K&W, M.Sc. Econ. (possibly open to students from other faculties)		

<b>Module: MAN 631 Creativity and Entrepreneurship in Practice</b>			
<b>Content:</b> The course `Creativity and Entrepreneurship in Practice` introduces concepts of creativity and entrepreneurship and models which facilitate their translation in this course into business designs (and elevator pitches) which can then, in turn be implemented in actual businesses to be established in the subsequent semester. Creativity and Entrepreneurship in Practice introduces students to the more practical elements of innovation and enterprise activity across multiple contexts along with the exploration of students' own entrepreneurial potential. This course focuses on two main themes: encouraging students to investigate and experience creative processes involved in generating and assessing entrepreneurial ideas; and preparing students to implement innovative ideas in the marketplace. Students may choose whether they generate and realize their own business idea or develop and implement a business idea already developed by real founders. For this purpose, promising business ideas will be delivered by the course instructor.			
<b>Learning outcomes:</b> By the end of the module students will have: <ul style="list-style-type: none"> <li>• explored and developed your own entrepreneurial creativity</li> <li>• invented and presented a new idea or concept that solves the problem that you, with your team, have selected</li> <li>• experienced and applied a six stage creative problem solving process</li> <li>• developed skills and abilities that can be applied to improve your effectiveness in the rest of your studies and in life outside the curriculum</li> <li>• developed a business plan for a concrete start up project</li> <li>• presented and defended the concept of their start up project in front of an expert board to get feed back</li> </ul>			
<b>Prerequisites:</b> <b>Formal:</b> none <b>Recommended:</b> none			
<b>Obligatory registration:</b> yes		<b>Further information on registration:</b> "Student Portal"	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture with workshop	2	10	6
ECTS in total			6
<b>Form of assessment</b>	Businessplan: 40% Presentation: 40 % Attendance: 20 %		
<b>Lecturer/Person in charge</b>	Prof. Woywode		
<b>Duration of module</b>	1 Semester		
<b>Offering</b>	Fall semester		
<b>Language</b>	Englisch		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, LL.M., M.Sc. Econ., M.A. K&W		

## Module: MAN 635 Social Entrepreneurship: Targeting Social Capital through Ecopreneurship

### Aim of module:

This seminar briefly summarizes the evolution of social entrepreneurship as a method of organizing change: the application of entrepreneurial theory to the founding of non-profit and profitable organizations which seek to build 'social capital.' Given political and economic uncertainty and the anticipated exit from nuclear energy sources in an era of scarce resources, the focus will be upon "ecopreneurship" and "frugal innovation." Students will create their own sustainable 'green designs' in fields of their choice.

### Recommended Reading:

Arthur Brooks, Social Entrepreneurship: A Modern Approach to Social Value Creation  
David Bornstein, How to Change the World: Social Entrepreneurs and the Power of New Ideas

Robert Isaak, Green Logic: Ecopreneurship, Theory and Ethics

Most of the required reading for the seminar will be available on-line

### Learning outcomes:

To understand how innovative ideas and practical business models can achieve major social impact, how social entrepreneurs can build sustainable organizations, and why social entrepreneurship has become a contagious global movement.

### Prerequisites:

**Formal:** none

**Recommended:** none

**Obligatory registration:** yes

**Further Information on the registration:**  
"Student Portal"

Courses	Hours per week	Self-study	ECTS
Seminar	2	10	6
ECTS in total			

<b>Form of assessment</b>	1 Exam, 1 oral presentations and one 'green' venture design
<b>Lecturer/Person in charge</b>	Prof. Dr. Isaak
<b>Duration of module</b>	1 semester
<b>Offering</b>	Fall semester
<b>Language</b>	English
<b>Range of application</b>	M.Sc. Mannheim Master in Management, other programs

<b>Module: MAN 636 International Entrepreneurship and Managing Change</b>			
<b>Aim of module:</b> The course focuses on the knowledge and skills necessary for developing a new global business. `High tech` and `low cost`, or frugal innovative start-ups are compared and contrasted taking business cycles, cultural contexts and levels of development into account. Models of managing international change are the basis.			
<b>Learning outcomes:</b> Internalizing the factors which make for success in starting a business with an international market focus. Team-building to create new international business designs which confront either resource scarcity or high tech design challenges. Working with GEM comparisons of national competitiveness and considering which government policies and global business cycles are most conducive to helping entrepreneurs set up new ventures. Learning models of adapting to globalization project both from the developing to the developed countries as well as from the rich to the poor.			
<b>Prerequisites:</b> <b>Formal:</b> - <b>Recommended:</b> second/third semester some knowledge of management, economics or finance			
<b>Obligatory registration:</b> yes		<b>Further Information on the registration:</b> “Student Portal”	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Seminar	2	10	6
ECTS in total			6
<b>Form of assessment</b>	One exam and one oral report (teamwork)		
<b>Lecturer/Person in charge</b>	Prof. Robert Isaak		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Spring semester		
<b>Language</b>	English		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, LL.M., M.Sc. Econ., M.A. K&W		

<b>Module: MAN 652 Strategic Management II</b>			
<b>Aim of module:</b> The focus of the module lies on the challenges of corporate strategy. In the beginning of the class theories will be introduced who aim to explain the strategic mechanisms behind shareholder value creation at corporate level. In the following sections the central tasks of corporate strategy will be analyzed. We will discuss topics such as synergy, knowledge transfer and scale and scope decisions on corporate level. Starting with traditional topics such as diversification and portfolio planning we will address current topics such as of global value chain configuration, and alliance and network management.			
<b>Learning outcomes:</b> After completion of the module students should be able: <ul style="list-style-type: none"> <li>• to understand the basic challenge of strategic management in diversified multi-business firms</li> <li>• to apply traditional and modern concepts of portfolio-management and critically discuss their conceptual foundations</li> <li>• to understand central challenges of globalization for the management of multinationals, and develop solutions for these challenges</li> <li>• to understand the organizing principles and the dynamics of interorganizational networks</li> <li>• to analyze the challenges of network positioning and the tasks for managing knowledge transfer in networks, and develop solutions for these tasks.</li> </ul>			
<b>Prerequisites:</b> <b>Formal:</b> None <b>Recommended:</b> Not specified			
<b>Obligatory registration:</b> no		<b>Further Information on the registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	6	4
Exercise class	2	2	2
ECTS in total			6
<b>Form of assessment</b>	Written exam (90 min.), presentation, case studies		
<b>Lecturer/Person in charge</b>	Dr. Bort		
<b>Duration of module</b>	One semester		
<b>Offering</b>	FSS 2013		
<b>Language</b>	english		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm., M.A. K&W, LL.M., M.Sc. Econ.		

**Module: MAN 673 Service Learning****Aim of module:**

Service Learning is a teaching concept combining theoretical knowledge and its application to a good cause. Students in this module work in groups on different service learning projects. The module is based on the theoretical contents of MAN 672 Nonprofit Management and bridges the gap between theory and practice. The students have the possibility to apply the learned topics in a real context while working on a specific problem of a local nonprofit organisation. The project work is paralleled by sessions in which students learn to reflect on their work and the theory – practice dissonances or challenges.

**Learning outcomes:**

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

- compare their practical experiences in a NPO as part of the service learning project to the theory,
- apply analytical business methods to specific issues,
- apply their acquired project management and presentation skills to a new context.

**Prerequisites:**

**Formal:** Module MAN 670 or MAN 672 (parallel attendance recommended) and not taken Module MAN 610 and not taken Module MAN 610

**Recommended:** not specified

**Obligatory registration:** yes

**Further Information on registration:**  
“Student portal”

Courses	Hours per week	Self-study	ECTS
Service Learning Project	4	8	6
ECTS in total			6

<b>Form of assessment</b>	Exam, project presentation, portfolio
<b>Lecturer/Person in charge</b>	Prof. Helmig
<b>Duration of module</b>	1 semester
<b>Offering</b>	Fall semester
<b>Language</b>	German
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm., M.A. K&W, LL.M., M.Sc. Econ.

### 3.2.5. Area “Marketing“

<b>Module: MKT 632 Value-Based Marketing</b>			
<b>Aim of module:</b> This subject is designed to provide business professionals with the tools and framework to manage the marketing function in a way that maximizes shareholder value. The course defines marketing's role as a principle driver of corporate value. It explores how this contemporary view affects marketing management practices, e.g., in the retail sector, especially market analyses and decisions about brands, products, distribution, pricing, and promotion.			
<b>Learning outcomes:</b> At the end of this class, students should be able to <ol style="list-style-type: none"> <li>1 Show the critical importance of marketing for shareholder value creation;</li> <li>2 Link the concepts of market orientation and shareholder value;</li> <li>3 Explain the fundamental principles of analyzing and managing markets for superior financial performance;</li> <li>4 Apply value-based marketing principles to real-world problems;</li> <li>5 Integrate national and international retailing topics throughout the course; and</li> <li>6 Raise awareness of responsible marketing</li> </ol>			
<b>Prerequisites:</b> <b>Formal:</b> not taken module MKT 630 <b>Recommended:</b> Module MKT 540			
<b>Obligatory registration:</b> no		<b>Further Information on registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	1	3	2
ECTS in total			2
<b>Form of assessment</b>	written final exam (45 minutes)		
<b>Lecturer/Person in charge</b>	Prof. Homburg / Prof. Lukas		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Fall semester		
<b>Language</b>	English		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm., M.Sc. Econ., LL.M.		



<b>Module: MKT 642 Current Strategies in Retail Marketing</b>			
<b>Aim of module:</b> The lecture covers current topics and questions regarding retail strategies. The instructor is an expert from the retail industry. This course focuses on current developments in the German retail industry which are discussed in the course.			
<b>Learning outcomes:</b> The students will have an overview of and understand current developments and marketing specific characteristics in the retail industry. Consequently, you are able to adapt and apply your knowledge about marketing strategies, concepts and instruments to specific questions of retail marketing at the end of this course.			
<b>Prerequisites:</b> <b>Formal:</b> not taken MKT 640 <b>Recommended:</b> Module MKT 510, Module MKT 530 and Module MKT 531			
<b>Obligatory registration:</b> no		<b>Further Information on registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture Current Strategies in Retail Marketing	1	3	2
ECTS in total			2
<b>Form of assessment</b>	Written exam (45 min)		
<b>Lecturer/Person in charge</b>	Prof. Greipl / Prof. Kraus		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Fall and Spring semester		
<b>Language</b>	English		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm., M.Sc. Econ., LL.M.		

<b>Module: MKT 661 Consumer Behavior</b>			
<b>Aim of module:</b> The course examines the key aspects of consumer behavior. It defines consumer behavior as the acquisition, consumption, and disposition of goods, services, time, and ideas by (human) decision making units. Based on this definition important implications for retailing are explored.  Starting from the Elaboration Likelihood Model, we distinguish between the central and peripheral route of information processing and discuss topics such as decision making and store choice (both high and low involvement).			
<b>Learning outcomes:</b> Students understand the key aspects of consumer behavior with specific application to marketing communication and retailing. They will be able to apply and adapt their knowledge to develop strategies and tactics for both areas.			
<b>Prerequisites:</b> <b>Formal:</b> not taken MKT 660 <b>Recommended:</b> Module MKT 530 or Module MKT 531			
<b>Obligatory registration:</b> no		<b>Further Information on registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture Consumer Behavior	1	3	2
ECTS in total			2
<b>Form of assessment</b>	Exam (45 min.)		
<b>Lecturer/Person in charge</b>	Prof. Homburg / Prof. Hoyer		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Spring semester		
<b>Language</b>	English		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm., M.Sc. Econ., LL.M.		

<b>Module: MKT 662 Interactive Marketing</b>			
<b>Aim of module:</b> This course is dealing with recent topics within marketing strategies especially concerning the use of new media. The course will focus on recent knowledge about interactive marketing and the different marketing vehicles used to influence consideration, branding, transaction and CRM. Different business models and integrated marketing concepts in regard to the different characteristics of the web 1.0, 2.0 and 3.0 will be explained. Furthermore information and transaction processes will be dealt with. The course will go through the concept and role of Customer Relationship Management in interactive marketing.			
<b>Learning outcomes:</b> The aim of the course is to explain the use of new media for interactive marketing. Furthermore, it emphasises the new and continuously developing possibilities within interactive marketing, with the consumer relation as main focus. This will enable the students to understand the different challenges of interactive marketing and actively incorporate it in a marketing plan, to get a synergy effect with the more traditional media.			
<b>Prerequisites:</b> <b>Formal:</b> Module MKT 530 <u>or</u> Module MKT 532 (parallel attendance possible) <u>and</u> not taken MKT 660 <b>Recommended:</b> none			
<b>Obligatory registration:</b> no		<b>Further Information on registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	1	3	2
ECTS in total			2
<b>Form of assessment</b>	Written exam (45 min)		
<b>Lecturer/Person in charge</b>	Jürgen Rösger / N.N.		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Spring semester		
<b>Language</b>	English		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm., M.Sc. Econ., LL.M.		

<b>Module: MKT 663 Brand Management</b>			
<b>Aim of module:</b> This course focuses on the practice of branding, the key components of brand equity, and the strategies and tactics involved in building and sustaining successful brands. The psychological and cultural underpinnings of brand meanings are examined in depth from a consumer perspective. The managerial tasks and activities needed for developing and evolving successful brands are discussed, especially from the perspective of creating effective communications programs. The challenges of global branding and Internet brands are explored. Value creation in branding is considered in terms of understanding and managing the customer-brand relationship. The course will offer extended examples of the problems and opportunities faced by some well-known brands, and discuss what brand managers should do in such situations.			
<b>Learning outcomes:</b> This course aims on understanding the importance of branding, brand equity and brand strategies within marketing. Students are able to discuss these topics and give examples from practice.			
<b>Prerequisites:</b> <b>Formal:</b> Module MKT 530 <u>and</u> Module MKT 532 <u>or</u> Module MKT 531 <u>and</u> Module MKT 532 (parallel attendance possible) <b>Recommended:</b> none			
<b>Obligatory registration:</b> no		<b>Further Information on registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	1	3	2
ECTS in total			2
<b>Form of assessment</b>	Written exam (45 min)		
<b>Lecturer/Person in charge</b>	N.N.		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Spring semester		
<b>Language</b>	English		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, Diploma Bus. Adm., M.Sc. Econ., LL.M.		

### 3.2.6. Area “Operations Management“

<b>Module: OPM 543 Procurement</b>			
<b>Aim of module:</b> <p>In most companies, procurement is responsible for the by far highest cost fraction. Therefore, procurement surpasses the role of a support function and rather assumes strategic importance. The role of procurement has changed substantially in the last decades. Procurement is even more affected by globalization than production or sales. This creates the need for people working in procurement with higher intercultural knowledge, know-how of global supply markets, IT and technical know-how than 20 years ago.</p> <p>This procurement course uses the following main sources of expertise: (1) a standard academic framework, (2) data from the biggest procurement study ever conducted in 2010, (3) real-life cases (4) recent trends described by industry experts (5) real-life negotiation exercises.</p> <p>The goal of the course is to create a good framework to understand what is important in procurement and what are common best practices.</p>			
<b>Learning outcomes:</b> <p>After the Procurement course each participant should know:</p> <ul style="list-style-type: none"> <li>• Why is procurement important? How does procurement create value?</li> <li>• What is the typical status quo in real world procurement? Where are the main problems?</li> <li>• How can I identify / define a good procurement strategy?</li> <li>• What is a good organizational structure for procurement?</li> <li>• What determines a good procurement controlling?</li> <li>• What is important to define a good procurement employee/manager?</li> <li>• Which processes are important in procurement?</li> <li>• What are typical indicators of that a procurement department does not work appropriately?</li> <li>• How to be effective in negotiations?</li> </ul>			
<b>Prerequisites:</b> <b>Formal:</b> None <b>Recommended:</b> Basic knowledge of Supply Chain Management, Strategy, Organization, Controlling			
<b>Obligatory registration:</b> yes		<b>Further Information on the registration:</b> “Student Portal”	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Course	3 (blocked)	9	6
ECTS in total			6
<b>Form of assessment</b>		40% class participation, 60% written exam (60 minutes)	

<b>Lecturer/Person in charge</b>	Dr. Thorsten Makowski/Prof. Dr. M. Fleischmann
<b>Duration of module</b>	5 full days (blocked)
<b>Offering</b>	Spring semester 2013
<b>Language</b>	English
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Wirtschaftspädagogik, M.Sc. Wirtschaftsinformatik, Diplom BWL, M.Sc. Econ.

## Module: OPM 544 Advanced Planning in Supply Chains

### Aim of module:

Supply chain management involves the coordination of different parties within and across companies, such as sales and marketing affiliates, manufacturing sites, logistics, suppliers, customers, and wholesalers. With increasing size of an organization and its supply chain structures, global supply chain management requires adequate planning systems. Advanced Planning Systems like SAP SCM APO are used to standardize planning processes and to solve certain planning tasks, such as statistical forecasting or production scheduling, as well as to increase global transparency and the speed of the planning cycle. In many large corporations, they form the backbone of global supply chain planning.

This course discusses how supply chain management and lean planning principles can be supported by real-world advanced planning systems. Key topics include demand planning, supply network planning & optimization, production planning & scheduling, as well as other related topics, such as global availability check, transportation management, and inventory management. Live demo sessions of SAP SCM APO are included to support the learning objectives.

### Learning outcomes:

Students will understand the necessity and benefits of Advanced Planning Systems for managing global supply chains. They will understand their structure, how these systems are applied and used within the Sales & Operations Process, and how they are implemented within various organizations. Students will also get an introduction into SAP SCM, one of the leading Advanced Planning Systems.

### Prerequisites:

**Formal:** None

**Recommended:** Participants should be familiar with the fundamentals of operations and supply chain management, as covered, e.g., in the modules OPM 501, OPM 502, and OPM 561.

**Obligatory registration:** yes

**Further Information on the registration:**  
Website of the chair

Courses	Hours per week	Self-study	ECTS
Lecture	2 (blocked)	2	4

ECTS in total 4

<b>Form of assessment</b>	Written exam (60 min)
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<b>Lecturer/Person in charge</b>	Dr. Packowski / Prof. Fleischmann
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<b>Duration of module</b>	3 days (blocked)
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<b>Offering</b>	Fall 2012
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<b>Language</b>	English
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<b>Range of application</b>	M.Sc. Mannheim Master in Management, M.Sc. Business Informatics, M.Sc. Business Mathematics
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<b>Module: OPM 565 Integrated New Product Development</b>			
<b>Aim of module:</b> Introduction to new product development Basic methods in the field of new product development Integrated New Product Development (INPD) and Integrated Design Engineering (IDE) Process and Project Management Product Lifecycle Management (PLM) Introduction to CAx-systems (CAD, CAP, CAM, CAQ, simulation) Administrative systems for product development activities (archives, interfaces, PDM) Knowledge Management Evaluation of economic profitability			
<b>Learning outcomes:</b> At the end of this module the students will have: A in depth understanding of different, but interrelated viewpoints regarding products. The ability to apply strategies, methods, best practices and tools of the new product development process. Knowledge about interdependences between strategies, methods, best practices and tools and their respective synergies. The ability to apply general and integrated methods for the economic evaluation in the field of new product development.			
<b>Prerequisites:</b> <b>Formal:</b> - <b>Recommended:</b> General interest in technology, fluent German language skills			
<b>Obligatory registration:</b> yes maximum of 30 participants		<b>Further Information on the registration:</b> “Student Portal”	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	6	4
ECTS in total			4
<b>Form of assessment</b>		Oral exam (20 minutes)	
<b>Lecturer/Person in charge</b>		Prof. Vajna/ Prof. Stolletz	
<b>Duration of module</b>		1 Semester	
<b>Offering</b>		2013 Spring term	
<b>Language</b>		German	
<b>Range of application</b>		Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, M.Sc. Business Mathematics, Diploma Bus. Adm., M.Sc. Econ.	



<b>Module: OPM 581 Service Operations Management</b>			
<b>Aim of module:</b> The course deals with general topics of service operations management and is divided into the following modules: Introduction to service operations management, forecasting, site selection of service facilities, service quality and continuous improvement, performance analysis and benchmarking, workforce planning and scheduling, inventory management, scheduling, waiting line management and queuing, revenue management.			
<b>Learning outcomes:</b> At the end of the module service operations management, the students are familiar with the standard problems and models in service operations management. They are able to model service operations management problems and to solve these models with appropriate mathematical methods. This enables them to analyze service operations management problems and to make sound decisions in the field of service operations management.			
<b>Prerequisites:</b> <b>Formal:</b> none <b>Recommended:</b> Basic knowledge in operations management (e.g. BSc course “Produktion” or “OPM 301 Operations Management”), basic knowledge in mathematics (including Linear Programming) and in statistics (probability distributions)			
<b>Obligatory registration:</b> no		<b>Further Information on the registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	6	4
Exercise class	2	2	2
ECTS in total			6
<b>Form of assessment</b>	Written exam (90 min)		
<b>Lecturer/Person in charge</b>	Prof. Brunner		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Fall term		
<b>Language</b>	English		
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, M.Sc. Business Informatics, M.Sc. Business Mathematics, Diploma Bus. Adm., M.Sc. Econ.		

**Module: OPM 741 Applied Seminar Supply Chain Management****Aim of module:**

The goal of this seminar is to introduce the participants to the conducting of problem-solving scientific research in the field of supply chain management. It thereby prepares them for the writing of a practice-oriented Master thesis in this field. Participants will work on a specific supply chain management issue, defined in collaboration with a company. They will propose a solution to this issue, based on literature and their own research. Results are discussed in a written report and in an oral presentation.

**Learning outcomes:**

Students will learn how to analyze and apply the academic literature on a given topic. They will become acquainted with carrying out a practice-oriented research project, rooted in the academic literature. Participants will also learn how to present the results of their analysis.

**Prerequisites:**

**Formal:** At least one module OPM 6XX (Parallel attendance possible) or an equivalent module within an exchange program

**Recommended:** Sound knowledge in logistics and supply chain management; sound quantitative skills; interest in scientific research

**Obligatory registration:** yes (at the end of the preceding term)

**Further Information on the registration:**  
Website of the chair

Courses	Hours per week	Self-study	ECTS
Seminar / Project work	2	10	6

ECTS in total	6
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<b>Form of assessment</b>	Presentation, active contribution to class discussion, written report
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<b>Lecturer/Person in charge</b>	Prof. Fleischmann
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<b>Duration of module</b>	1 semester
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<b>Offering</b>	Spring semester
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<b>Language</b>	English / German
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<b>Range of application</b>	Mannheim Master in Management, Diploma Bus. Adm., M.Sc. Bus. Education
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<b>Module: OPM 742 Research Seminar in Operations Management</b>			
<b>Aim of module:</b> The goal of this seminar is to introduce the participants to the conducting of scientific research. It hereby prepares them for the writing of their Master thesis. Participants will carry out a literature study on a given topic in the field of operations management and/or analyse a related decision model using an optimization or simulation tool. The students discuss the results in a written report and in an oral presentation.			
<b>Learning outcomes:</b> Students will learn how to analyze the academic literature on a given topic. They will become acquainted with the setup and composition of academic publications. They will also learn how to present the results of their analysis.			
<b>Prerequisites:</b> <b>Formal:</b> At least one module OPM 6XX (Parallel attendance possible) <b>Recommended:</b> Sound knowledge in operations management; sound quantitative skills; interest in scientific research			
<b>Obligatory registration:</b> yes (at the end of the preceding term)		<b>Further Information on the registration:</b> Website of the chair	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Seminar / Project work	2	10	6
ECTS in total			6
<b>Form of assessment</b>	Presentation, active contribution to class discussion, written report		
<b>Lecturer/Person in charge</b>	Prof. Hahn		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Spring term 2013		
<b>Language</b>	English / German		
<b>Range of application</b>	M.Sc. Management, Diploma Bus. Adm., M.Sc. Bus. Education		

**Module: OPM 781 Research Seminar Service Operations****Aim of module:**

The research seminar introduces the participants to scientific research. It hereby prepares them for the writing of their Master thesis. Participants will carry out a literature study on a current topic in service operations management and/or analyse a related decision problem using an optimization or simulation software tool. The students discuss the results in a written report and present their main findings in class.

**Learning outcomes:**

At the end of the module the students are able to review the relevant literature associated with a scientific topic and are able to understand the approaches to tackle service operations management problems. The students are able to implement such procedures and can assess these approaches in term of effectiveness and efficiency. Finally, they are able to make sound decisions. Students will learn how to present the results of their analysis.

**Prerequisites:**

**Formal:** At least one module OPM 6XX of the Area Operations Management (parallel attendance possible) or an equivalent module within an exchange program

**Recommended:** Sound knowledge in operations management; sound quantitative skills; interest in scientific research

**Obligatory registration:** yes

**Further Information on the registration:**  
Website of the chair

Courses	Hours per week	Self-study	ECTS
Seminar	2	10	6
ECTS in total			6

<b>Form of assessment</b>	Written report, presentation, active contribution to class discussion
<b>Lecturer/Person in charge</b>	Prof. Brunner
<b>Duration of module</b>	1 semester
<b>Offering</b>	Fall term
<b>Language</b>	English / German
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education, Diploma Bus. Adm.

<b>Module: OPM 782 Master Colloquium Service Operations Management</b>			
<b>Aim of module:</b> The Master Colloquium provides students with an opportunity to present core ideas of their thesis project and to receive feedback from their peers as well as from their supervisor. This feedback will help them in the completion of their thesis. The presentation will be scheduled about half-way through the project.			
<b>Learning outcomes:</b> Students will learn how to present their work in a well-structured way. They will benefit from their individual feedback as well as from attending and discussing presentations by their peers.			
<b>Prerequisites:</b> <b>Formal:</b> Completed Research Seminar OPM 701, OPM 761, or OPM 7XX <b>Recommended:</b> Sound knowledge in operations management; sound quantitative skills; interest in scientific research			
<b>Obligatory registration:</b> no		<b>Further Information on the registration:</b>	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Colloquium	2		-
ECTS in total			-
<b>Form of assessment</b>		Presentation, active contribution to class discussion	
<b>Lecturer/Person in charge</b>		Prof. Brunner	
<b>Duration of module</b>		1 semester	
<b>Offering</b>		Fall term	
<b>Language</b>		English / German	
<b>Range of application</b>		Mannheim Master in Management, M.Sc. Business Education, Diploma Bus. Adm.	

### 3.3. Business Research

The credit points obtained for Ph.D.-level modules can only be transferred to the Master program after a successful application and admission into the “Business Research” program.

More detailed information is available at the Center for Doctoral Studies in Business (CDSB).

### Accounting and Taxation

<b>Module: ACC 801 Applied Methods and Tools in Accounting and Finance</b>			
<b>Aim of module:</b> Selected topics include: <ol style="list-style-type: none"><li>1. Typical steps in empirical projects</li><li>2. Alternative data sources</li><li>3. Databases in Accounting &amp; Finance (e.g., Thomson Datastream, Reuters, etc.)</li><li>4. Programming (SAS, STATA)</li><li>5. The publication process</li><li>6. Discussion of replication projects</li></ol>			
<b>Learning outcomes:</b> This course is designed to guide doctoral students in the usage of methods and tools in empirical research in accounting and finance, and bring them quickly to the level at which they can “technically” implement empirical research.			
<b>Prerequisites:</b> <b>Formal:</b> none <b>Recommended:</b> none			
<b>Obligatory registration:</b> yes		<b>Further Information on the registration:</b> “Student Portal”	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	6	4
Exercise class	2	6	4
ECTS in total			8
<b>Form of assessment</b>	Class participation / Semester replication project		
<b>Lecturer/Person in charge</b>	Prof. Daske		
<b>Duration of module</b>	1 Semester		
<b>Offering</b>	HWS		
<b>Language</b>	Englisch		
<b>Range of application</b>	Mannheim Master in Management, CDSB Accounting & Taxation		

<b>Module: ACC 802 Analytical Accounting Research („Information in Hierarchies“)</b>			
<b>Aim of module:</b> This course considers the use of accounting information in hierarchies. In particular, the focus is on the use of accounting information for performance evaluation. We will consider the historical origins, key seminal papers, and current state of the art publications, with a particular emphasis on settings with multiple agents.			
<b>Syllabus:</b> <ol style="list-style-type: none"> <li>1. Risk sharing</li> <li>2. Collusion</li> <li>3. Relative Performance Evaluation</li> <li>4. Subjective Performance Evaluation</li> <li>5. Investment Decisions</li> </ol>			
<b>Learning outcomes:</b> N.N.			
<b>Prerequisites:</b> <b>Formal:</b> none <b>Recommended:</b> Basics in agency-theory and decision theory			
<b>Obligatory registration:</b> yes		<b>Further Information on the registration:</b> “Student Portal”	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	6	4
Exercise class	2	6	4
ECTS in total			8
<b>Form of assessment</b>	Oral discussions / Discussion leadership in at least one lecture / Final exam		
<b>Lecturer/Person in charge</b>	Chair of Prof. Simons		
<b>Duration of module</b>	1 Semester		
<b>Offering</b>	FSS		
<b>Language</b>	Englisch		
<b>Range of application</b>	Mannheim Master in Management, CDSB Accounting & Taxation		

<b>Module: TAX 801 Business Taxation</b>			
<b>Aim of module:</b> This course integrates tax law with national and international tax planning. The main topics include: <ol style="list-style-type: none"> <li>1. Fundamentals of tax planning and tax neutrality.</li> <li>2. The choice of the organizational Form.</li> <li>3. Flat tax and dual income Tax.</li> <li>4. International tax planning.</li> <li>5. Effective tax rates.</li> </ol>			
<b>Learning outcomes:</b> The course gives guidance to students who are interested in the impact of taxes on the decisions of firms. The focus is on investment and financing decisions as well as on location decisions both from a national and from an international perspective.			
<b>Prerequisites:</b> <b>Formal:</b> none <b>Recommended:</b> Basic knowledge of national and international tax law			
<b>Obligatory registration:</b> yes		<b>Further Information on the registration:</b> “Student Portal”	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	6	4
Exercise class	2	6	4
ECTS in total			8
<b>Form of assessment</b>	Seminar paper and presentation		
<b>Lecturer/Person in charge</b>	Prof. Schreiber		
<b>Duration of module</b>	1 Semester		
<b>Offering</b>	FSS		
<b>Language</b>	Englisch		
<b>Range of application</b>	Mannheim Master in Management, CDSB Accounting & Taxation		

E 700	Mathematics for Economists	6
E 702	Advanced Microeconomics	8



## Finance

<b>Modul: FIN 801 Discrete-Time Finance</b>			
<b>Lerninhalte:</b> The aim of this course is to provide Ph.D. students with the foundations of financial economics in a rigorous way. The course covers utility theory, discusses portfolio theory and capital market equilibrium (CAPM and APT). We will then discuss consumption-based asset pricing models. While doing so we will introduce concepts such as risk-neutral valuation and the stochastic discount factor (pricing kernel). In the last chapter we will discuss asset pricing under differential information.			
<b>Lern- und Qualifikationsziele:</b> The aim of this lecture is to provide Ph.D. students with the foundations of financial economics in a rigorous way.			
<b>Voraussetzungen:</b> <b>Formal:</b> E 700 - Advanced Mathematics for Economists <b>Inhaltlich:</b> none			
<b>Obligatory registration:</b> yes		<b>Further Information on the registration:</b> "Student Portal"	
<b>Lehrveranstaltungen</b>	<b>Präsenzstudium</b>	<b>Selbststudium</b>	<b>ECTS</b>
Vorlesung/Seminar	2	6	4
Vor- und Nachbereitung	2	6	4
ECTS Modul insgesamt			8
<b>Prüfungsform und –umfang</b>	Class Presentations, Final Exam		
<b>Dozent(en)/Modulverantwortlicher</b>	Prof. Theissen		
<b>Dauer des Moduls</b>	1 Semester		
<b>Angebotsturnus</b>	HWS		
<b>Sprache</b>	Englisch		
<b>Verwendbarkeit</b>	Mannheim Master in Management, CDSB Finance		

<b>Module: FIN 802 Continuous-Time Finance</b>			
<b>Aim of module:</b> Itô calculus, stochastic differential equations, Black-Scholes theory, hedging and arbitrage pricing of European, American, and exotic options, complete and incomplete market models, consumption investment problems, term structure theory for volatility and interest rates, default risk			
<b>Learning outcomes:</b> The course aims at providing the basic concepts and techniques for modeling and analyzing financial price processes in continuous time.			
<b>Prerequisites:</b> <b>Formal:</b> FIN 801 Discrete-Time Finance <b>Recommended:</b> Mathematics			
<b>Obligatory registration:</b> yes		<b>Further Information on the registration:</b> “Student Portal”	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	6	4
Exercise class	2	6	4
ECTS in total			8
<b>Form of assessment</b>	Homework assignments, class participation, and final take-home exam		
<b>Lecturer/Person in charge</b>	Prof. Schied		
<b>Duration of module</b>	1 Semester		
<b>Offering</b>	FSS		
<b>Language</b>	Englisch		
<b>Range of application</b>	Mannheim Master in Management, CDSB Finance		

<b>Module: FIN 803 Corporate Finance</b>			
<b>Aim of module:</b> This course is intended to enable students to understand and conduct research in corporate finance. It is taught at a first-year doctoral level.			
<b>Learning outcomes:</b> The course combines two objectives. Firstly, participants learn the classic contributions to the theory of modern corporate finance and understand the main contributions to the field. Secondly, the course also introduces some of the main empirical contributions to the field and studies the main econometric and statistical techniques used in corporate finance. At the end of the course participants should be familiar with the main empirical and theoretical tools used in corporate finance.			
<b>Prerequisites:</b> <b>Formal:</b> E 702 E 703 FIN 801			
<b>Recommended:</b> <ul style="list-style-type: none"> <li>• A first-year doctoral level course in microeconomics that covers game theory and information economics (signaling, adverse selection, equilibrium refinements)</li> <li>• A first-year doctoral level course in econometrics that covers estimation and testing theory.</li> <li>• Some familiarity with corporate finance and financial institutions at the level of a masters level course is also assumed, but not essential. If you have no prior knowledge of corporate finance, then some chapters in an MBA-level textbook (e.g. Brealey, Myers, and Allen, Principles of Corporate Finance, 8th edition, McGraw Hill 2006; Grinblatt and Titman, Financial Markets and Corporate Strategy, 2nd edition, McGraw-Hill 2000) would be useful.</li> </ul>			
<b>Obligatory registration:</b> yes		<b>Further Information on the registration:</b> “Student Portal”	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	6	4
Exercise class	2	6	4
ECTS in total			8
<b>Form of assessment</b>	Paper presentations and class participation (50%), and a 24h-take-home exam at the end of the course (50%).		
<b>Lecturer/Person in charge</b>	Prof. Maug		
<b>Duration of module</b>	1 Semester		
<b>Offering</b>	FSS		
<b>Language</b>	Englisch		
<b>Range of application</b>	Mannheim Master in Management, CDSB Finance		

E 700	Mathematics for Economists	6
E 702	Advanced Microeconomics	8

## Management

<b>Module: MAN 801 Advances in Strategic Management</b>			
<b>Aim of module:</b> This seminar will expose participants to the rich ecology of theoretical perspectives flourishing in management research. Students are invited to develop creative research proposals worthwhile to be developed into a strong dissertation based upon well grounded theoretical perspectives.			
<b>Learning outcomes:</b> The course aims at enabling students to understand basic concepts in management research, find appropriate theoretical concepts and lenses and apply them properly to their individual research topics.			
<b>Prerequisites:</b> <b>Formal:</b> none <b>Recommended:</b> none			
<b>Obligatory registration:</b> yes		<b>Further Information on the registration:</b> “Student Portal”	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	6	4
Exercise class	2	6	4
ECTS in total			8
<b>Form of assessment</b>	30% Session leadership (group assignment) and overall in-class involvement (individual) 70% Research Paper (individual assignment)		
<b>Lecturer/Person in charge</b>	Prof. Woywode		
<b>Duration of module</b>	1 Semester		
<b>Offering</b>	HWS		
<b>Language</b>	Englisch		
<b>Range of application</b>	Mannheim Master in Management, CDSB Management		

<b>Modul: MAN 802 Fundamentals of Non-Profit Management Science</b>			
<b>Lerninhalte:</b> The course addresses the relevant economic and managerial theories in order to be able to analyze the specific managerial problems of Nonprofit Organizations (NPOs).  Topics that will be touched include “History and Scope of the Nonprofit Sector”, Nonprofits and the Market-place”, “Nonprofits and the Polity”, “Key Activities in the Nonprofit Sector”, and “Mission and Governance”.			
<b>Lern- und Qualifikationsziele:</b> The course aims to provide the basic understanding of the institutions belonging to the Nonprofit Sector. Each student will be asked to work himself through a basic scientific (“classical”) paper, enrich this paper by adding latest research results from currently published journal papers, and present the findings in class, where the results will be discussed.			
<b>Voraussetzungen:</b> <b>Formal:</b> MAN 610 <u>or</u> MAN 612 <b>Inhaltlich:</b> none			
<b>Obligatory registration:</b> yes		<b>Further Information on the registration:</b> “Student Portal”	
<b>Lehrveranstaltungen</b>	<b>Präsenzstudium</b>	<b>Selbststudium</b>	<b>ECTS</b>
Vorlesung/Seminar	2	6	4
Vor- und Nachbereitung	2	6	4
ECTS Modul insgesamt			8
<b>Prüfungsform und –umfang</b>	Presentation (80 %) and in class discussions (20 %)		
<b>Dozent(en)/Modulverantwortlicher</b>	Prof. Helmig		
<b>Dauer des Moduls</b>	1 Semester		
<b>Angebotsturnus</b>	HWS		
<b>Sprache</b>	Englisch		
<b>Verwendbarkeit</b>	Mannheim Master in Management, CDSB Management		

## Module: MAN 803 Applied Econometrics in Entrepreneurship and Management Research

### Aim of module:

This course transmits knowledge about econometric methods and their application in empirical entrepreneurship and management research. Students will be able to understand and apply quantitative methods for analyzing various entrepreneurship and management related research questions, such as entry determinants of entrepreneurship, firm performance, organizational change, human resource management and strategic management.

Students will be introduced to the theory and the application of econometric methods (such as advanced regression analyses, structural equation models, and hierarchical linear models) in management and entrepreneurship research. The application will be demonstrated with practical examples and exercises using general purpose software packages such as SPSS, as well as more specialized programs such as AMOS.

### Assessment form:

Students are expected to apply the acquired methodical knowledge by demonstrating their ability to analyze an empirical research question. They have to pass the end-term exam.

This module is a *core course for the PhD students in the Center for Doctoral Studies in Business (CDSB)* as well as *master students* in the Business Research Course Program at the University of Mannheim.

### Learning outcomes:

By the end of the module students will:

- gain an overview of various quantitative methods, namely
  - Regression models (generalized linear model)
  - Factor analysis
  - Full structural equation models
  - Hierarchical linear models
  - Panel and growth curve models

and their application in the field of management and entrepreneurship research by using different software packages such as PASW 17, AMOS and SYSTAT 10.

- master several challenging new themes in the area of entrepreneurship research.

### Prerequisites:

**Formal:** none

**Recommended:** Basics of Econometrics for M.Sc.

**Obligatory registration:** yes

**Further Information on the registration:**  
“Student Portal”

Courses	Hours per week	Self-study	ECTS
Lecture and exercise class	2	14	8
ECTS in total			8
<b>Form of assessment</b>	end-term exam		
<b>Lecturer/Person in charge</b>	Professor Woywode		
<b>Duration of module</b>	1 Semester		
<b>Offering</b>	FSS		
<b>Language</b>	Englisch		
<b>Range of application</b>	Mannheim Master in Management, CDSB Management		

**Modul: MAN 804 Advances in International Management****Lerninhalte:**

The modul will address advanced topics in International Management. Participants will be familiarized with selected theories in international management, and will apply these theories to strategic and organizational issues firms face when internationalizing. We will start discussing classical theories as well as modern approaches that build a theoretical foundation for the following sessions. We will then turn our attention to contingencies that foster (or hinder) firms' internationalization strategy. We first turn our attention to a topic that has received raising attention in recent research: a firm's embeddedness in local versus cross-local clusters and networks. We then discuss issues that motivate firms to internationalize, especially knowledge and resource exploration versus exploitation motives. In that vein we analyze a most recent phenomenon, MNE from emerging markets, and try to detect what factors can be attributed as a source of their success. We finally turn our attention to the avenues firms pursue in internationalizing and dispersing their value chain, alliances and networks. We lay a special emphasis on the dynamic aspects of dyadic as well as network relationships. We hope to enable students to understand the basic ideas of the readings, find appropriate theoretical concepts and lenses and apply them properly to their individual research topics.

**Lern- und Qualifikationsziele:**

The module combines two objectives. First, we would like to enable students to understand the contributions as well as limitations of selected theories in international management. Second, students should be able to evaluate and discuss the main applications of these theories to empirical research questions in international strategy. In doing so they should be able to identify and analyze the major challenges when researching international management issues, and compare and evaluate results of current studies that try to achieve that objective.

**Voraussetzungen:****Formal:** none**Inhaltlich:** MAN 801 (recommended)**Obligatory registration:** yes**Further Information on the registration:**

"Student Portal"

<b>Lehrveranstaltungen</b>	<b>Präsenzstudium</b>	<b>Selbststudium</b>	<b>ECTS</b>
Vorlesung/Seminar	2	6	4
Vor- und Nachbereitung	2	6	4
ECTS Modul insgesamt			8
<b>Prüfungsform und –umfang</b>	65 % <u>Team Grade</u> : Session Leadership; Presentation and Handout 35 % <u>Individual Grade</u> : In-class discussion and participation		
<b>Dozent(en)/Modulverantwortlicher</b>	N.N.		
<b>Dauer des Moduls</b>	1 Semester		
<b>Angebotsturnus</b>	FSS		
<b>Sprache</b>	Englisch		

<b>Verwendbarkeit</b>	Mannheim Master in Management, CDSB Management
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E 700	Mathematics for Economists	6
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## Marketing

<b>Module: MKT 801 Fundamentals of Marketing Research</b>			
<b>Aim of module:</b> The primary objective of this course is to gain a detailed understanding and practical working knowledge of research design and methodology fundamentals in marketing. This understanding requires a fluency in the terminology of research, as well as an appreciation of basic research techniques and concepts drawn from such diverse fields as psychology and statistics. Secondary objectives include stimulating research creativity and critical thinking in the realm of research design and methodology, and introducing and integrating a wide variety of research techniques relating to design and methodology issues. In this course, a diversity of instructional approaches (e.g., lecture, in-depth analysis and discussion of assigned articles, student presentations, a term paper, an examination) will be used. The emphasis will be on the practical application of research in furthering marketing knowledge.			
<b>Learning outcomes:</b> By the end of the course, students should be able to use fundamental research concepts gained in the course in designing and evaluating research in marketing.			
<b>Prerequisites:</b> <b>Formal:</b> none <b>Recommended:</b> Some familiarity with marketing research and statistical analyses at the level of a master's course is assumed.			
<b>Obligatory registration:</b> yes		<b>Further Information on the registration:</b> "Student Portal"	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	6	4
Exercise Class / Assignment	2	6	4
ECTS in total			8
<b>Form of assessment</b>	<b>Term paper (30%):</b> Each student will write a term paper in one of the topic areas discussed in class. <b>Paper presentations / class participation (30%):</b> Students will be asked to make short presentations of assigned papers as well as are expected to participate in the discussions on research articles. <b>Written exam (40%):</b> A final written exam has to be passed at the end of the course.		
<b>Lecturer/Person in charge</b>	Prof. Kraus		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Fall semester		
<b>Language</b>	English		
<b>Range of application</b>	Mannheim Master in Management, CDSB Marketing		

<b>Module: MKT 802 Marketing Theories</b>			
<b>Aim of module:</b>  This course is designed to provide students with a strong theoretical background in order to understand the functioning of instruments, activities, models, and decisions of marketing. Knowledge of these theories can then be used in order to describe, explain and predict both consumer buying behavior and managerial decision making.			
<b>Learning outcomes:</b>  Gaining a profound understanding of theories and models of psychology, sociology, micro-economics and behavioral science as they pertain to marketing and consumer behavior will develop and facilitate the students' ability to conduct sound academic research and help them to derive hypotheses for their own research projects.			
<b>Prerequisites:</b> <b>Formal:</b> none <b>Recommended:</b> none			
<b>Obligatory registration:</b> yes		<b>Further Information on the registration:</b> "Student Portal"	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture/Seminar	2	6	4
Preparation time	2	6	4
ECTS in total:			8
<b>Form of assessment</b>	Homework assignments, class participation presentation		
<b>Lecturer/Person in charge</b>	Prof. Kuester		
<b>Duration of module</b>	1 Semester		
<b>Offering</b>	Spring semester		
<b>Language</b>	English		
<b>Range of application</b>	Mannheim Master in Management, CDSB Marketing		

<b>Module: MKT 803 Consumer Behavior</b>			
<b>Aim of module:</b> This goal of this seminar is to provide insights into research and content issues in Consumer Behavior. Students will read key research papers on important topics and critically evaluate the studies.			
<b>Learning outcomes:</b> Students will gain insights into research and content issues in Consumer Behavior. Students will read key research papers on important topics and critically evaluate the studies. Students will be expected to read assigned articles prior to class and be prepared to discuss them.			
<b>Prerequisites:</b> This course takes an 'information processing' perspective to examine consumer behavior. The key focus will be to examine how consumers process marketing stimuli and make decisions. This includes topics such as motivation, attention and comprehension, memory, attitudes and attitude change, and decision making models. Both classic and current papers on these topics will be discussed. <b>Formal:</b> none <b>Recommended:</b> none			
<b>Obligatory registration:</b> yes		<b>Further Information on the registration:</b> "Student Portal"	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	6	4
Preparation Time	2	6	4
ECTS in total			8
<b>Form of assessment</b>	<b>Paper Presentations (25%):</b> Students will be asked to make short presentations of assigned papers to lead a discussion on a particular article or topic. This involves a short summary as well as a set of 4-5 discussion questions. <b>Class participation (25%):</b> Students are expected to participate in the discussions on the research articles. <b>Research Proposal (50%):</b> Each student will write a research proposal in one of the topic areas discussed in class.		
<b>Lecturer/Person in charge</b>	Prof. Wayne D. Hoyer, Ph.D.		
<b>Duration of module</b>	1 Semester		
<b>Offering</b>	FSS		
<b>Language</b>	English		
<b>Range of application</b>	Mannheim Master in Management, CDSB Marketing		

<b>E 700</b>	Mathematics for Economists	<b>6</b>
<b>E 702</b>	Advanced Microeconomics	<b>8</b>

## Operations and Information Systems

<b>Module: OPM 801 Optimization and Heuristics</b>			
<b>Aim of module:</b> This course aims at Ph.D. students in information systems, business administration and computer science. It provides a basic understanding of optimization problems and methods. All participants have to offer at least one presentation regarding a specific topic. Allocation of topics will be done together in the class.			
<b>Learning outcomes:</b> The course aims to introduce the students to fundamental linear and combinatorial optimization problems. They learn to formulate optimization models as mixed-integer linear programs, how to construct heuristics, and how to analyse the performance of heuristic algorithms. The students learn to deal with the complexity of real-world problems via aggregation, relaxation, and decomposition techniques.			
<b>Prerequisites:</b> <b>Formal:</b> E 700 Mathematics <b>Recommended:</b> Fundamentals in mathematics (including Linear Programming)			
<b>Obligatory registration:</b> yes		<b>Further Information on the registration:</b> “Student Portal”	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	14	8
ECTS in total			8
<b>Form of assessment</b>	Presentation during the course		
<b>Lecturer/Person in charge</b>	Prof. Stolletz		
<b>Duration of module</b>	1 semester		
<b>Offering</b>	Fall semester		
<b>Language</b>	English		
<b>Range of application</b>	Mannheim Master in Management, CDSB Operations & Information Systems		

<b>Module: OPM 802 Dynamic and Stochastic Models in Supply Chain Research</b>			
<b>Aim of module:</b> The course introduces some fundamental techniques for stochastic modeling and optimization, and it discusses their application in supply chain research. Key topics include: <ul style="list-style-type: none"> <li>• stochastic processes</li> <li>• Markov chains</li> <li>• stochastic dynamic programming</li> <li>• inventory theory</li> <li>• revenue management</li> </ul> The course is taught in a seminar-style format.			
<b>Learning outcomes:</b> The course aims to introduce the participants to fundamental stochastic modeling techniques. Upon completion of this course, participants should be able (i) to read and understand corresponding academic papers and (ii) to develop and analyze stochastic models for supply chain management issues.			
<b>Prerequisites:</b> <b>Formal:</b> none <b>Recommended:</b> Fundamentals in mathematics and statistics			
<b>Obligatory registration:</b> yes		<b>Further Information on the registration:</b> “Student Portal”	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	6	4
Exercise class	2	6	4
ECTS in total			8
<b>Form of assessment</b>		Presentation during the course	
<b>Lecturer/Person in charge</b>		Prof. Fleischmann	
<b>Duration of module</b>		1 Semester	
<b>Offering</b>		FSS	
<b>Language</b>		Englisch	
<b>Range of application</b>		Mannheim Master in Management, CDSB Operations & Information Systems	

**Module: IS 801 Fundamentals of Design Science Research****Aim of module:**

Since the 90's information and communication technology (ICT) has fundamentally changed the way organizations are conducting business. Organizations and the entire society are challenged with the effective design, delivery, use, and impact of ICT. The IS discipline addresses this challenge and investigates the phenomena that emerge when the technological and the social system interact. A decade ago, an intensive discussion on the relevancy and impact of IS research has started. In this context, several scholars have suggested that the IS community returns to an exploration of the "IT" that underlies the discipline. Design research has potentials to address this challenge. As such, it is nothing new: Design can be found in many disciplines and fields, notably Engineering and Computer Science, using a variety of approaches, methods, and techniques.

This course intends to provide a comprehensive overview on design science in IS research from different perspectives: basic definitions, principles and theoretical foundations, frameworks and methodologies, theory building, as well as design science research examples published in top journals.

**Learning outcomes:**

PhD students are introduced to the exciting field of design science research. They understand the basic principles for successfully carrying out design science research.

**Prerequisites:**

**Formal:** -

**Recommended:** -

**Obligatory registration:** yes

**Further Information on the registration:**  
"Student Portal"

<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture	2	6	4
Assignment		8	4
ECTS in total			8

<b>Form of assessment</b>	Assignment
<b>Lecturer/Person in charge</b>	Prof. Mädche
<b>Duration of module</b>	1 semester
<b>Offering</b>	Fall semester
<b>Language</b>	English
<b>Range of application</b>	Mannheim Master in Management (Y-Track), CDSB Operations & Information Systems

<b>Modul: IS 802 Simulation</b>			
<b>Aim of module:</b> <ul style="list-style-type: none"> <li>• Simulating Random Numbers from a Uniform Distribution</li> <li>• Quality of Random Number Generators</li> <li>• Transformation of Uniform Deviates</li> <li>• Generating Random Numbers from Specific Distributions</li> </ul> Queueing Theory			
<b>Learning outcomes:</b> Students will first learn how a computer can be utilized to generate random numbers, how to test their quality, and then how they can be used to generate the values of random variables from arbitrary distributions. Using the concept of discrete events, students will understand how to use random variables to simulate the behavior of a stochastic model over time.			
<b>Prerequisites:</b> <b>Formal:</b> none <b>Recommended:</b> Mathematics Statistics Java			
<b>Obligatory registration:</b> yes		<b>Further Information on the registration:</b> “Student Portal”	
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>	<b>ECTS</b>
Lecture/Seminar	2	6	4
Preparation Time	2	6	4
ECTS in total			8
<b>Form of assessment</b>	Programming project, presentation/oral exam		
<b>Lecturer/Person in charge</b>	Prof. Schader		
<b>Duration of module</b>	1 Semester		
<b>Offering</b>	FSS		
<b>Language</b>	Englisch		
<b>Range of application</b>	Mannheim Master in Management, CDSB Operations & Information Systems		

E 700	Mathematics for Economists	6
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## 4. Elective

Students are free to choose an elective where they can collect up to 24 ECTS points - according to the requirements of the chosen elective. The number of ECTS points needed in “Business Administration” will then be reduced accordingly.

Instead of the elective the student may also select further “Business Administration” modules. Please note that you can only choose an elective listed in this chapter if it has not been part of your completed Bachelor degree. If any of the modules listed in this chapter were part of your Bachelor degree you may not choose the corresponding elective.

### 4.1. Business Education

A minimum of 16 ECTS points has to be earned in the listed modules from the course offer. The seminars from the module ‘Special Subject’ are optional.

<b>Module: Educational Management</b>
<b>Topics of module:</b> <ul style="list-style-type: none"><li>• central regulations of the Vocational Training Act (BBiG, BerBiRefG), as well as regulations on the European level,</li><li>• principles and instruments of designing, execution and evaluation of corporate training programs,</li><li>• figures for corporate educational management,</li><li>• conceptualizations of organizational learning culture,</li><li>• knowledge management,</li><li>• instruments for the assessment and development of a learning culture.</li></ul>
<b>Learning outcomes:</b> <p>Students</p> <p>are able to analyze and solve basic legal cases in relation to vocational education, training, and personnel development</p> <ul style="list-style-type: none"><li>• are familiar with the rules and standards which are relevant for vocational education and training and are able to explain the intentions of the legislator,</li><li>• are able to describe the relevant processes in the occupation of vocational training positions and to identify the decisions that have to be made</li><li>• are able to argue for the relevance of vocational training programs for the company,</li><li>• are capable of demonstrating and critically reflecting control components in relation to corporate training,</li><li>• understand the concept of ‘learning culture’ in an organizational context, know current empirical studies with reference to ‘Learning Culture in Organizations’.</li></ul>
<b>Prerequisites:</b> <p><b>Formal:</b> none</p> <p><b>Recommended:</b> none</p>



<b>Courses</b>	<b>Hours per week</b>	<b>ECTS</b>
Educational Management I: Vocational Education (equivalent to “Legal regulations in vocational education and training“) Lecture and tutorial	4	4
Educational Management II: Vocational training (expected to be offered by the spring/summer semester 2013) Lecture and tutorial	4	4
Educational Management III: Learning culture in organizations (Equivalent to “Learning culture in organizations”) Seminar	1	4
ECTS in total		12
<b>Form of assessment</b>	Written exam 120 minutes (exam 0,7 and term paper 0,3)	
<b>Lecturer/Person in charge</b>	Professor Dr. Ebner	
<b>Duration of module</b>	2 semesters	
<b>Offering</b>	Educational Management I: fall/winter semester Educational Management II: spring/summer semester (starting 2013) Educational Management III: spring/summer semester	
<b>Language</b>	German	
<b>Range of application</b>	Mannheim Master in Management, B.Sc. Business Education	

### **Module: Special Subject**

#### **Topics of module:**

- conceptual basics of quality management
- quality management systems
- QM-systems in selected countries
- implementation of QM-systems
- empirical studies regarding the effects of QM-systems
- starting points and context of the evaluation concept
- goals, measures, evidence, decisions
- concept and function of evaluations
- exemplary indicator catalogs
- evaluation standards

<b>Learning outcomes:</b>		
Students		
<ul style="list-style-type: none"> <li>• are able to explain important tools and terms of quality management,</li> <li>• know the conceptual basics of selected quality management systems and are able to explain the decisive differences between the concepts,</li> <li>• know the systems of countries which are considered to be progressive in relation to implementation and operation of QM-systems and are able to outline these systems,</li> <li>• are familiar with empirical studies regarding the questions of implementation and the effects of QM-systems and are able to adequately interpret the results,</li> <li>• are familiar with the implemented evaluation concepts and are able to explain the goals connected to the evaluation,</li> <li>• have available an amply differentiated idea of processes and conflict points,</li> <li>• are familiar with established evaluation standards and are able to explain them as well as to identify transgressions in respective documents,</li> <li>• are able to discern types of information and assess the appropriateness of instruments for the acquisition of information,</li> <li>• are able to develop simple evaluation plans.</li> </ul>		
<b>Prerequisites:</b>		
<b>Formal:</b> none		
<b>Recommended:</b> none		
<b>Courses</b>	<b>Hours per week</b>	<b>ECTS</b>
Quality Management at Educational Institutions (prospectively by spring/summer semester 2012) Seminar	2	4
Creating Change - Development of Change Competence (in fall semester 2012) Seminar	2	4
Evaluation Methods and Standards (prospectively by spring/summer semester 2012) Seminar	2	4
ECTS in total	2	4/8/12
<b>Form of assessment</b>	Written exam 90 minutes or other written or oral exam	
<b>Lecturer/Person in charge</b>	Professor Dr. Ebner	
<b>Duration of module</b>	1 semester	
<b>Offering</b>	Quality Management at Educational Institutions: spring/summer semester, starting 2012 Create change – formation of change competence: in fall semester 2012 Evaluation Methods and Standards: spring/summer semester, starting 2012	
<b>Language</b>	German	
<b>Range of application</b>	Mannheim Master in Management, M.Sc. Business Education	

## 4.2. Computer Science

The student has to collect between 16 ECTS points and 24 ECTS points.

<b>Module: Computer Science I</b>		
<b>Aim of module:</b> "Computer science 1" is the introductory Computer Science course at the University of Mannheim. According to the profile of Computer Science in Mannheim the course will focus on practical aspects of Computer Science, in particular the course will deliver the introduction to drafts, implementation and evaluation of small (object-oriented) programs. Topics: <ul style="list-style-type: none"><li>• Core principles: basic logic, propositional logic, predicate logic, tree, finite machines, arithmetic operations</li><li>• Algorithm design: concept of algorithms, computability, abstract computability models, cost, complexity of algorithms, complexity of problems, correctness and verification of algorithms</li><li>• Introduction to Java: fields, classes, objects and methods</li><li>• Structured programming: systematic design of algorithms, stepwise refinement, control flow, modularity, recursive procedures, simple data structures: list, stacks, queue, binary trees</li></ul>		
<b>Learning outcomes:</b> Basic knowledge of Computer Science terminology (Algorithm, program, correctness of programs), knowledge of design, implementation and evaluation of small (object-oriented) programs		
<b>Prerequisites:</b> <b>Formal:</b> None <b>Recommended:</b> Not specified		
<b>Courses</b>	<b>Hours per week</b>	<b>ECTS</b>
Lecture	4	8
Exercise class	2	
ECTS in total		8
<b>Form of assessment</b>	Participation at a tutorial, proven by minimum of handed in homeworks or presentation of a solution in class Exam (90 min)	
<b>Lecturer/Person in charge</b>	Lecturers of the Institute of Informatics	
<b>Duration of module</b>	1 semester	
<b>Offering</b>	Fall semester (annually)	
<b>Language</b>	German	
<b>Range of application</b>	Mannheim Master in Management B. Sc. Business Informatics	

## Module: Computer Science II

**Aim of module:** "Computer Science II" is the continuative computer science course at the University of Mannheim. In accordance with the profile of computer science education in Mannheim the focus will be on practical aspects of Computer Science, especially the working principles of computer systems and the programming of a hierarchy of virtual machines of increasing power.

Overview:

- Introduction to the design of digital switches: gates, normal forms, minimization of logic statements, switching networks and sequential logic systems, half-adder, full-adder, flip flop, register
- Construction of computing systems: architecture of the von Neumann computer, CPU, memory, bus, cache, controlling of external devices, micro-programming, computer systems as a hierarchy of virtual machines
- Machine-oriented programming: Description of the Motorola 68000 processor, addressing in the M 68000, instructions in the M 68000, subprogramming techniques; alternatively, Java bytecode
- Principles of compiler construction: Lexical analysis, syntax analysis, code generation, optimization, accuracy of the translation

**Learning outcomes:** Basic knowledge of the working principles of computer systems, knowledge of machine-oriented programming and compiler construction

**Prerequisites:**

**Formal:** none

**Recommended:** Basic knowledge in Computer Science

Courses	Hours per week	ECTS
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Lecture	4	8
Exercise class	2	

ECTS in total	8
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**Form of assessment** Final exam (90 min)

<b>Lecturer/Person in charge</b>	Lecturers of Computer Science
<b>Duration of module</b>	1 semester
<b>Offering</b>	Spring semester
<b>Language</b>	German
<b>Range of application</b>	Mannheim Master in Management, B. Sc. Business Informatics

<b>Module: Algorithms and Data Structures</b>		
<b>Aim of module:</b> Algorithms and data structures for important classes of problems (searching, sorting, graph problems, recognition of patterns in texts, methodologies of concepts for algorithms (divide and conquer, greedy method, dynamic programming, backtracking, branch and bound)		
<b>Learning outcomes:</b> The students should 1) investigate a pool of important algorithms and become familiar with the analysis of algorithms and 2) learn important principles for the design of efficient algorithms		
<b>Prerequisites:</b>		
<b>Formal:</b>	none	
<b>Recommended:</b>	Basic knowledge in Computer Science I	
<b>Courses</b>	<b>Hours per week</b>	<b>ECTS</b>
Lecture	4	8
Exercise class	2	
ECTS in total		8
<b>Form of assessment</b>		
Preparatory assessment: generally, successful participation in the exercise classes Final exam (90 min.) or two partial exams		
<b>Lecturer/Person in charge</b>	Prof. Mila Majster-Cederbaum	
<b>Duration of module</b>	1 semester	
<b>Offering</b>	Fall semester	
<b>Language</b>	German	
<b>Range of application</b>	Mannheim Master in Management, B.Sc. Business Informatics, B.Sc. Business Mathematics	

## Module: Database Systems I

### Aim of module:

The lecture is an introduction to database systems, and includes the following topics:

- database design
- the relational model
- data integrity
- relational design theory
- physical data organization
- request handling
- transaction management
- error handling
- multi-user synchronization
- safety aspects
- distributed database systems
- data warehouses

### Learning outcomes:

Basic knowledge of database systems

### Prerequisites:

**Formal:** None

**Recommended:** basic knowledge of *Computer Science I*

Courses	Hours per week	ECTS
Lecture	4	8
Exercise class	2	
ECTS in total		8

**Form of assessment** Exam (90 min)

<b>Lecturer/Person in charge</b>	Prof. Dr. Guido Moerkotte
<b>Duration of module</b>	1 semester
<b>Offering</b>	Spring semester
<b>Language</b>	German
<b>Range of application</b>	Mannheim Master in Management, B.Sc. Business Informatics, B.Sc. Business Mathematics

### 4.3. Business Law

#### 4.3.1 Elective Module: Employment Law and Social Security Law

In this elective module the students can collect 4 - 16 ECTS.

<b>Module: Employment and Social Security Law</b>		
<b>Course content:</b> Individual Employment Law, Collective Employment Law, Social Security Law, Human Resource Management in organizations from a judicial perspective.		
<b>Educational and Qualification Objectives:</b> Students have knowledge of basic terms and principals of the German and European employment law, as well as the given jurisprudence of the supreme court. They understand the interaction between individual and collective legal instruments.		
<b>Prerequisites:</b> <b>Formal:</b> none <b>In regard to content:</b> Basic knowledge of civil law.		
<b>Courses and course structure:</b>	<b>Hrs/wk per Semester</b>	<b>ECTS</b>
Lecture Individual Employment Law	4	6
Lecture Collective Employment Law	4	6
Lecture Social Security Law	2	4
Total ECTS for module:		16
<b>Form and extent of examination</b>	Partial Examinations: Individual Employment Law, Collective Employment Law, Social Security Law: an oral exam or a (written) exam at the end of the semester. The person responsible for the module will announce the form of the examination at the beginning of the spring semester. The grade for the module is computed out of the (arithmetic) average ECTS points of all graded partial examinations.	
<b>Lecturer/person responsible for module</b>	Prof. Dr. Maschmann	
<b>Duration of module</b>	1 year, Start: spring semester	
<b>Cycle of curriculum</b>	spring semester: Individual Employment Law fall semester: Collective Employment Law, Social Security Law	
<b>Language</b>	German	
<b>Applicability</b>	Mannheim Master in Management	

### 4.3.2 Elective Module Commercial Law, Corporate and Partnership Law

In this elective, students can choose the following combinations: lecture Stock Corporation Law and/or the lecture Corporate Law collecting 4, 2 or 6 ECTS or a total of 18 ECTS by choosing all course listed here

<b>Module: Commercial Law and Corporate and Partnership Law</b>		
<b>Course content:</b> Commercial Law, Corporate and Partnership Law, Group Law.		
<b>Educational and Qualification Objectives:</b> Students know basic terms and principals of the German Commercial and Partnership Law, including Corporate Law. They will analyze facts of a case from this area and develop legal solutions.		
<b>Prerequisites::</b> <b>Formal:</b> none. <b>In regard to content:</b> Basic knowledge of civil law.		
<b>Courses and course structure:</b>	<b>Hrs/wk per Semester</b>	<b>ECTS</b>
Lecture Commercial Law	3	5
Lecture Corporate and Partnership Law	3	5
Tutorial Commercial Law/ Corporate and Partnership Law	2	2
Lecture Stock Corporation Law	2	4
Lecture Corporate Law	1	2
<b>Total ECTS for module:</b>		18
<b>Form and extent of examination</b>	Two out of four exams in the tutorial for Commercial, Corporate and Partnership Law must be passed. In case of only selecting the lectures Stock Corporation Law and/or Corporate Law an oral exam will be required	
<b>Lecturer/person responsible for module</b>	Prof. Dr. Schäfer	
<b>Duration of module</b>	1 year, Start: fall semester	
<b>Cycle of curriculum</b>	Fall semester: Commercial Law, Corporate Law Spring semester: Stock Corporation Law, Corporate Law, Tutorial Commercial Law, Corporate and Partnership Law	
<b>Language</b>	German	
<b>Applicability</b>	Mannheim Master in Management	



#### 4.3.3. Elective Module Law of Financial Services

You can sign up for this elective as a whole. It measures 16 ECTS.

<b>Module: Law of Financial Services</b>		
<b>Course content:</b> Laws pertaining to capital market, Private Insurance Law I (Law of Insurance Contract), Banking Law, Private Insurance Law II (Insurance Company Law, Insurance Control Law).		
<b>Educational Objectives:</b> Students are familiar with basic – German and European – legal regulations of banking/capital markets/Insurance Law. They know the special meaning of ‘General Terms and Conditions’ and the jurisprudence of the supreme court in that field.		
<b>Prerequisites::</b> <b>Formal:</b> none <b>In regard to content:</b> Basic knowledge of civil law.		
<b>Courses and course structure:</b>	<b>Hrs/wk per Semester</b>	<b>ECTS</b>
Lecture Capital Market Law	2	4
Lecture Private Insurance Law I (law of insurance contract)	2	4
Lecture Banking Law	2	4
Lecture Private Insurance Law II (Insurance Company Law, Insurance Control Law - German and International)	2	4
<b>Total ECTS for module:</b>		16
<b>Form and extent of examination</b>	Partial examinations: There will be an oral exam in every course at the end of the semester. The grade for the module is computed out of the (arithmetic) average ECTS points of all graded partial examinations.	
<b>Lecturer/responsible for module</b>	Prof. Dr. Bitter and Prof. Dr. Brand	
<b>Duration of module</b>	1 year, Start: Spring semester or fall semester	
<b>Cycle of curriculum</b>	Fall semester: Capital Market Law, Private Insurance Law II Spring semester: Banking Law, Private Insurance Law I	
<b>Language</b>	German	
<b>Applicability</b>	Mannheim Master in Management	

#### 4.3.4 Elective Module Public Business Law

You can sign up for his elective as a whole. It measures 17 ECTS.

<b>Module: Public Business Law</b>		
<b>Course content:</b> German Economic Constitutional Law, European Economic Constitutional Law, Basics of Economic Administrative Law		
<b>Educational and Qualification Objectives:</b> Students know the legal basics of our economic constitution and gain insight into Public Business Law including its references to European law. They broaden their knowledge in a seminar.		
<b>Prerequisites:</b> <b>Formal:</b> none <b>In regard to content:</b> Basic knowledge of civil law.		
<b>Courses and course structure:</b>	<b>Hrs/wk per Semester</b>	<b>ECTS</b>
Lecture (with study group) German Economic Constitutional Law	2 (+ study group = 4)	4
Lecture (with study group) European Economic Constitutional Law	2 (+ study group = 4)	4
Lecture (with study group) Basics of Economic Administrative Law	2 (+ study group = 4)	4
Seminar for Public Business Law	2	5
<b>Total ECTS for module:</b>		<b>17</b>
<b>Form and extent of examination</b>	A final exam (180 min.), which will test the content of the lecture and a term paper. The grade of the final exam measures 70% of the final module grade, the grade of the term paper measures 30%.	
<b>Lecturer/person responsible for module</b>	Prof. Dr. Puhl	
<b>Duration of module</b>	1 year, Start: fall semester	
<b>Cycle of curriculum</b>	Fall semester: German Economic Constitutional Law Spring semester: European Economic Constitutional Law, Basics of Economic Administrative Law Fall semester or spring semester (according to offering): seminar	
<b>Language</b>	German	
<b>Applicability</b>	Mannheim Master in Management	

### 4.3.5 Elective Module Tax Law

Due to the ongoing election of the fiscal chairs, in the spring semester and fall semester 2010 the elective module tax law will be offered on the basis of the elective of the German Diplom degree course. This elective measures 16 ECTS. The course **Procedural Tax Law** is *mandatory*, however out of the additional courses offered you are free to *choose three* in order to accumulate the required 16 ECTS points.

<b>Module: Tax Law</b>		
<b>Course content:</b> Procedural Tax Law, Value Added Tax Law, Inheritance Tax Law, Legal Valuation, Tax Reorganization Law, International Tax Law, Enterprise Tax Law, Income Tax Law.		
<b>Educational and Qualification Objectives:</b> In addition to the modules in Business Taxation offered by the Areas Accounting and Taxation, students are familiar with basic regulations of Procedural Tax Law and the treated special tax laws. They are able to apply these regulations on facts of a case, taking the judicial methodology into account.		
<b>Prerequisites:</b> <b>Formal:</b> none <b>In regard to content:</b> none, but it is helpful to also enroll in the modules TAX 510 and 520 (respectively 530).		
<b>Courses and course structure:</b>	<b>Hrs/wk per Semester</b>	<b>ECTS</b>
Procedural Tax Law (HWS)	2	4
Value Added Tax Law (HWS)	2	4
Inheritance Tax Law and Legal Valuation (FSS)	2	4
Tax Reorganization Law (FSS)	2	4
International Tax Law (FSS)	2	4
Enterprise Tax Law (FSS)	2	4
Income Tax Law (FSS)	2	6
<b>Total ECTS for module:</b>		16
<b>Form and extent of examination</b>	There is a final exam (90 min.) in every course, which can be substituted for an oral exam of 15 min. per candidate (according to the decision of the examining committee).	
<b>Lecturer/person responsible for module</b>	Not known yet (provisional: Prof. Dr. Maschmann)	
<b>Duration of module</b>	1 year, Start: spring semester or fall semester	
<b>Cycle of curriculum</b>	Spring semester: Inheritance Tax Law, Legal Valuation, Tax Reorganization Law, International Tax Law, Enterprise Tax Law, Income Tax Law Fall semester: Procedural Tax Law, Value Added Tax Law (subject to alterations)	
<b>Language</b>	German	

<b>Applicability</b>	Mannheim Master in Management, LL.M.
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#### 4.3.6 Elective Module European Law and International Economic Law

This module measures 16 ECTS. A variety of courses taught in English is offered. Students are free to choose four courses which they have to enroll in.

<b>Module: European Law and International Business Transactions</b>		
<b>Course content:</b> European Law – European Market Freedoms, E.C. Competition Law, International Economic Law, Business Law in Comparative Perspective, potentially further courses and respectively advanced courses.		
<b>Educational and Qualification Objectives:</b> Objects of this course are the principals of European law and the law of international economic relations. They will be taught and discussed in an international/English technical terminology.		
<b>Prerequisites:</b> <b>Formal:</b> none <b>In regard to content:</b> Basic knowledge of civil law and public law.		
<b>Courses and course structure:</b>	<b>Hrs/wk per Semester</b>	<b>ECTS</b>
Lecture European Law – European Market Freedoms	2	4
Lecture E.C. Competition Law	2	4
Lecture International Economic Law	2	4
Lecture International Business and Finance Transactions	2	4
<b>Total ECTS for module:</b>		16
<b>Form and extent of examination</b>	There will be a final exam in every course at the end of the semester. The grade for the module is computed out of the (arithmetic) average ECTS points of all graded partial examinations.	
<b>Lecturer/person responsible for module</b>	Prof. Dr. Cremer	
<b>Duration of module</b>	1 Semester	
<b>Cycle of curriculum</b>	Offered only in the fall semester.	
<b>Language</b>	English	
<b>Applicability</b>	Mannheim Master in Management, M.C.L.	

#### 4.4. Politics

The elective subject Politics requires the completion of two of the following four lectures.

##### **Module: Politics**

##### **Aim of module:**

Lecture: Introduction to Political Science

The lecture “Introduction to Political Science” provides students with basic concepts of political science as well as the discipline’s history. Research approaches will be outlined in a generic form. This course responds to the question what the subject deals with and introduces its central concepts.

Lecture: Introduction to Political Sociology

Major themes of political sociology include: (1) on a macro-level of a society as a whole the power structure of modern societies, social divisions and conflict lines, nation and state, (2) on the intermediary level political parties, interest groups and social movements as organizations of the civil society, (3) on the individual level voters’ behavior, political participation and attitudes towards the political system (political culture). For each individual theme, central theoretical approaches and substantial empirical findings will be analyzed, starting with classical concepts of the discipline through to contemporary theories of political change. In order to explicate theoretical concepts, the political system of the German Federal Republic, its institutions or players respectively will serve as a case of application.

Lecture: Introduction to International Relations

The course introduces central theories, methods and subject areas of international relations. International politics will be conceived by means of strategic analysis of conflicts (East-West, North-South, globalization and cultural conflicts) and problem areas (war and security, governance and human rights, economic relations, environment and development). Thereby, the relevance of structures (power, legislation and resources) and of players (states, international organizations and their strategies) will be addressed. The associated theoretical and methodical approaches will be dealt with in a subsequent step.

Lecture: Introduction to Comparative Government

The institutional systems of European national states will be the core subject of relevance within comparative government. Classical decision-making institutions, such as parliaments, governments and constitutional courts, as well as central institutional parameters of political competition, such as electoral or party systems, will be discussed. These themes will be addressed through key theoretical approaches, typological approaches and New Institutionalism for instance. Empirical findings refer primarily to European political systems. Methodically, the role of comparison and the logic of theory-driven empirical research will be of central concern. In order to explicate theoretical concepts, the political system of the German Federal Republic, its institutions or players respectively will serve as a case of application.

<b>Learning outcomes:</b> Knowledge of the development of political science and its research focus – comparative government, political sociology and international relations – as well as current analytical strategies in politics, ability to apply core techniques of scientific work methods. Ability to read research literature (primarily in English), analytical skills and methodical principles.		
<b>Prerequisites:</b> <b>Formal:</b> good command of English		
<b>Courses</b>	<b>Hours per week</b>	<b>ECTS</b>
Lecture: Introduction to Political Science	2	6
Lecture: Introduction to Political Sociology	2	6
Lecture: Introduction to International Relations	2	6
Lecture: Introduction to Comparative Government	2	6
ECTS in total		<b>12</b>
<b>Form of assessment</b>	Lectures: final examinations (90 minutes)	
<b>Lecturer/Person in charge</b>	all, more precisely professors and research assistants of the Chair for Political Sciences I, II, III and IV for Political Sciences and International Comparative Social Research, European Politics and Political Economy	
<b>Duration of module</b>	1-2 semesters	
<b>Offering</b>	Introduction to Political Science: HWS Introduction to Political Sociology: HWS Introduction to International Relations: HWS Introduction to Comparative Government: FSS	
<b>Language</b>	German or English (varies)	
<b>Range of application</b>	Mannheim Master in Management	

## 4.5. Mathematics

2 out of the following 4 modules have to be passed for successful completion of the elective.

<b>Module: Analysis I</b>		
<b>Aim of module:</b> Sets and mappings, real numbers, continuity and differentiability of functions in one real variable, power series, Riemannian integral.		
<b>Learning outcomes:</b> Familiarity in dealing with the fundamental terms and methods of Analysis, knowledge of the essential mathematical methods of proof.		
<b>Prerequisites:</b>		
<b>Formal:</b> none		
<b>Recommended:</b> none		
<b>Courses</b>	<b>Hours per week</b>	<b>ECTS</b>
Lecture	4+2	10
Exercise class	2	
ECTS in total		10
<b>Form of assessment<sup>6</sup></b>	In advance (generally): successful participation in the exercise classes; written (90 min.) or oral examination (30 min.).	
<b>Lecturer/Person in charge</b>	Lecturers of the Institute of Mathematics	
<b>Duration of module</b>	1 semester	
<b>Offering</b>	Fall semester	
<b>Language</b>	German	
<b>Range of application</b>	Mannheim Master in Management, B.Sc. Business Informatics, B.Sc. Business Mathematics, <i>Lehramt</i> Mathematics	

<sup>6</sup> Types of examination generally as listed above. Alternative types of examination may be used if found appropriate by the lecturer.

<b>Module: Analysis II</b>		
<b>Aim of module:</b> Differentiable functions of several real variables, multidimensional integration theory.		
<b>Learning outcomes:</b> Familiarity in dealing with functions of several real variables.		
<b>Prerequisites:</b> <b>Formal:</b> Basic knowledge in Linear Algebra <b>Recommended:</b> Module Analysis I		
<b>Courses</b>	<b>Hours per week</b>	<b>ECTS</b>
Lecture	4 + 2	10
Exercise class	2	
ECTS in total		10
<b>Form of assessment</b> <sup>7</sup>	In advance (generally): successful participation in the exercise classes; written (90min.) or oral examination (30 min.)	
<b>Lecturer/Person in charge</b>	Lecturers of the Institute of Mathematics	
<b>Duration of module</b>	1 semester	
<b>Offering</b>	Spring semester	
<b>Language</b>	German	
<b>Range of application</b>	Mannheim Master in Management, B.Sc. Business Mathematics, <i>Lehramt</i> Mathematics	

<sup>7</sup> Types of examination generally as listed above. Alternative types of examination may be used if found appropriate by the lecturer.



<b>Module: Linear Algebra I</b>		
<b>Aim of module:</b> Groups, rings, fields, vector spaces, linear mapping, matrices, systems of linear equations, determinants, eigenvalues and diagonalisation, Euclidean vector spaces.		
<b>Learning outcomes:</b> Knowledge of the essential ideas and methods of Linear Algebra, knowledge of the essential mathematical methods of proof.		
<b>Prerequisites:</b>		
<b>Formal:</b>	none	
<b>Recommended:</b>	none	
<b>Courses</b>	<b>Hours per week</b>	<b>ECTS</b>
Lecture	4+2	9
Exercise class	2	
ECTS in total		9
<b>Form of assessment<sup>8</sup></b>	In advance (generally): successful participation in the exercise classes; written (90min.) or oral examination (30 min.).	
<b>Lecturer/Person in charge</b>	Lecturers of the Institute of Mathematics	
<b>Duration of module</b>	1 semester	
<b>Offering</b>	Fall semester	
<b>Language</b>	German	
<b>Range of application</b>	Mannheim Master in Management, B.Sc. Business Informatics, B.Sc. Business Mathematics, <i>Lehramt</i> Mathematics	

<sup>8</sup> Types of examination generally as listed above. Alternative types of examination may be used if found appropriate by the lecturer.

<b>Module: Linear Algebra II</b>		
<b>Aim of module:</b> Finite groups, elementary theory of numbers, linear programming, finite fields, supplements to Linear Algebra I.		
<b>Learning outcomes:</b> Introduction to a few aspects of Discrete Mathematics.		
<b>Prerequisites:</b> Linear Algebra I		
<b>Formal:</b> none		
<b>Recommended:</b> Module Linear Algebra I		
<b>Courses</b>	<b>Hours per week</b>	<b>ECTS</b>
Lecture	4	9
Exercise class	2	
ECTS in total		9
<b>Form of assessment<sup>9</sup></b>	In advance (generally): successful participation in the exercise classes; written (60min.) or oral examination (30 min.).	
<b>Lecturer/Person in charge</b>	Lecturers of the Institute of Mathematics	
<b>Duration of module</b>	1 semester	
<b>Offering</b>	Spring semester	
<b>Language</b>	German	
<b>Range of application</b>	Mannheim Master in Management, B.Sc. Business Informatics, B.Sc. Business Mathematics, <i>Lehramt</i> Mathematics	

<sup>9</sup> Types of examination generally as listed above. Alternative types of examination may be used if found appropriate by the lecturer.

## 4.6. Psychology

The elective subject Psychology requires the completion of at least three of the following four lectures.

<b>Module: Psychology</b>		
<b>Learning outcomes:</b> The elective subject Psychology delivers an overview of the main research areas of business psychology (Industrial and Organizational Psychology & Consumer Psychology) and presents the problems which arise when elementary Psychology is applied in practice. Furthermore, the most important theories of Social Psychology, which are the foundations of business psychology, will be taught.		
<b>Aims:</b> Students will be familiar with the basic terms and methods of Business Psychology and will be able to apply them correctly. Students will also be aware of and able to understand and evaluate the scientific and practical significance of the most important theories and empirical results of the subject area.		
<b>Prerequisites:</b> <b>Formal:</b> <b>Recommended:</b> K1 should be completed before choosing K3		
<b>Courses</b>	<b>SWS</b>	<b>ECTS</b>
L1: Industrial and Organizational Psychology (lecture)	2	4
N1: Consumer Psychology (lecture)	2	4
K1: Social Psychology I (lecture)	2	4
K3: Social Psychology II (lecture)	2	4
Total ECTS for module:		12
<b>Assessment:</b>	Exam (60 min.); The overall grade is calculated by averaging the ECTS points of all graded partial examinations.	
<b>Module coordinators/Lecturers:</b>	The module coordinators are: a) the chair holders of the Departments of Industrial and Organizational Psychology and Consumer Psychology, b) the Junior Professor in Business Psychology and c) the chair holders of the Departments of Social Psychology and Microsociology. The academic staff members of the above mentioned departments are appointed lecturers; external lecturers may also be employed.	
<b>Duration:</b>	2 semesters	
<b>Module commences:</b>	starts in the fall semester L1: fall semester N1: fall semester K1: spring semester K3: fall semester	
<b>Language:</b>	German	
<b>Applies to:</b>	Mannheim Master in Management	

## 4.7. English and American Studies

The elective in English and American Studies offers a choice between English Linguistics (Alternative I) or English and American Literature Studies (Alternative II).

### 4.7.1. English and American Studies for students without skills in humanities

#### English Linguistics (Alternative I)

All of the following modules have to be taken (15 ECTS).

<b>Module: Introduction to English Linguistics (lecture without tutorial)</b>		
<b>Aim of module:</b> This course is designed to introduce the central terms and topics in current English linguistics. Topics to be dealt with include phonetics, phonology, morphology, semantics, syntax and pragmatics. Students will be introduced to analyzing various layers of language.		
<b>Learning outcomes:</b> After having completed the course, students will be able to execute basic linguistic analyses and to appropriately use fundamental terminology.		
<b>Prerequisites:</b>		
<b>Formal:</b>	None	
<b>Recommended:</b>	Not specified	
<b>Courses</b>	<b>Hours per week</b>	<b>ECTS</b>
Lecture	2	4
ECTS in total		4
<b>Form of assessment</b>	Written exam	
<b>Lecturer/Person in charge</b>	Gawlitzeck	
<b>Duration of module</b>	1 semester	
<b>Offering</b>	Fall semester and Spring semester	
<b>Language</b>	English	
<b>Range of application</b>	Mannheim Master in Management, other Master programs	

<b>Module: Lecture Series <i>Methods</i> (see Master program “Language and Communication”)</b>		
<b>Aim of module:</b> Systematic presentation of fundamental quantitative and qualitative methods of linguistics.		
<b>Learning outcomes:</b> Students are familiar with quantitative and qualitative methods of linguistics which they are able to classify into the respective context of research and also know the appropriate method for different research approaches.		
<b>Prerequisites:</b> <b>Formal:</b> None <b>Recommended:</b> Not specified		
<b>Courses</b>	<b>Hours per week</b>	<b>ECTS</b>
Lecture	2	4
ECTS in total		4
<b>Form of assessment</b>	Written exam	
<b>Lecturer/Person in charge</b>	Deppermann/ Engelberg	
<b>Duration of module</b>	1 semester	
<b>Offering</b>	Fall semester	
<b>Language</b>	German or English	
<b>Range of application</b>	Mannheim Master in Management, other Master programs	

<b>Module: Seminar to be chosen from the offering of the master program “Language and Communication”</b>		
<b>Aim of module:</b> Depending on the choice of seminar, students expand their theoretical knowledge in the central area of linguistics or use their methodical and theoretical expertise dealing with one of the following fields of research: interaction and text, linguistic methodology, language acquisition, multilingualism and linguistic theories.		
<b>Learning outcomes:</b> Students acquire the competence to adequately describe and arrange synchronic and diachronic phenomena and also comprehend the according theories.		
<b>Prerequisites:</b> <b>Formal:</b> Lecture - <i>Introduction to English Linguistics</i> <b>Recommended:</b> At least the content of the lecture <i>Introduction to English Linguistics</i>		
<b>Courses</b>	<b>Hours per week</b>	<b>ECTS</b>
Seminar	2	7
ECTS in total	2	7
<b>Form of assessment</b>	Written exam <i>or</i> oral exam <i>or</i> term paper	
<b>Lecturer/Person in charge</b>	Thoma	
<b>Duration of module</b>	1 semester	
<b>Offering</b>	Fall semester and Spring semester	
<b>Language</b>	German or English or French or Spanish	
<b>Range of application</b>	Mannheim Master in Management, other Master programs	

## English and American Literature Studies (Alternative II)

All of the following modules have to be taken, with the first module having an alternative (16 or 17 ECTS).

<b>Module: Introduction to English and American Literature Studies (lecture without tutorial)</b>		
<b>Alternative: Lecture series <i>Theories of Modern Culture</i></b>		
<b>Aim of the lecture <i>Introduction to English and American Literature Studies</i>:</b> The module introduces the following areas using exemplarily literary and theoretical texts: <ul style="list-style-type: none"><li>- nature, function and self-conception of literary studies and literature theory</li><li>- key questions dealing with the understanding and interpretation of literary texts</li><li>- specific of literary genres and epochs</li><li>- terminology of the study of literature</li><li>- working techniques and methods</li></ul>		
<b>Aim of the lecture series <i>Theories of Modern Culture</i>:</b> The module introduces theories of modern culture focusing on the process of modernisation as well as on the concept of culture.		
<b>Learning outcomes:</b> After having completed the module, students are familiar with the essential concepts, theories, genres and working techniques of literature and cultural studies and are able to apply these. Furthermore, students will have gained an overview of the cultural and social pertinence of the topics.		
<b>Prerequisites:</b>		
<b>Formal:</b> None		
<b>Recommended:</b> Interest in questions concerning literature and cultural studies, theoretical concepts and literary texts		
<b>Courses</b>	<b>Hours per week</b>	<b>ECTS</b>
Lecture	2	4/5
ECTS in total		4/5
<b>Form of assessment</b>	Written exam (90 minutes)	
<b>Lecturer/Person in charge</b>	Dr. Glomb/ Prof. Dr. Grewe-Volpp respectively changing lecturers	
<b>Duration of module</b>	1 semester	
<b>Offering</b>	Fall semester and Spring semester (lecture series only during Fall semester)	
<b>Language</b>	German	
<b>Range of application</b>	Mannheim Master in Management, other Master programs	

<b>Module: Lecture taken from the thematic module of the master-program “Transformation of Culture in the Modernity: Literature and Media”</b>		
<b>Aim of the introduction lecture:</b> The module introduces general concepts and topics of the respective module taken from the master program “Transformation of Culture in the Modernity: Literature and Media” and alternates the subject areas depending on the semester: <ul style="list-style-type: none"> <li>- Module 1: The Individual, environment and society in historical change</li> <li>- Module 2: Intercultural Perspective, Postcolonial Constellations and Transnational Discourses</li> <li>- Module 3: Aesthetic Transformations and Theoretical Concepts</li> </ul>		
<b>Learning outcomes:</b> After having completed the module, students are familiar with the essential concepts, theories and the development of the respective module and will have gained an overview of the cultural and social pertinence of the topics.		
<b>Prerequisites:</b> <b>Formal:</b> None <b>Recommended:</b> Interest in questions concerning literature and cultural studies, theoretical concepts and literary texts		
<b>Courses</b>	<b>Hours per week</b>	<b>ECTS</b>
Lecture	2	5
ECTS in total		5
<b>Form of assessment</b>	Written exam (90 minutes)	
<b>Lecturer/Person in charge</b>	changing lecturer	
<b>Duration of module</b>	1 semester	
<b>Offering</b>	Spring semester	
<b>Language</b>	German	
<b>Range of application</b>	Mannheim Master in Management, other Master programs	



**Module: Seminar to be chosen from the offerings of the master-program  
“Transformation of Culture in the Modernity: Literature and Media”**

**Aim of the introduction lecture:**

Depending on the choice of seminar, the course delves into the fundamental terms and topics of the respective module taken from the master “Transformation of Culture in the Modernity: Literature and Media” which are: “The Individual, Environment and Society in Historical Change”, “Intercultural Perspective, Postcolonial Constellations and Transnational Discourses” or “Aesthetic Transformations and Theoretical Concepts”. Students of the seminar exercise transfer and interpretation in the particular area and apply theoretical concepts independently to literary examples.

**Learning outcomes:**

After having completed the module students are familiar with the essential concepts, theories and the development of the respective module. These, students studied using specific texts and materials and are thus able to work with their knowledge independently.

**Prerequisites:**

**Formal:** Lecture *Introduction to English and American Literature Studies* or  
Lecture series *Theories of Modern Culture*

**Recommended:** knowledge of basic concepts of literature and cultural studies

<b>Courses</b>	<b>Hours per week</b>	<b>ECTS</b>
Seminar	2	7
ECTS in total		7
<b>Form of assessment</b>	Written exam (90 minutes) <i>or</i> oral exam <i>or</i> term paper	
<b>Lecturer/Person in charge</b>	changing lecturer	
<b>Duration of module</b>	1 semester	
<b>Offering</b>	Fall semester and Spring semester	
<b>Language</b>	German or English or French or Spanish	
<b>Range of application</b>	Mannheim Master in Management, other Master programs	

#### 4.7.2. English and American Studies for students with skills in humanities

<b>Modul: Anglistische/Amerikanistische Literaturwissenschaft</b>			
<b>Veranstaltung</b>	<b>Form und Art der Prüfung</b>	<b>ECTS-Punkte</b>	
Landeskunde (aus dem Angebot für MakuWi)	Klausur	4	
Seminar aus dem Angebot des Master „Kultur im Prozess der Moderne: Literatur und Medien“	Mündl. Prüfung oder Klausur oder Hausarbeit	7	
Seminar aus dem Angebot des Master „Kultur im Prozess der Moderne: Literatur und Medien“	Mündl. Prüfung oder Klausur oder Hausarbeit	7	<b>18 ECTS</b>

<b>Modul: Anglistische/Amerikanistische Linguistik</b>			
<b>Veranstaltung</b>	<b>Form und Art der Prüfung</b>	<b>ECTS-Punkte</b>	
Landeskunde (aus dem Angebot für MaKuWi)	Klausur	4	
Seminar aus dem Angebot des Master „Sprache und Kommunikation“	Mündl. Prüfung oder Klausur oder Hausarbeit	7	
Seminar aus dem Angebot des Master „Sprache und Kommunikation“	Mündl. Prüfung oder Klausur oder Hausarbeit	7	<b>18 ECTS</b>

**Further information to follow shortly.**

## 4.8. German Studies

The elective in German Studies offers a choice between German Linguistics (Alternative I) or German Literature Studies (Alternative II).

### 4.8.1. German Studies for students without skills in humanities

#### German Linguistics (Alternative I)

All of the following modules have to be taken (15 or 17 ECTS).

<b>Module: Introduction to German synchronic linguistics (without tutorial)</b>		
<b>Aim of module:</b> Phonology, syntax, (functional) discourse grammar, semantics, pragmatics, sociolinguistics, psycholinguistics, semiotics		
<b>Learning outcomes:</b> To become acquainted with, to understand and to use paradigms and working methods of linguistics		
<b>Prerequisites:</b>		
<b>Formal:</b>	None	
<b>Recommended:</b>	Not specified	
<b>Courses</b>	<b>Hours per week</b>	<b>ECTS</b>
Lecture	2	4
ECTS in total		4
<b>Form of assessment</b>	Written exam	
<b>Lecturer/Person in charge</b>	Prof. Dr. Henn-Memmesheimer Georg Albert, M.A.	
<b>Duration of module</b>	1 semester	
<b>Offering</b>	Fall semester and Spring semester	
<b>Language</b>	German	
<b>Range of application</b>	Mannheim Master in Management, other Master programs	

<b>Module: Lecture – <i>Developments of German standard language</i> or: Exercise Class – <i>Synchronic linguistics / diachronic linguistics</i></b>		
<b>Aim of module:</b> Fundamental quantitative and qualitative methods of linguistics		
<b>Learning outcomes:</b> Lecture: To become acquainted with, to understand, to evaluate and to analyze developments of German standard language  Exercise Class: To understand, to evaluate and to analyze developments of German standard language		
<b>Prerequisites:</b> <b>Formal:</b> None <b>Recommended:</b> None		
<b>Courses</b>	<b>Hours per week</b>	<b>ECTS</b>
Lecture	2	4
Exercise Class	2	6
ECTS in total		4-6
<b>Form of assessment</b>		
<b>Lecture</b>	exam	
<b>Exercise Class</b>	term paper	
<b>Lecturer/Person in charge</b>	Prof. Dr. Eichinger Prof. Dr. Henn-Memmesheimer	
<b>Duration of module</b>	1 semester	
<b>Offering</b>	Fall semester and Spring semester	
<b>Language</b>	German	
<b>Range of application</b>	Mannheim Master in Management, other Master programs	

<b>Module: Seminar taken from the module “Sociology of Language and Cultural Differentiation”</b>		
<b>Aim of module:</b> Quantitative and qualitative methods: content analysis, cultural semiotics, semantics, (Sozialstilistik?), text and discourse analysis, system analysis, analysis of action? (Handlungsanalyse)		
<b>Learning outcomes:</b> Analysis and evaluation of linguistic and social correlations with regard to social differentiation		
<b>Prerequisites:</b> <b>Formal:</b> <i>Introduction to German synchronic linguistics</i> <b>Recommended:</b> not specified		
<b>Courses</b>	<b>Hours per week</b>	<b>ECTS</b>
Seminar	2	7
ECTS in total	2	7
<b>Form of assessment</b>	Exam, oral exam or term paper	
<b>Lecturer/Person in charge</b>	Prof. Dr. Henn-Memmesheimer	
<b>Duration of module</b>	1 semester	
<b>Offering</b>	Fall semester and Spring semester	
<b>Language</b>	German	
<b>Range of application</b>	Mannheim Master in Management, other Master programs	

## German Literature Studies (Alternative II)

All of the following modules have to be taken (17 ECTS).

<b>Module: German literature studies</b>		
<b>Course: Lecture, Introduction to modern/contemporary German literature studies, part 1</b>		
<b>Aim of module:</b> The lecture aims to introduce students to the subject area and terms of modern German literature. It presents pivotal/central categories such as 'xy (Fiktionalität)' and 'aesthetics' and deals with the basics of the three main genres epic, lyric and drama. Additionally, the course offers a survey of the German literary history starting from the Baroque period. Selected works will be used to exemplarily deal with all these aspects.		
<b>Learning outcomes:</b> After having completed the course students will be familiar with the fundamental terms of modern German literature studies and know how to apply these terms. Furthermore, students will have received a survey of the three main genres and the history of literature since 1600.		
<b>Prerequisites:</b>		
<b>Formal:</b> None		
<b>Recommended:</b> An interest in literary texts, questions considering the issue of literary criticism and theoretical concepts		
<b>Courses</b>	<b>Hours per week</b>	<b>ECTS</b>
Lecture	2	4
ECTS in total		4
<b>Form of assessment</b>	Written exam (60 minutes)	
<b>Lecturer/Person in charge</b>	changing lecturers	
<b>Duration of module</b>	1 semester	
<b>Offering</b>	Fall semester	
<b>Language</b>	German	
<b>Range of application</b>	Mannheim Master in Management, other Master programs	

<b>Module: German literature studies</b>		
<b>Course: PS - literature studies</b>		
<b>Aim of module:</b> Lecture - literature studies To pick up the thread of the lecture introduction to modern German literature studies this lecture deals with selected aspects of German literature. The span of possible topics reaches from certain/particular authors, epochs, genres or motifs to general or specific concepts of literature theory.		
<b>Aim of module:</b> PS - literature studies In comparison to the lecture, the introductory seminar focuses on independent methodical working. When analyzing texts, the form, the literary history and of the comparativeness of literature is in the foreground. This takes place when one goes into theoretical questions of cross-cultural and contextual understanding. Secondary and research literature will be included in the seminar's work as well.		
<b>Learning outcomes:</b> Independent methodical working with reference to secondary literature and detailed knowledge of methods and theories of literature studies.		
<b>Prerequisites:</b> <b>Formal:</b> Lecture - <i>Introduction to modern/ contemporary German Literature Studies</i> <b>Recommended:</b> An interest in literary texts, questions considering the issue of literary criticism and theoretical concepts		
<b>Courses</b>	<b>Hours per week</b>	<b>ECTS</b>
Exercise class	2	6
ECTS in total		6
<b>Form of assessment</b>	Oral exam (20 minutes) <i>or</i> exam (90 minutes) <i>or</i> term paper (about 12-15 pages of written text)	
<b>Lecturer/Person in charge</b>	changing lecturer	
<b>Duration of module</b>	1 semester	
<b>Offering</b>	Fall semester and Spring semester	
<b>Language</b>	German	
<b>Range of application</b>	Mannheim Master in Management, other Master programs	

**Module: German literature studies**

**Course: Seminar to choose from the offering of the master program “Transformation of Culture in the Modernity: Literature and Media “**

**Aim of module:**

Depending on the choice of seminar, the course delves into the fundamental terms and topics of the respective module taken from the master “Transformation of culture in the modernity: literature and media” which are: “the individual, environment and society in historical change”, “intercultural perspective, postcolonial constellations and transnational discourses” or “aesthetic transformations and theoretical concepts”. Students of the seminar exercise transfer and interpretation in the particular area and apply theoretical concepts independently to literary examples.

**Learning outcomes:**

After having completed the module, students will be familiar with fundamental terms, theories and the development of the respective module. Furthermore, students will have gained an overview of the cultural and social pertinence of these topics.

**Prerequisites:**

**Formal:** Lecture - Introduction to modern/contemporary German literature studies

**Recommended:** Knowledge of basic concepts of cultural studies and literature

<b>Courses</b>	<b>Hours per week</b>	<b>ECTS</b>
Exercise class	2	7
ECTS in total		7
<b>Form of assessment</b>	exam (90 minutes) <i>or</i> oral exam (20 minutes) <i>or</i> term paper (about 15-20 pages of written text)	
<b>Lecturer/Person in charge</b>	changing lecturer	
<b>Duration of module</b>	1 semester	
<b>Offering</b>	Fall semester and Spring semester	
<b>Language</b>	German	
<b>Range of application</b>	Mannheim Master in Management, other Master programs	



#### 4.8.2. German Studies for students with skills in humanities

<b>Modul: Germanistische Literaturwissenschaft</b>			
<b>Veranstaltung</b>	<b>Form und Art der Prüfung</b>	<b>ECTS-Punkte</b>	
VL Literaturwissenschaft	Protokoll	4	
Seminar aus dem Angebot der literaturwissenschaftlichen Master-Seminare	Mündl. Prüfung oder Hausarbeit	7	
Seminar aus dem Angebot der literaturwissenschaftlichen Master-Seminare	Mündl. Prüfung oder Hausarbeit	7	18 ECTS

<b>Modul: Germanistische Linguistik</b>			
<b>Veranstaltung</b>	<b>Form und Art der Prüfung</b>	<b>ECTS-Punkte</b>	
VL Sprachwissenschaft	Protokoll	4	
Seminar aus dem Angebot der sprachwissenschaftlichen Master-Seminare	Mündl. Prüfung oder Hausarbeit	7	
Seminar aus dem Angebot der sprachwissenschaftlichen Master-Seminare	Mündl. Prüfung oder Hausarbeit	7	18 ECTS

**Further information to follow shortly!**

#### 4.9. Romance Studies

For Romance Studies students can register for one of the languages and cultures offered in the module, namely French, Spanish or Italian. The elective in Romance Studies offers a choice between Romance Linguistics (Alternative I) or Romance Literature Studies (Alternative II).

##### 4.9.1. Romance Studies for students without skills in humanities

#### Romance Linguistics (Alternative I)

The advanced seminars in linguistics and regional studies are to be taken alternatively. The other seminars complete the elective (16 ECTS).

<b>Module: Lecture – Introduction to Linguistics and Media Studies of Romance Studies (without tutorial)</b>		
<b>Aim of the introduction lecture:</b> <ul style="list-style-type: none"><li>- Development, differentiation and present form of Romance languages</li><li>- Concepts, theories and methods of modern linguistics</li></ul>		
<b>Learning outcomes:</b> <ul style="list-style-type: none"><li>- Knowledge of linguistic theories and methods and their application in the context of linguistics and media studies (such as text linguistics, analysis of conversations, analysis of media, language acquisition and multilingualism, sociolinguistics)</li><li>- Acquired basic knowledge prerequisite to take further courses of literature and/or media studies</li></ul>		
<b>Prerequisites:</b>		
<b>Formal:</b>	none	
<b>Recommended:</b>	not specified	
<b>Courses</b>	<b>Hours per week</b>	<b>ECTS</b>
Lecture	2	4
ECTS in total		4
<b>Form of assessment</b>	Exam (max. 90 minutes)	
<b>Lecturer/Person in charge</b>	Prof. Dr. E. M. Eckkrammer/ Prof. Dr. J. Müller-Lancé	
<b>Duration of module</b>	1 semester	
<b>Offering</b>	Fall semester and Spring semester	
<b>Language</b>	German	
<b>Range of application</b>	Mannheim Master in Management	

<b>Module: Proseminar: Linguistics</b> <b>(Alternative: course related to cultural areas)</b>		
<b>Aim of the introduction lecture:</b> - Deepening and application of theories and methods of linguistics and media studies - Questions of Romance linguistics and media studies		
<b>Learning outcomes:</b> - Broadening of knowledge of a specific field of linguistics such as text linguistics, sociolinguistics, analysis of conversations and language acquisition) - Deepening and application of literature and media theories - Ability to handle with specialized literature of linguistics and media studies		
<b>Prerequisites:</b> <b>Formal:</b> Lecture <i>Introduction to Linguistics and Media Studies of Romance Studies</i> <b>Recommended:</b> Fundamental knowledge of linguistic concepts		
<b>Courses</b>	<b>Hours per week</b>	<b>ECTS</b>
Seminar	2	6
ECTS in total		6
<b>Form of assessment</b>	Presentation and written exam (max. 90 minutes) <i>or</i> term paper (the form of assessment depends on the lecturers)	
<b>Lecturer/Person in charge</b>	Prof. Dr. E. M. Eckkrammer/ Prof. Dr. J. Müller-Lancé	
<b>Duration of module</b>	1 semester	
<b>Offering</b>	Fall semester and Spring semester	
<b>Language</b>	German/ chosen Romance language	
<b>Range of application</b>	Mannheim Master in Management	

<b>Module: Proseminar (PS) related to cultural areas</b>		
<b>Alternative: Advanced seminar: Literature and Media Studies</b>		
<b>Aim of the introduction lecture:</b>		
- Background studies and current cultural and social topics of the cultural area of the chosen Romance language		
<b>Learning outcomes:</b>		
- Broadening and deepening of the knowledge about the cultural area		
- Broadening of intercultural competence		
<b>Prerequisites:</b>		
<b>Formal:</b>	Lecture <i>Introduction to Literature and Media Studies of Romance Studies</i> and/or lecture <i>Introduction to Linguistics and Media Studies of Romance Studies</i>	
<b>Recommended:</b>	Knowledge of the chosen foreign language on a B2 level (Common European Framework of Reference for Languages CEFR)	
<b>Courses</b>	<b>Hours per week</b>	<b>ECTS</b>
Seminar	2	6
ECTS in total		6
<b>Form of assessment</b>	Written exam (max. 90 minutes) <i>or</i> term paper, at least part of it in the chosen foreign language	
<b>Lecturer/Person in charge</b>	French: Dr. C. Mary/ Italian: A. Volpe/ Spanish: C. Bielsa	
<b>Duration of module</b>	1 semester	
<b>Offering</b>	Fall semester and Spring semester	
<b>Language</b>	German/ chosen Romance language	
<b>Range of application</b>	Mannheim Master in Management	

<b>Module: Exercise class Practical Language Level II</b>	
<b>Aim of the introduction lecture:</b> <ul style="list-style-type: none"> <li>- Reception and discussion of written and audio-visual texts focusing on cultural area and current topics</li> <li>- Writing essays in the foreign language</li> <li>- For further details: the comments of the respective courses in the ‘Studierendenportal’</li> </ul>	
<b>Learning outcomes:</b> <ul style="list-style-type: none"> <li>- Improving foreign language competence</li> <li>- Broadening the knowledge of the cultural area</li> </ul>	
<b>Prerequisites:</b> <b>Formal:</b> Foreign language competence I and II in the chosen Romance language or proof of adequate language competence through placement tests <b>Recommended:</b> Knowledge of the chosen foreign language on a B2 level (Common European Framework of Reference for Languages CEFR)	
<b>Courses</b>	<b>Hours per week</b> <b>ECTS</b>
Exercise class	2    3
ECTS in total	3
<b>Form of assessment</b>	Written exam and exercises or oral exams throughout the semester
<b>Lecturer/Person in charge</b>	French: Dr. C. Mary/ Italian: A. Volpe/ Spanish: C. Bielsa
<b>Duration of module</b>	1 semester
<b>Offering</b>	Fall semester and Spring semester
<b>Language</b>	Chosen Romance language
<b>Range of application</b>	Mannheim Master in Management

<b>Module: Exercise class Practical Language Level III (economics – economic alignment)</b>		
<b>Aim of the introduction lecture:</b> <ul style="list-style-type: none"> <li>- Reception and discussion of written and audio-visual texts focusing on economic and business topics</li> <li>- Writing essays in the foreign language on business topics</li> <li>- For further details: the comments of the respective courses in the ‘Studierendenportal’</li> </ul>		
<b>Learning outcomes:</b> <ul style="list-style-type: none"> <li>- Improving foreign language competence</li> <li>- Broadening vocabulary of the chosen language</li> </ul>		
<b>Prerequisites:</b> <b>Formal:</b> Foreign language competence I and II in the chosen Romance language or proof of adequate language competence through placement tests <b>Recommended:</b> Knowledge of the chosen foreign language on a B2 level (Common European Framework of Reference for Languages CEFR)		
<b>Courses</b>	<b>Hours per week</b>	<b>ECTS</b>
Exercise class	2	3
ECTS in total		3
<b>Form of assessment</b>	Written exam and exercises or oral exams throughout the semester	
<b>Lecturer/Person in charge</b>	French: Dr. C. Mary/ Italian: A. Volpe/ Spanish: C. Bielsa	
<b>Duration of module</b>	1 semester	
<b>Offering</b>	Fall semester and Spring semester	
<b>Language</b>	Chosen Romance language	
<b>Range of application</b>	Mannheim Master in Management	

**Romance Literature Studies (Alternative II)**

The proseminars literature studies and regional studies are to be taken alternatively. The other seminars complete the elective (16 ECTS).

<b>Module: Lecture – Introduction to Literature and Media Studies of Romance Studies</b>		
<b>Aim of the introduction lecture:</b> <ul style="list-style-type: none"><li>- Basic knowledge and techniques of literature studies</li><li>- Fundamental models of text analysis such as semiotics, communication theory and structuralism</li></ul>		
<b>Learning outcomes:</b> <ul style="list-style-type: none"><li>- Introduction to terminology, concepts and models of analysis</li><li>- Acquired basic knowledge prerequisite to take further courses of literature and/or media studies</li></ul>		
<b>Prerequisites:</b>		
<b>Formal:</b>	None	
<b>Recommended:</b>	not specified	
<b>Courses</b>	<b>Hours per week</b>	<b>ECTS</b>
Lecture	2	4
ECTS in total		4
<b>Form of assessment</b>	Written exam (max. 90 minutes)	
<b>Lecturer/Person in charge</b>	Prof. Dr. C. Gronemann / N.N.	
<b>Duration of module</b>	1 semester	
<b>Offering</b>	Fall semester and Spring semester	
<b>Language</b>	German	
<b>Range of application</b>	Mannheim Master in Management, other Master programs	

<b>Module: Proseminar: Literature Studies</b> <b>(Alternative: Course related to cultural areas)</b>		
<b>Aim of the introduction lecture:</b> - Objects of investigation: literature and media text taken from the Romance studies - Theory: various approaches to analyse these objects		
<b>Learning outcomes:</b> - Expertise in literature and media studies - Deepening and application of literature and media theories - Handling of specialized literature of literature and media studies		
<b>Prerequisites:</b> <b>Formal:</b> Lecture <i>Introduction to Literature and Media Studies of Romance Studies</i> <b>Recommended:</b> Fundamental knowledge of literature and media studies		
<b>Courses</b>	<b>Hours per week</b>	<b>ECTS</b>
Seminar	2	6
ECTS in total		6
<b>Form of assessment</b>	Presentation and written exam (max. 90 minutes) <i>or</i> term paper (the form of assessment depends on the lecturers)	
<b>Lecturer/Person in charge</b>	Prof. Dr. C. Gronemann / N.N.	
<b>Duration of module</b>	1 semester	
<b>Offering</b>	Fall semester and Spring semester	
<b>Language</b>	German/ chosen Romance language	
<b>Range of application</b>	Mannheim Master in Management	



<b>Module: Proseminar (PS) related to cultural areas</b>		
<b>(Alternative: Proseminar: Literature Studies)</b>		
<b>Aim of the introduction lecture:</b>		
- Background studies and current cultural and social topics of the cultural area of the chosen Romance language		
<b>Learning outcomes:</b>		
- Broadening and deepening of the knowledge about the cultural area		
- Broadening of intercultural competence		
<b>Prerequisites:</b>		
<b>Formal:</b>	Lecture <i>Introduction to Literature and Media Studies of Romance Studies</i> and/or lecture <i>Introduction to Linguistics and Media Studies of Romance Studies</i>	
<b>Recommended:</b>	Knowledge of the chosen foreign language on a B2 level (Common European Framework of Reference for Languages CEFR)	
<b>Courses</b>	<b>Hours per week</b>	<b>ECTS</b>
Seminar	2	6
ECTS in total		6
<b>Form of assessment</b>	Presentation and written exam (max. 90 minutes) <i>or</i> term paper (the form of assessment depends on the lecturers)	
<b>Lecturer/Person in charge</b>	French: Dr. C. Mary/ Italian: A. Volpe/ Spanish: C. Bielsa	
<b>Duration of module</b>	1 semester	
<b>Offering</b>	Fall semester and Spring semester	
<b>Language</b>	German/ chosen Romance language	
<b>Range of application</b>	Mannheim Master in Management	

<b>Module: exercise class practical language level II</b>	
<b>Aim of the introduction lecture:</b> <ul style="list-style-type: none"> <li>- Reception and discussion of written and audio-visual texts focusing on cultural area and current topics</li> <li>- Writing essays in the foreign language</li> <li>- For further details: the comments of the respective courses in the ‘Studierendenportal’</li> </ul>	
<b>Learning outcomes:</b> <ul style="list-style-type: none"> <li>- Improving foreign language competence</li> <li>- Broadening the knowledge of the cultural area</li> </ul>	
<b>Prerequisites:</b> <b>Formal:</b> Foreign language competence I and II in the chosen Romance language or proof of adequate language competence through placement tests <b>Recommended:</b> Knowledge of the chosen foreign language on a B2 level (Common European Framework of Reference for Languages CEFR)	
<b>Courses</b>	<b>Hours per week</b> <b>ECTS</b>
Exercise class	2    3
ECTS in total	3
<b>Form of assessment</b>	Written exams and oral exams or exercises throughout the semester
<b>Lecturer/Person in charge</b>	French: Dr. C. Mary/ Italian: A. Volpe/ Spanish: C. Bielsa
<b>Duration of module</b>	1 semester
<b>Offering</b>	Fall semester and Spring semester
<b>Language</b>	Chosen Romance language
<b>Range of application</b>	Mannheim Master in Management

<b>Module: Exercise class: Practical Language Level III (economics – economic alignment)</b>		
<b>Aim of the introduction lecture:</b> <ul style="list-style-type: none"> <li>- Reception and discussion of written and audio-visual texts focusing on economic and business topics</li> <li>- Writing essays in the foreign language on business topics</li> <li>- For further details: the comments of the respective courses in the ‘student portal’</li> </ul>		
<b>Learning outcomes:</b> <ul style="list-style-type: none"> <li>- Improving foreign language competence</li> <li>- Broadening vocabulary of the chosen language</li> </ul>		
<b>Prerequisites:</b> <b>Formal:</b> Foreign language competence I and II in the chosen Romance language or proof of adequate language competence through placement tests <b>Recommended:</b> Knowledge of the chosen foreign language on a B2 level (Common European Framework of Reference for Languages CEFR)		
<b>Courses</b>	<b>Hours per week</b>	<b>ECTS</b>
Exercise class	2	3
ECTS in total		3
<b>Form of assessment</b>	Written and oral exams or exercises throughout the semester	
<b>Lecturer/Person in charge</b>	French: Dr. C. Mary/ Italian: A. Volpe/ Spanish: C. Bielsa	
<b>Duration of module</b>	1 semester	
<b>Offering</b>	Fall semester and Spring semester	
<b>Language</b>	Chosen Romance language	
<b>Range of application</b>	Mannheim Master in Management	

#### 4.9.2. Romance Studies for students with skills in humanities

<b>Modul: Französische, Italienische, Spanische Literaturwissenschaften</b>			
<b>Veranstaltung</b>	<b>Form und Art der Prüfung</b>	<b>ECTS-Punkte</b>	
VL Theorien der Kultur und Moderne  alternativ:	Klausur	5	
S Theorien der Moderne und Modernisierung	Schriftliche und/oder mündl. Prüfungsleistungen	7	
S aus dem Master „Kultur im Prozess der Moderne: Literatur und Medien“	Schriftliche und/oder mündl. Prüfungsleistungen	7	
Ü Sprachpraxis Niveaustufe IV (Wirtschaft)	Klausur und semesterbegleitende mündl. und/oder schriftliche Teilleistungen	4	<b>16/18 ECTS</b>

<b>Modul: Französische, Italienische, Spanische Linguistik</b>			
<b>Veranstaltung</b>	<b>Form und Art der Prüfung</b>	<b>ECTS-Punkte</b>	
Ring-VL Methoden (Master „Sprache und Kommunikation“)  alternativ:	Klausur	4	
S aus dem Angebot des Master „Sprache und Kommunikation“	Schriftliche und/oder mündl. Prüfungsleistungen	7	
S aus dem Angebot des Master „Sprache und Kommunikation“	Schriftliche und / oder mündl. Prüfungsleistungen	7	
Ü Sprachpraxis Niveaustufe IV (Wirtschaft)	Klausur und semesterbegleitende mündl. und/oder schriftliche Teilleistungen	4	<b>15/18 ECTS</b>

**Further information to follow shortly!**

#### 4.10. History

This elective is made up of 16 to 19 ECTS.

##### 4.10.1. History for students without skills in humanities

Students have to attend a proseminar (8 ECTS) and either a lecture and exercise class (4 ECTS each) offered in the Bachelor program “History” or lectures offered in the Master program “History”. Detailed information on courses can be found in the course catalog of the Master in History.

<b>Module: History</b>		
<b>Aim of the introduction lecture:</b> This module introduces to the classical Historical Method with its constituting elements heuristic, critical assessment of sources and interpretation. Furthermore, the module is extended by epoch and thematic-specific instruments of investigation, interdisciplinary theories and methods in different historical subject areas.		
<b>Learning outcomes:</b> To collect, analyse and interpret sources in respect to the state of the art and to adequately portray the results in presentations and written elaboration.		
<b>Prerequisites:</b> <b>Formal:</b> A successful attendance at a proseminar (PS) of history (PS Antiquity, PS Middle Ages, PS Early Modern Age, PS Modern Age, PS Economic and Social History). Additionally, there are different combination possibilities to reach the required 16 or 19 ECTS. However, it is not possible to receive necessary credits attending two exercise classes.		
<b>Courses</b>	<b>Hours per week</b>	<b>ECTS</b>
Proseminar: Antiquity, Middle Ages, Early Modern Age, Modern Age, Economic and Social History	4	8
Lecture: Economic History, History of Law and/or Political Contemporary History taken from the master-program “History”	2	4-7
Lecture: Pre-enlightenment, times of change and/or Modern Age taken from the bachelor-program “History”	2	4
Exercise class: Pre-enlightenment, times of change and/or Modern Age taken from the bachelor-program “History”	2	4
ECTS in total		16-19

<b>Form of assessment</b>	<p>The exam of the module consists of component exams which need to be passed in the respective courses.</p> <p><b>Proseminar:</b> Presentation, exam (min. 60 minutes) and term paper</p> <p><b>Lecture:</b> Exam(s) (min. 60 minutes)</p> <p><b>Exercise class:</b> Presentation or written elaboration</p>
<b>Lecturer/Person in charge</b>	Prof. Dr. Christoph Buchheim
<b>Duration of module</b>	2-3 semester
<b>Offering</b>	Fall semester and Spring semester
<b>Language</b>	German
<b>Range of application</b>	Mannheim Master in Management, other Master programs

#### 4.10.2. History for students with skills in humanities

<b>Modul: Geschichte</b>			
<b>Veranstaltung</b>	<b>Form und Art der Prüfung</b>	<b>ECTS-Punkte</b>	
HS Altertum, Mittelalter, Frühe Neuzeit, Neuzeit o. Wirtschaft- und Sozialgeschichte	Klausur	8	
VL Wirtschaftsgeschichte, Rechtsgeschichte u./o. politikwissenschaftliche Zeitgeschichte aus dem Master Geschichte	Referat, Klausur und Hausarbeit	4-7	
VL Vormoderne, Zeiten des Umbruchs o. Moderne aus dem Bachelor	Mündl. Prüfung oder Hausarbeit	4	
Ü Vormoderne, Zeiten des Umbruchs o. Moderne aus dem Bachelor Geschichte	Referat oder schriftliche Ausarbeitung	4	<b>16-19 ECTS</b>

**Further information to follow shortly!**

#### 4.11. Philosophy

This module measures 16 ECTS. Students are free to choose one of the following two modules.

<b>Module: Ethics, Society, Economy</b>	
<b>Aim of Module:</b> The two advanced seminars will treat selected topics, which relate to the philosophy of human cohabitation. Special emphasis is put on the philosophical discipline ethics/moral theory, on the philosophy of economic action (in particular of the overlapping field of these areas, Business Ethics), as well as on political philosophy.	
<b>Learning Outcomes:</b> The main goal is the acquisition and the extension of competencies for the differentiated analysis of and discussion about complex philosophical questions regarding social interactions of human beings.	
<b>Prerequisites:</b> <b>Formal: -</b> <b>Content Related / Recommended:</b> (Basic philosophical knowledge in the disciplines ethics, political philosophy, social philosophy and neighboring fields are desirable, however they will not be required)	
<b>Courses</b>	<b>Hours per week</b>
HS: Ethics, Society, Economy	2
HS: Ethics, Society, Economy	2
<b>ECTS</b>	
ECTS in total	
16	
<b>Form of assessment</b>	In every advanced seminar one written term paper (usually 20-25 pages)
<b>Lecturer/Person in charge</b>	Professors and doctoral assistants from the area Philosophy
<b>Duration of module</b>	1 - 2 semesters
<b>Offering</b>	At least one of the advanced seminars from this module will be offered in every semester
<b>Language</b>	German (a few seminars can also be offered in English)
<b>Range of application</b>	Master Culture and Economy: Philosophy; Mannheim Master in Management



<b>Module: History of Philosophy</b>	
<b>Aim of Module:</b> <p>The two advanced seminars will treat selected topics from the history of philosophy from the antiquity to the present with the help of important texts. Special emphasis is put in this connection on the philosophy of the modern age (16<sup>th</sup> – 18<sup>th</sup> century, Descartes to Kant) and on the Greek antiquity (in particular Plato and Aristotle), but it is possible that also other seminars on other important epochs of the history of philosophy up until the present will be offered.</p>	
<b>Learning outcomes:</b> <p>The main goal is the acquisition and the extension of advanced knowledge in the history of philosophy, as well as the acquisition of deeper insights to philosophical and historical correlations.</p>	
<b>Prerequisites:</b> <b>Formal: -</b> <b>Content Related / Recommended:</b> (Basic knowledge of the history of philosophy, in particular in the philosophy of the antiquity and the early modern ages are desirable, however they will not be required)	
<b>Courses</b>	<b>Hours per week</b>
HS: History of Philosophy	2
HS: History of Philosophy	2
<b>ECTS</b>	
ECTS in total	16
<b>Form of assessment</b>	In every advanced seminar one written term paper (usually 20-25 pages)
<b>Lecturer/Person in charge</b>	Professors and doctoral assistants from the area Philosophy
<b>Duration of module</b>	1 - 2 semesters
<b>Offering</b>	At least one of the advanced seminars from this module will be offered in every semester
<b>Language</b>	German (a few seminars can also be offered in English)
<b>Range of application</b>	Master Culture and Economy: Philosophy; Mannheim Master in Management

## 4.12. Sociology

The elective in Sociology offers a choice between the following two modules. It measures 18 ECTS.

### 4.12.1 Elective Module Sociology A: General and Specific Sociology

<b>Module Sociology A: General and Specific Sociology</b>		
<b>Course Content:</b> The lecture “Foundations of Sociology” introduces in the studies of sociology. The lecture explains the field and highlights leading questions and topics. At first, special emphasis is put on basic sociological methods. Afterwards, central terms and individual topics of sociology, such as social action, social situations, collective action, interaction, exchange, power, roles, norms, institutions and many others, will be treated. Hence, basic components of sociological thinking will be acquired step by step. In addition to the lecture, basic literature related to the topics outlined in the lecture will be discussed in an exercise course. The second part of the module ‘General and Specific Sociology’ serves the studies of the theoretical basics of sociology, as well as the theoretic application of it in empirical analysis. The lecture in General Sociology serves as a consolidation of the knowledge of theoretical basics and empirical research fields that has been gained in the lecture “Foundations of Sociology”. Through project-related group work, the exercise courses deal with current topics of specific sociologies as e.g. industrial sociology, sociology of education, sociology of the family, sociology of migration, sociology of organizations, sociology of stratification.		
<b>Educational and Qualification Objectives:</b> Knowledge of sociological theory and its classification in relation to their explanatory content. Deepened knowledge in general and specific sociology.		
<b>Prerequisites:</b> <b>In regard to content:</b> good command of English		
<b>Courses and course structure:</b>	<b>Hrs/wk per Semester</b>	<b>ECTS</b>
Lecture Foundations of Sociology	2	6
Exercise Course Foundations of Sociology	2	3
Lecture General Sociology	2	6
Exercise Course Specific Sociology	2	3
Total ECTS for module:		<b>18</b>
<b>Form and extent of examination</b>	The module exam consists of partial examinations that have to be taken in the respective courses. Lecture: exam of 90 minutes Exercise courses: small essays (where appropriate also project work), presentation(s)	

<b>Lecturer/responsible for module</b>	Chair of General Sociology, of Sociology, Societal Comparisons as well as of Economic and Organizational Sociology, in some cases supported by other chairs of Sociology
<b>Duration of module</b>	2 semesters
<b>Cycle of curriculum</b>	Foundations of Sociology: fall semester General/specific sociology: spring semester
<b>Language</b>	German
<b>Applicability</b>	Mannheim Master in Management

#### 4.12.2 Elective Module Sociology B: European Societies

<b>Module: Elective Sociology B: European Societies</b>		
<b>Course Content:</b> <p>The lecture “The Social Structure of Germany in International Comparison” is dedicated to the theoretical basics and sociological analysis of the German social structure in international comparison. Supplemental to the lecture, an exercise course will be offered in order to discuss the topics of the lecture together.</p> <p>The courses for “The Comparison of European Societies“ deepen the knowledge of comparative methods, macro-sociological theories and empirical research of the diversity respectively convergence of modern societies within Europe and in comparison to other developed OECD countries.</p> <p>This module also outlines the processes of Europeanization and its effects on national states. The lecture presents an overview of international comparative research of social subareas (e.g. welfare state, educational system, labor relations, labor market, civil society). The exercise courses deal in project-related group work with current topics related to quantitative respectively comparative, historical research.</p>		
<b>Educational and Qualification Objectives:</b> <p>Knowledge of social structure analysis, preparation of a scientific term paper. In-depth knowledge of European societies and the methods of social comparison.</p>		
<b>Prerequisites:</b> <p><b>In regard to content:</b> good command of English</p>		
<b>Courses and course structure:</b>	<b>Hrs/wk per Semester</b>	<b>ECTS</b>
Lecture Social Structure of Germany in International Comparison	2	6
Exercise Course Social Structure of Germany in International Comparison	2	3
Lecture European Societies	2	6
Exercise Course Current Research Topics (Related to) The Comparison of European Societies	2	3

<b>Total ECTS for module:</b>	<b>18</b>
<b>Form and extent of examination</b>	The module exam consists of partial examinations that have to be taken in the respective courses. Lecture: exam of 90 minutes Exercise courses: small essays (where appropriate also project work), presentation(s)
<b>Lecturer/responsible for module</b>	Chairs of Sociology, Societal Comparison, of Macrosociology and of Economic and Organizational Sociology, in some cases supported by other chairs of Sociology.
<b>Duration of module</b>	2 semesters
<b>Cycle of curriculum</b>	Structure of Germany in International Comparison: Fall semester European Societies: Spring Semester
<b>Language</b>	German
<b>Applicability</b>	Mannheim Master in Management

#### **4.13. Economics**

Please note that this elective will be offered from fall semester 2011 onwards.

In this elective module the students can collect up to 24 ECTS. Students are generally free to choose any elective course offered. Detailed information on the courses and their respective prerequisites can be found under the following link: <http://master.vwl.uni-mannheim.de/program.php>. We recommend you to contact Ms. Rima Ashour for advice which courses to choose to complete your studies (Email: [econgrad@uni-mannheim.de](mailto:econgrad@uni-mannheim.de), Tel: 181-1763).

## 5. Master's Thesis

This section gives an overview over the prerequisites for writing a Master's Thesis at the Chairs of Business Administration.

### 5.1. Area „Accounting and Taxation“

Chair	Prerequisites for the Master's Thesis
<b>Prof. Daske</b>	ACC 761 (Acceptance of seminars offered in the Area “Accounting and Taxation” or “Banking, Finance, and Insurance” after consulting Prof. Daske)
<b>Dr. Kunz</b> <b>(Prof. Hofmann)</b>	ACC 751 <u>or</u> ACC 753 (see „Varying Course Offer“) (Acceptance of seminars from other chairs after consulting Dr. Kunz)
<b>Prof. Simons</b>	ACC 711 (Acceptance of seminars from other chairs after consulting Prof. Simons)
<b>Prof. Wüstemann</b>	ACC 713 (Acceptance of seminars from other chairs after consulting Prof. Wüstemann)
<b>Prof. Schreiber /</b> <b>Prof. Spengel</b>	TAX 730 (Acceptance of seminars from other chairs after consulting Prof. Schreiber / Prof. Spengel)

### 5.2. Area „Banking, Finance, and Insurance“

Chair	Prerequisites for the Master's Thesis
<b>Prof. Albrecht</b>	FIN 560 <u>and</u> FIN 760 <u>or</u> FIN 561 <u>and</u> FIN 760 <u>or</u> after consulting Prof. Albrecht: FIN 5XX <u>and</u> a seminar from other chairs of the area
<b>Prof. Maug</b>	FIN 5XX <u>and</u> FIN 740 Other seminars offered in the Area “Banking, Finance, and Insurance” are accepted.
<b>Prof. Ruenzi</b>	FIN 5XX <u>and</u> FIN 780
<b>Prof. Theissen</b>	FIN 5XX und FIN 703 Other seminars offered in the Area “Banking, Finance, and Insurance” are accepted.
<b>Prof. Weber</b>	FIN 5XX <u>and</u> FIN 720 <u>or</u> FIN 520 <u>and</u> FIN 7XX <u>or</u> FIN 5XX <u>and</u> FIN 62X <u>and</u> FIN 7XX Other seminars offered in the Area “Banking, Finance, and Insurance” are accepted.

### 5.3. Area „Information Systems“

Chair	Prerequisites for the Master's Thesis	
<b>Prof. Becker / Prof. Heinzl / Prof. Mädche / Prof. Schader (/ Prof. Veit)</b>	IS 7XX	Any one of the seminar modules IS 702, IS 712, IS 722, IS 732, IS 742 is accepted at any one of the IS chairs. However, it is recommended to write the Master thesis at the same chair at which the seminar module was taken. This allows for an early integration into the respective research and work projects of the chair.

### 5.4. Area „Management“

Chair	Prerequisites for the Master's Thesis
<b>N.N. (Prof. Al-Laham)</b>	MAN 650 <u>and</u> MAN 750 <u>or</u> MAN 651 <u>and</u> MAN 750 <u>or</u> MAN 652 <u>and</u> MAN 750 <u>or</u> MAN 653 <u>and</u> MAN 750
<b>Prof. Biemann</b>	MAN 640 <u>and</u> MAN 741/742 <u>or</u> MAN 641 <u>and</u> MAN 741/742 <u>or</u> MAN 642 <u>and</u> MAN 741/742 <u>or</u> MAN 643 <u>and</u> MAN 741/742 <u>or</u> MAN 645 <u>and</u> MAN 741/742 <u>or</u> MAN 646 <u>and</u> MAN 741/742 <u>or</u> MAN 647 <u>and</u> MAN 741/742 <u>or</u> MAN 648 <u>and</u> MAN 741/742
<b>Prof. Helmig</b>	Qualificatory performance in the bachelor-thesis and in two courses offered by the chair MAN 610 <u>and</u> MAN 710 <u>or</u> MAN 611 <u>and</u> MAN 710 <u>or</u> MAN 613 <u>and</u> MAN 710 <u>or</u> MAN 670 <u>and</u> MAN 710 <u>or</u> MAN 672 <u>and</u> MAN 710 <u>or</u> MAN 610 <u>and</u> MAN 712 <u>or</u> MAN 611 <u>and</u> MAN 712 <u>or</u> MAN 613 <u>and</u> MAN 712 <u>or</u> MAN 670 <u>and</u> MAN 712 <u>or</u>

	MAN 672 <u>and</u> MAN 712
<b>Prof. Lichtenthaler</b>	MAN 625 <u>and</u> MAN 720 <u>or</u> MAN 627 <u>and</u> MAN 720 <u>or</u> MAN 628 <u>and</u> MAN 720 <u>or</u> MAN 629 <u>and</u> MAN 720
<b>Prof. Woywode</b>	MAN 630 <u>and</u> MAN 770 <u>or</u> MAN 631 <u>and</u> MAN 770 <u>or</u> MAN 632 <u>and</u> MAN 770
<b>Prof. Lin-Hi</b>	CC 504 <u>and</u> MAN 760

### 5.5. Area „Marketing“

Chair	Prerequisites for the Master's Thesis
<b>Prof. Homburg / (Prof. Bauer /) Prof. Kraus / Prof. Kuester</b>	<p>Enrollment in fall 2009: CC 503 <u>and</u> MKT 520 <u>and</u> MKT 530/531 <u>and</u> MKT 7XX</p> <p>Enrollment starting fall 2010: CC 503 <u>and</u> MKT 510 <u>and</u> MKT 520 <u>and</u> MKT 530/531 <u>and</u> MKT 7XX</p> <p>Enrollment starting fall 2012: MKT 510 <u>and</u> MKT 520 <u>and</u> MKT 531/MKT 532/MKT 540/MKT 560 <u>and</u> MKT 7XX</p> <p>Any one of the seminar modules MKT 710, MKT 720, MKT 730 and MKT 740 entitles students to write their Master thesis at any one of the Marketing departments. However, it is recommended to write the Master thesis at the same department at which the seminar module was taken. This allows for an early integration into the respective research and work projects at the department.</p>

### 5.6. Area „Operations Management“

Chair	Prerequisites for the Master's Thesis
<b>Prof. Fleischmann / Prof. Stolletz</b>	<p>At least one module OPM 6XX <u>and</u> OPM 701 <u>or</u> at least one module OPM 6XX <u>and</u> OPM 741 <u>or</u> at least one module OPM 6XX <u>and</u> OPM 742 <u>or</u> at least one module OPM 6XX <u>and</u> OPM 761 <u>or</u> at least one module OPM 6XX <u>and</u> OPM 781 <u>or</u> an equivalent module within an exchange program <u>and</u> OPM 701/741/742/761/781</p> <p>The Area Operations Management recommends that the seminar and the Master's Thesis are written at the same chair. However, seminars</p>



	from another chair within the area are accepted.
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### **5.7. Elective**

The Master's Thesis can be written in an elective if the thesis includes business-related aspects.