

# Faculty of Business Administration

Note:

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The German version is the only legally binding one.

## Module Specifications Business Administration Banking

As of: 05th September 2019

## Fundamentals of Business Administration (W3BW\_101)

### Principles of Business Administration

Formal details of the module			
Module name	Module number	Language	Module responsibility
Fundamentals of business administration	W3BW_101	German/English	Prof. Dr. Simone Besemer

Location of the module in the course of study	
Academic	yearModule duration in semesters
1st year of study	1

Teaching and examination methods used
Lecture

Audit performance	Exam size (in minutes)	Grading
Written exam	120	yes

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
150,0	60,0	90,0	5

Qualification goals and competencies	
<b>Expertise</b>	<p>The students are able to understand the basic interrelationships of business thinking and acting. Based on this, they are able to describe and exemplify the essential constitutive decision-making fields and know the subtasks in the entrepreneurial decision-making cycle. To the same extent, students are able to outline the basic steps of the economic performance process of a company.</p> <p>This is particularly true of market-oriented processes. Students will be able to present the basic ideas, tasks and methods of marketing and explain the complexity of market processes. They are able to explain why marketing processes should not be seen in isolation, but embedded in the economic and social context. Students have gained an overview of the steps of the marketing planning process and are familiar with different marketing strategies. They can comment on the understanding of the term marketing planning from a scientific and practical point of view. In addition, they have gained an initial understanding of the interaction of marketing instruments for influencing consumer behavior and controlling customer processes.</p>
<b>Methodological competence</b>	<p>Based on decision-oriented, behavioral-scientific and system-oriented thinking, the students have a fundamental analysis pattern with which they can analyze and interpret simple as well as complex problems in a goal-oriented manner in the further course of their studies. Students will be able to independently analyze and structure given problems in the field of marketing on the basis of given information and lead them to a solution.</p>
<b>Personal and social competence</b>	<p>The students know the target dimensions of an enterprise and are familiar with the diverging demands of different interest groups. They have developed a basic understanding of the economic, political, social, ecological and ethical perspective of a company from the examination of alternative rationality principles of business. In the context of this module, students learn about the possibilities as well as the limits of influencing people with information and have critically examined the resulting economic, social as well as ethical areas of tension.</p>
<b>Overarching action competence</b>	<p>Students will be familiar with the objectives of business administration as a science as well as the different procedures of business administration research concepts. They are able to describe simple problems within the framework of the performance and management process of a company using business management terminology. After completing this module, students will be able to independently analyze clearly defined decision-making problems using basic business management methods and formulate simple explanatory approaches. They have developed an understanding of the marketing orientation of a company and the application of the instruments of the marketing mix. Students are able to apply their knowledge as well as their skills and abilities to problems in marketing practice.</p>

## Learning units and contents

Teaching and learning units	Presence time	Self-study
<b>Introduction to business administration</b>	<b>40,0</b>	<b>60,0</b>
<ul style="list-style-type: none"> <li>- The company as an economic and social system</li> <li>- Basic positions of the philosophy of science in business administration</li> <li>- Models and methods of business administration</li> <li>- Corporate environment: goals and decisions</li> <li>- Core functions of management: legal forms, rights of disposal and corporate constitution, concentration and cooperation</li> <li>- Location decisions</li> <li>- Dimensions of the value creation process at a glance</li> </ul>		
<b>Marketing</b>	<b>20,0</b>	<b>30,0</b>
<ul style="list-style-type: none"> <li>- Basics, goals and tasks of marketing</li> <li>- Approaches and recent developments in marketing</li> <li>- Marketing planning process</li> <li>- Marketing strategies</li> <li>- Instruments of the marketing mix</li> <li>- Marketing Organization</li> <li>- Identify, analyze and understand customer needs</li> </ul>		

## Special features and requirements

Special features
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Requirements
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## Literature

- Bruhn, M.: Marketing : fundamentals for study and practice, Wiesbaden: Springer - Gabler
- Esch, F.-R./Herrmann, A./Sattler, H.: Marketing. A management-oriented introduction, Munich: Vahlen
- Homburg, Chr.: Grundlagen des Marketingmanagements: Einführung in Strategie, Instrumente, Umsetzung und Unternehmensführung, Wiesbaden: Springer - Gabler
- Jung, H.: Allgemeine Betriebswirtschaftslehre, Munich - Vienna: Oldenbourg
- Kirsch, J./Müllerschön, B.: Marketing kompakt, Sternenfels: Verl. Wiss. und Praxis
- Meffert, H./Burmans, C./Kirchgeorg, M.: Marketing; Grundlagen marktorientierter Unternehmensführung; Konzepte - Instrumente - Praxisbeispiele, Wiesbaden: Gabler
- Thommen, J.-P. et al: Allgemeine Betriebswirtschaftslehre: Umfassende Einführung aus managementorientierter Sicht, Springer: Wiesbaden.
- Vahs, D./Schäfer-Kunz, J.: Einführung in die Betriebswirtschaftslehre, Stuttgart: Schäffer-Poeschel
- Wöhe, G./Döring, U./Brösel, G.: Einführung in die Allgemeine Betriebswirtschaftslehre, Munich: Vahlen

## Business Accounting (W3BW\_102)

### Corporate Accounting

Formal details of the module			
Module name	Module number	Language	Module responsibility
Corporate Accounting	W3BW_102	German/English	Prof. Dr. Wolfgang Bihler

Location of the module in the course of study	
Academic	yearModule duration in semesters
1st year of study	1

Teaching and examination methods used
Lecture, exercise

Audit performance	Exam size (in minutes)	Grading
Written exam	120	yes

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
150,0	60,0	90,0	5

Qualification goals and competencies	
<b>Expertise</b>	Students have basic knowledge of internal corporate accounting and can systematically analyze interrelationships. They are able to apply their knowledge in a targeted manner to solve operational tasks in cost and performance accounting as well as in the context of investment and financing decisions. They are able to evaluate the significance and consequences of internal management accounting in operational situations.
<b>Methodological competence</b>	Students master the essential methods of internal corporate accounting and are able to critically reflect on their strengths and weaknesses. They are able to apply adequate methods in decision-making situations and to interpret and assess the results.
<b>Personal and social competence</b>	The students are able to discuss questions of cost and performance accounting as well as investment and financing, also in teams, and to develop constructive solutions. Their own points of view are well-founded, critically reflected and further developed. Results can be evaluated and prepared and communicated in an addressee-oriented manner.
<b>Overarching action competence</b>	The students are able and willing to solve tasks of internal corporate accounting in a competent and methodical manner as well as in a team-oriented and reflective manner.

Learning units and contents		
Teaching and learning units	Presence time	Self-study
<b>Cost and performance accounting</b>	<b>30,0</b>	<b>45,0</b>
- Basics of cost and activity accounting - Full cost accounting: cost element, cost center, cost unit accounting/operating result accounting - Partial Cost Accounting: Basic Principles and Decision-Oriented Applications		
<b>Investment and financing</b>	<b>30,0</b>	<b>45,0</b>
- Basics of investment and financing - Operational investment decisions, in particular static and dynamic methods of investment calculation - Financing alternatives - Financial and liquidity planning		

## Special features and requirements

### Special features

Prof. Dr. Heike Schwadorf (Ravensburg) - Module responsibility

### Requirements

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## Literature

- Bieg, H./Kußmaul, H./Waschbusch, G.: Investment. Munich: Vahlen
- Coenenberg, A. G./Fischer, T. M./ Günther, T.: Kostenrechnung und Kostenanalyse. Stuttgart: Schäffer-Poeschel
- Drukarczyk, J./Lobe, S.: Financing. Munich: UKV/Lucius
- Ermschel, U./Möbius, C./Wengert, H.: Investition und Finanzierung. Berlin: Springer
- Friedl, G./Hofmann, C./Pedell, B.: Kostenrechnung: eine entscheidungsorientierte Einführung. Munich: Vahlen
- Macha, R.: Fundamentals of cost and activity accounting. Munich: Vahlen
- Perridon, L./Steiner, M./Rathgeber, A.: Finanzwirtschaft der Unternehmung. Munich: Vahlen
- Putnoki, H./Schwadorf, H./Then Bergh, F.: Investment and Financing. Munich: Vahlen
- Walz, H./Gramlich, D.: Investment and Financial Planning. Frankfurt: Law and Economics

from current Orga unit

## Financial Accounting Technology (W3BW\_103)

### Methods of Financial Accounting

Formal details of the module			
Module name	Module number	Language	Module responsibility
Financial accounting technique	W3BW_103	German/English	Prof. Stefan Fünfgeld

Location of the module in the course of study	
Academic year	Module duration in semesters
1st year of study	2

Teaching and examination methods used
Lecture, exercise

Audit performance	Exam size (in minutes)	Grading
Written exam	120	yes

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
150,0	60,0	90,0	5

Qualification goals and competencies	
<b>Expertise</b>	The students know the basic concepts of double-entry bookkeeping and can classify them in the system of accounting. They master the legal principles, know the relevant principles of proper accounting, can prepare annual financial statements from the opening entries to the current e n t r i e s t o the closing entries. They understand the main principles and terms according to the German Commercial Code (HGB) (e.g. acquisition costs, production costs, future settlement amount) and are familiar with selected differences compared t o tax treatment.
<b>Methodological competence</b>	Students will be able to process the main accounting transactions independently. They know the requirements of internal and external addressees and can align financial accounting accordingly in accordance with the law.
<b>Personal and social competence</b>	Students will be able to justifiably represent complex subject-related financial accounting topics to their discussion partners in their studies and profession and jointly develop solution proposals.
<b>Overarching action competence</b>	Completion of this module lays important foundations for the accounting of business people who are required to keep accounts. Students will be able to record basic facts in financial accounting and derive a balance sheet and a profit and loss account from them in accordance with the law. The significance and importance of the fundamentals learned for content building on this (accounting, business taxation, group accounting) are known.

Learning units and contents		
Teaching and learning units	Attendance time	Self-study
<b>Fundamentals of financial accounting</b>	<b>30,0</b>	<b>45,0</b>
<ul style="list-style-type: none"> <li>- Concept, tasks, goals, addressees, legal basis, types of merchants</li> <li>- Double-entry bookkeeping system, principles of proper accounting</li> <li>- Transactions recognized directly in equity and in profit or loss</li> <li>- Chart of accounts, sales tax, trade in goods, private transactions</li> <li>- Other selected current posting cases (e.g. personnel postings, private withdrawals, tax postings)</li> <li>- Accounting cases (from the opening of the accounts to the closing of the accounts)</li> </ul>		
<b>Advanced financial accounting</b>	<b>30,0</b>	<b>45,0</b>
<ul style="list-style-type: none"> <li>- Other principles of proper accounting</li> <li>- Closing preparation, closing entries, time accrual</li> <li>- Special features from tax law for current accounting according to HGB</li> <li>- Accounting principles from the point of view of the financial accountant</li> <li>- Selected accounting cases, e.g. on fixed assets (depreciation), current assets (valuation simplification), receivables (depreciation, individual, lump-sum value adjustments), liabilities, provisions, accruals and deferrals</li> </ul>		

## Special features and requirements

### Special features

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### Requirements

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## Literature

- Bornhofen, M./Bornhofen, M. C.: Accounting 1
- Bornhofen, M./Bornhofen, M. C.: Accounting 2
- Falterbaum, H./Bolk, W./Reiß, W., et al: Accounting and Balance Sheet
- Horschitz, H./Groß, W./Fanck, B., et al: Balance Sheet Tax Law and Accounting
- Wöhe, G./Kußmaul, H.: Fundamentals of Accounting and Balance Sheet Techniques

from current Orga unit

## Accounting and Taxation (W3BW\_104)

### Accounting and Taxation

Formal details of the module			
Module name	Module number	Language	Module responsibility
Accounting and taxation	W3BW_104	German/English	Prof. Dr. Wolfgang Bihler

Location of the module in the course of study	
Academic	yearModule duration in semesters
2nd year of study	1

Teaching and examination methods used
Lecture, exercise

Audit performance	Exam size (in minutes)	Grading
Written exam	120	yes

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
150,0	55,0	95,0	5

Qualification goals and competencies	
<b>Expertise</b>	Students have a basic knowledge of accounting and taxation. They understand the central commercial and tax regulations for the preparation of annual financial statements. They can apply these in business cases and critically evaluate their consequences. Students will be able to identify significant differences to international accounting. They are able to analyze and interpret annual financial statements. They can assess the significance and consequences of annual financial statements as an important information tool.
<b>Methodological competence</b>	Students will understand the relevant legal texts and be able to apply them independently to operational issues. They master the essential methods of preparing and analyzing annual financial statements. Tax calculations can be carried out independently and analyzed with regard to their decision-making effect.
<b>Personal and social competence</b>	Students are aware of the dynamics of change in the field of accounting and taxation. They are able to continuously acquire current knowledge. They are able to adopt their own points of view, reflect critically and develop them further. They are able and willing to discuss accounting and taxation issues in a team, to develop solutions and to communicate them in an appropriate manner. They have learned that responsibility and trust are indispensable in the context of accounting.
<b>Overarching action competence</b>	The students are able and willing to solve accounting and taxation tasks in a professional and methodical manner as well as in a team-oriented and reflective manner.

Learning units and contents		
Teaching and learning units	Attendance time	Self-study
<b>Accounting and basic principles of financial statement analysis</b>	<b>33,0</b>	<b>57,0</b>
<ul style="list-style-type: none"> <li>- Fundamentals of the annual financial statements</li> <li>- Accounting according to commercial law (HGB), in particular balance sheet</li> <li>- Profit and loss account</li> <li>- Possibilities of the annual financial statement policy</li> <li>- International Financial Reporting Standards (IFRS) at a glance</li> <li>- Basic principles of financial statement analysis</li> </ul>		
<b>Business taxation</b>	<b>22,0</b>	<b>38,0</b>
<ul style="list-style-type: none"> <li>- Tax law basics</li> <li>- Tax types, in particular income tax, corporate income tax, trade tax, sales tax</li> <li>- Influence of taxation on business decisions</li> </ul>		



## Special features and requirements

### Special features

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### Requirements

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## Literature

- Baetge, J./Kirsch, H.-J./Thiele, S.: Balance sheets, Düsseldorf: IDW
- Breithecker, V.: Einführung in die Betriebswirtschaftliche Steuerlehre, Berlin: ESV
- Brönnert, H. et al: Die Bilanz nach Handels- und Steuerrecht, Stuttgart: Schäffer-Poeschel
- Buchholz, R.: Grundzüge des Jahresabschlusses nach HGB und IFRS, Munich: Vahlen
- Coenenberg, A. G./Haller, A./Schultze, W.: Jahresabschluss und Jahresabschlussanalyse, Stuttgart: Schäffer-Poeschel
- Küting, P./Weber, C.-P.: Die Bilanzanalyse: Beurteilung von Abschlüssen nach HGB und IFRS, Stuttgart: Schäffer-Poeschel
- Kußmaul, H.: Steuern: Einführung in die betriebswirtschaftliche
- Scheffler, W.: Besteuerung von Unternehmen, Heidelberg: C. F. Müller

from current Orga unit

## Human Resources, Organization and Project Management (W3BW\_105)

### Human Resource Management, Organization and Project Management

Formal details of the module			
Module name	Module number	Language	Module responsibility
Human resources, organization and project management	W3BW_105	German/English	Prof. Dr. Uwe Schirmer

Location of the module in the course of study	
Academic	yearModule duration in semesters
2nd year of study	1

Teaching and examination methods used
Lecture, Case Study, Inverted Classroom, Role Play

Audit performance	Exam size (in minutes)	Grading
Written exam or presentation	120	yes

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
150,0	55,0	95,0	5

Qualification goals and competencies	
<b>Expertise</b>	<p>Students will be able to understand and evaluate the relevance of personnel policy decisions for the company as a whole. They have gained an overview of all relevant personnel management processes, from personnel planning to personnel release and can also classify the relevance of operational co-determination.</p> <p>In addition, they know the basic theories and concepts of organizational design. They are familiar with the various forms and models of organizational structure and process organization, which also includes the framework conditions and special features of project management. On this basis, they can assess real organizational concepts in a qualified manner.</p>
<b>Methodological competence</b>	<p>Students become familiar with the instruments of corporate human resources work as well as theoretical organizational concepts and are able to assess their respective relevance and transfer them to practical application cases - e.g. in the context of project management.</p>
<b>Personal and social competence</b>	<p>The students become familiar with characteristics that distinguish participative, culturally sensitive and tolerant behavior. They have also developed a deeper understanding of the social/ethical responsibility of corporate HR work and can also classify the importance of works councils in this context. In addition, they have developed an understanding of the power of organizational regulations to shape behavior.</p>
<b>Overarching action competence</b>	<p>Students are able to recognize and evaluate the fundamental framework conditions for personnel management and organization based on the overall strategic orientation of a company. They have become familiar with the range of personnel management instruments and can understand their effects. The students also recognize the importance of organizational design as an essential element in the management process, can assess the contribution of organizational policy decisions for corporate management and can also transfer this to concrete fields of action of project management.</p>

## Learning units and contents

Teaching and learning units	Presence time	Self-study
<b>Human Resources</b>	<b>33,0</b>	<b>57,0</b>
- Goals and tasks of operational personnel work - Personnel requirements planning - Basic features of personnel marketing - Recruitment - Company remuneration policy - Human Resources Development - Staff Release - Organizational models for HR		
<b>Organization and project management</b>	<b>22,0</b>	<b>38,0</b>
- Company and organization - Organizational Theories - Organizational structure - Process organization/process management - Shaping organizational change (organizational development) - Project management (project conception, project realization, project control)		

## Special features and requirements

Special features
Module responsibility Prof. Dr. Ernst Deuer (RV)

Requirements
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## Literature

- Bach, N.; Brehm, C.; Buchholz, W.; Petry, T.: Wertschöpfungsorientierte Organisation. Architectures - processes - structures, Wiesbaden: SpringerGabler
- Berthel, J.; Becker, F. G.: Personal-Management. Grundzüge für Konzeptionen betrieblicher Personalarbeit, Stuttgart: Schäffer-Poeschel.
- Lindner, D.; Lindner-Lohmann, F.; Schirmer, U.: Personalmanagement, Heidelberg: Springer
- Oechsler, W.A. / Paul, C: Personal und Arbeit, Munich, Vienna: Oldenbourg
- Scholz, C.: Human Resource Management. Information-oriented and behavioral theoretical foundations, Munich: Vahlen
- Schulte-Zurhausen, M.: Organisation, Munich: Vahlen
- Schreyögg, G. / Geiger, G.: Organization. Fundamentals of Modern Organizational Design, Heidelberg: Springer
- Stock-Homburg, R.: Personalmanagement. Theories - Concepts - Instruments, Wiesbaden: SpringerGabler
- Vahs, D.: Organization: A textbook and management book, Stuttgart: Schäffer-Poeschel

## Integrated Management (W3BW\_106)

### Integrated Management

Formal details of the module			
Module name	Module number	Language	Module responsibility
Integrated management	W3BW_106	German/English	Prof. Dr. Carsten Brehm

Location of the module in the course of study	
Academic	yearModule duration in semesters
3rd year of study	2

Teaching and examination methods used
Lecture

Audit performance	Exam size (in minutes)	Grading
Written exam or portfolio	120	yes

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
150,0	50,0	100,0	5

Qualification goals and competencies	
<b>Expertise</b>	Students have an overview of the various approaches and/or components of employee and corporate management and can classify them in an overall understanding of "integrative". They have knowledge of the relationships and dependencies in integrated management between these approaches. They have dealt with the central influencing variables on corporate/leadership success and have developed a comprehensive understanding of a situational interpretation of corporate leadership. Furthermore, they are able to present the individual approaches in a structured manner, illustrate them with examples and summarize their content. In the appraisal, they are able to separate causes and effects on success.
<b>Methodological competence</b>	They are able to analyze leadership challenges multidimensionally on the basis of case studies and/or leadership situations, to structure and understand them in their factual or social complexity and to solve them independently or in groups. For this purpose, they know the situation-appropriate, essential application possibilities and limits of the various leadership instruments and methods of corporate as well as employee leadership. They can assess the relevance of the methods and techniques in the professional context and in the professional field of application and adapt them accordingly if necessary.
<b>Personal and social competence</b>	Students can take responsibility for their own work. With regard to their actions and their results, they are able to argue appropriately and comprehensibly. They can express and accept appreciative criticism of results. In social interactions when solving problems together, they are able to make conflicts of objectives transparent and to demonstrate approaches to solutions in a communicative and moderating manner. With regard to possible leadership actions as a person or as an institution, they are capable of reflecting on social, societal and ecological implications.
<b>Overarching action competence</b>	Upon completion, students will be able to critically reflect on their own observation, behavior and decision-making from an integrated management perspective and derive individually adapted action appropriate to the situation. They are able to evaluate alternative approaches, critically compare them with each other and transfer them to their practical work as well as to the situation of their training company. With a view to future, new issues, they are able to adapt their solution patterns with foresight and prudence.

## Learning units and contents

Teaching and learning units	Presence time	Self-study
<b>Corporate Governance</b>	<b>25,0</b>	<b>50,0</b>
<ul style="list-style-type: none"><li>- Fundamentals of holistic corporate management</li><li>- Corporate management models (levels, functions)</li><li>- Normative corporate governance</li><li>- Sustainable, value-oriented corporate governance</li><li>- Strategic corporate management (planning and implementation) and business models</li><li>- Operational management and interface controlling</li><li>- Selected management systems/instruments</li><li>- Current developments (e.g. disruption, digitalization, networking)</li></ul>		
<b>Employee management</b>	<b>25,0</b>	<b>50,0</b>
<ul style="list-style-type: none"><li>- Psychological basics</li><li>- Motivation</li><li>- Leaders and characteristics</li><li>- Leadership Theories</li><li>- Leadership styles/models</li><li>- Management tools</li><li>- Communication</li><li>- Ethical or social responsibility of a manager</li><li>- Current developments/leadership approaches</li></ul>		

## Special features and requirements

### Special features

Prof. dr. Gerhard Jäger (Lörrach) - Module responsibility

Exam duration applies only to written exam

### Requirements

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## Literature

- Bleicher, K.: Das Konzept Integriertes Management, Berlin - New York: Campus
- Blessin, B./Wick, A.: Führen und führen lassen: Approaches, Results and Criticism of Leadership Research, Konstanz: UVK.
- Dillerup, R./Stoi, R.: Unternehmensführung - Management & Leadership, Munich: Vahlen
- Hungenberg, H.: Strategisches Management, Ziele, Prozesse, Verfahren, Wiesbaden: Gabler
- Hungenberg, H./Wulf, T.: Grundlagen der Unternehmensführung, Heidelberg: Springer
- Macharzina, K./Wolf, J.: Unternehmensführung: das internationale Managementwissen; Konzepte, Methoden, Praxis, Wiesbaden: Gabler
- Müller-Stewens, G./Lechner, C.: Strategisches Management - wie strategische Initiativen zum Wandel führen, Stuttgart: Schäffer-Poeschel
- Rosenstiel, L.v./Regnet, E./Domsch, M.E.: Führung von Mitarbeitern: Handbuch für erfolgreiches Personalmanagement, Stuttgart: Schaeffer-Poeschel
- Schirmer, U./Woydt, S.: Mitarbeiterführung, Heidelberg: Springer
- Weibler, J.: Personalführung, Munich: Vahlen
- Wunderer, R.: Führung und Zusammenarbeit. Eine unternehmerische Führungslehre, Cologne: Luchterhand.

from current Orga unit

## Fundamentals of Economics and Microeconomics (W3BW\_501)

### Principles of Economics and Microeconomics

Formal details of the module			
Module name	Module number	Language	Module responsibility
Fundamentals of economics and microeconomics	W3BW_501	German/English	Prof. Dr. Petra Radke

Location of the module in the course of study	
Academic year	Module duration in semesters
1st year of study	2

Teaching and examination methods used
Lecture, exercise

Audit performance	Exam size (in minutes)	Grading
Written exam	120	yes

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
150,0	60,0	90,0	5

Qualification goals and competencies	
<b>Expertise</b>	Students will be able to understand the fundamentals and development of economics. They will be able to describe economic behavior of households and firms as well as the functioning of markets. Students will be able to explain under which assumptions the interaction of households and firms leads to an efficient market outcome and which government interventions help to improve efficiency in the case of market failure.
<b>Methodological competence</b>	Students have acquired the competence to apply the concepts, models and methods learned to basic microeconomic problems.
<b>Personal and social competence</b>	Through introductory welfare economics questions, students are already able to derive initial scientifically sound judgments about market failures and place them in a social, historical, and ethical framework.
<b>Overarching action competence</b>	In-depth knowledge of pricing in different market forms helps students to understand the situation in their respective companies and, if necessary, to develop solutions to problems.

Learning units and contents		
Teaching and learning units	Presence time	Self-study
<b>Introduction to economics and basics of microeconomics.</b>	<b>30,0</b>	<b>45,0</b>
<ul style="list-style-type: none"> <li>- Basic questions and concepts of economics</li> <li>- Contents, delimitation, methods of economics</li> <li>- Demand, supply and market equilibrium in a goods market</li> <li>- Factor market</li> <li>- Market efficiency under perfect competition</li> <li>- State intervention in price formation</li> </ul>		
<b>Advanced Microeconomics</b>	<b>30,0</b>	<b>45,0</b>
<ul style="list-style-type: none"> <li>- Budget Theory</li> <li>- Business Theory</li> <li>- Price formation in different market forms (polypole, monopoly, oligopoly, monopolistic competition)</li> <li>- In-depth aspects of microeconomics (e.g. market failure, behavioral economics, new institutional economics).</li> </ul>		

## Special features and requirements

### Special features

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### Requirements

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## Literature

- Beck, H.: Behavioral Economics, Heidelberg: Springer-Gabler
- Erlei, M./Leschke, M./Sauerland, D.: Neue Institutionenökonomik, Stuttgart: Schäffer Poeschel
- Goolsbee, A./Levitt, St./Syverson, C. : Mikroökonomik, Stuttgart: Schäffer-Poeschel
- Mankiw, N.G.: Grundzüge der Volkswirtschaftslehre, Stuttgart: Schäffer-Poeschel
- Mankiw, N.G./Taylor, M.P.: Economics, Mason (Ohio): Thomson South Western
- Natrop, J.: Grundzüge der Angewandten Mikroökonomie, Munich: Oldenbourg
- Pindyck, R.S./Rubinfeld, D.L.: Microeconomics, Munich: Pearson
- Varian, H.R.: Grundzüge der Mikroökonomik, Munich: Oldenbourg.

## Macroeconomics (W3BW\_502)

### Macroeconomics

Formal details of the module			
Module name	Module number	Language	Module responsibility
Macroeconomics	W3BW_502	German/English	Prof. Dr. Jan Greitens

Location of the module in the course of study	
Academic	yearModule duration in semesters
2nd year of study	2

Teaching and examination methods used
Lecture, exercise

Audit performance	Exam size (in minutes)	Grading
Written exam	120	yes

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
150,0	55,0	95,0	5

Qualification goals and competencies	
<b>Expertise</b>	Students will be able to describe short- and long-term macroeconomic developments in the national economy and analyze them using models. The students are able to present the origin of money, the value of money and the effects of money on the basis of various concepts and in the context of the financial system and apply them to current issues. They are familiar with important relationships in monetary theory and can explain monetary policy decisions.
<b>Methodological competence</b>	Students have acquired the competence to apply the concepts, models and methods learned to basic macroeconomic problems. In doing so, they are able to perform the necessary abstractions and simplifications to the essential factors and to argue in causal chains.
<b>Personal and social competence</b>	Students will be able to recognize the complexity of macroeconomic relationships and compare the sometimes contradictory explanations. In doing so, students understand the dependence of economic explanations on historical and cultural conditions.
<b>Overarching action competence</b>	In this module, students learn about the dependencies of a company on macroeconomic developments. They understand how a company is influenced by cyclical processes or monetary policy decisions and what reactions are possible to such developments. Students will be able to understand the possibilities, but also the limitations and risks of using models and their assumptions in macroeconomics.



## Learning units and contents

Teaching and learning units	Presence time	Self-study
<b>Basics of macroeconomics</b>	<b>28,0</b>	<b>48,0</b>
<ul style="list-style-type: none"><li>- Economic cycle and national accounts</li><li>- Basic ideas of macroeconomic paradigms: Keynesian vs. neoclassical approaches</li><li>- Model-based macroeconomic analysis of the closed economy (e.g., IS-LM model, AS-AD model, Solow model).</li><li>- Economic policy implications (e.g., fiscal and monetary policy).</li></ul>		
<b>Money and currency</b>	<b>27,0</b>	<b>47,0</b>
<ul style="list-style-type: none"><li>- Basic monetary concepts, financial system</li><li>- Money demand and money supply</li><li>- Fundamentals of monetary policy</li><li>- Institutional design of monetary policy</li><li>- Inflation and deflation</li><li>- Current issues in monetary policy</li><li>- Foreign exchange market</li><li>- Exchange rate theories</li><li>- International monetary order</li></ul>		

## Special features and requirements

### Special features

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### Requirements

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## Literature

- Arnold, L.: Macroeconomics, Mohr Siebeck, Tübingen
- Beck, H.: Globalization and Foreign Trade, Vahlen, Munich
- Blanchard, O./Illing, G.: Macroeconomics, Pearson, Munich
- Görgens, E./Ruckriegel, K./Seitz, F.: Europäische Geldpolitik, UVK-Verlag, Konstanz
- Issing, O.: Einführung in die Geldtheorie, Vahlen, Munich
- Mankiw, N. G.: Macroeconomics, Schäffer Poeschel, Stuttgart
- Rose, K., Sauernheimer, K.: Theorie der Außenwirtschaft, Vahlen, Munich
- Spahn, P.: Monetary Policy, Vahlen, Munich
- Stiglitz, J. E./Walsh, C. E.: Macroeconomics, Oldenbourg, Munich

from current Orga unit

## Economic Policy (W3BW\_503)

### Economic Policy

Formal details of the module			
Module name	Module number	Language	Module responsibility
Economic policy	W3BW_503	German/English	Prof. Dr. Torsten Bleich

Location of the module in the course of study	
Academic year	Module duration in semesters
3rd year of study	2

Teaching and examination methods used
Lecture, exercise

Audit performance	Exam size (in minutes)	Grading
Written exam or seminar paper (with presentation)	120	yes

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
150,0	50,0	100,0	5

Qualification goals and competencies	
<b>Expertise</b>	Students will be able to use economic theories to analyze and evaluate foreign trade, economic policy, and finance issues in a sound manner.
<b>Methodological competence</b>	Students have acquired the competence to apply basic microeconomic and macroeconomic analysis methods to foreign trade, economic policy and financial science issues. In doing so, they are able to interpret statistical evaluations and place them in the theoretical and political background.
<b>Personal and social competence</b>	Students understand the importance of value judgments for different economic policy recommendations. They are able to apply the theoretical concepts they have learned to current political issues and understand the conflicts between economic theory and political practice.
<b>Overarching action competence</b>	In this module, students learn to take their own well-founded and reflective position on economic policy issues. In doing so, they are able to tolerate other reasoned positions and engage in a constructive exchange about the different assumptions.

Learning units and contents		
Teaching and learning units	Presence time	Self-study
<b>Introduction to economic policy and foreign trade</b>	<b>25,0</b>	<b>50,0</b>
- Introduction to economic policy: goals, instruments, carriers - Real foreign trade: theory and policy (e.g., absolute and comparative advantage, tariff and nontariff barriers). - Current topics in foreign trade (e.g. European integration, globalization, trade policy) - Selected areas of economic policy, e.g. stabilization policy, labor market policy, social policy, competition policy, growth policy, distribution policy, allocation policy, environmental policy, fiscal policy.		
<b>Selected topics of economic policy</b>	<b>25,0</b>	<b>50,0</b>
- Selected areas of economic policy, e.g., stabilization policy, labor market policy, social policy, competition policy, growth policy, distribution policy, allocation policy, environmental policy, fiscal policy (unless covered in Unit 1). - Current topics of economic policy		

## Special features and requirements

### Special features

Exam duration applies only to written exam

### Requirements

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## Literature

- Beck, H.: Globalization and Foreign Trade, Vahlen, Munich
- Bénassy-Quéré/Coeuré/Jaquet/Pisany-Ferry: Economic Policy
- Blankart, C. B.: Öffentliche Finanzen in der Demokratie, Vahlen, Munich
- Fritsch, M.: Market Failure and Economic Policy, Vahlen, Munich
- Görgens, E./Ruckriegel, K./Seitz, F.: Europäische Geldpolitik, UVK-Verlag, Konstanz
- Krugman, P. R./Obstfeld, M./Melitz, M. J.: International Economics, Pearson, Hallbergmoos
- Mankiw, N.G./Taylor, M.P.: Economics, Mason (Ohio): Thomson South Western
- Mussel, G./Pätzold, J.: Grundfragen der Wirtschaftspolitik, Vahlen, Munich
- Rose, K./Sauernheimer, K.: Theorie der Außenwirtschaft, Vahlen, Munich
- Zimmermann, H./Henke, K./Broer, M.: Finanzwissenschaft, Vahlen, Munich

## Civil Law (W3BW\_504)

### Civil Law

Formal details of the module			
Module name	Module number	Language	Module responsibility
Civil law	W3BW_504	German/English	Prof. Dr. Klaus Sakowski

Location of the module in the course of study	
Academic year	Module duration in semesters
1st year of study	2

Teaching and examination methods used
Lecture, Case Study

Audit performance	Exam size (in minutes)	Grading
Written exam or portfolio	120	yes

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
150,0	60,0	90,0	5

Qualification goals and competencies	
<b>Expertise</b>	After participating in the module course, students recognize the comprehensive practical relevance of the subject and have basic factual knowledge in civil law. They are able to name and explain the most important BGB regulations and contexts and apply them to selected practical case scenarios. In this way, they are able to analyze legal problems of such cases, to discuss them critically and to lead them to a justifiable solution.
<b>Methodological competence</b>	Students know and understand the most important methods for interpreting regulations, especially with regard to undefined legal terms. They understand the legal opinion style method and can apply it to case scenarios. They are familiar with teaching and learning methods using digital media and can use these successfully, particularly for self-study purposes.
<b>Personal and social competence</b>	Students are able to effectively collaborate in a work group when working in groups (case study). They are able to apply and adhere to appropriate time management during examinations.
<b>Overarching action competence</b>	Students have the ability to recognize possible legal problems in operational circumstances at an early stage and are either able to shape them legally themselves or at least to pass them on to an expert third party (e.g. lawyer, legal department) in a problem-oriented manner. They also have the ability to critically reflect on prevailing doctrines and court rulings.

## Learning units and contents

Teaching and learning units	Presence time	Self-study
<b>Fundamentals of Law, BGB General Part and Law of Obligations General Part</b>	<b>30,0</b>	<b>45,0</b>
<ul style="list-style-type: none"><li>- Overview of the legal system, areas of law, court structure and legal work techniques.</li><li>- Introduction to the BGB</li><li>- Legal subjects and legal objects, declaration of intent</li><li>- Contest</li><li>- Principle and limits of freedom of contract</li><li>- Substitution</li><li>- Limitation</li><li>- Deadlines and dates</li><li>- Obligations, compensation for damages, fault, default of performance</li><li>- General terms and conditions</li></ul>		
<b>Law of obligations, property law and basics of procedural law</b>	<b>30,0</b>	<b>45,0</b>
<ul style="list-style-type: none"><li>- Consumer contracts (esp. distance selling)</li><li>- Resignation</li><li>- Total debt</li><li>- Purchase contract</li><li>- Contract for work</li><li>- Other types of contracts in outline (depending on the field of study, e.g. rental contract, loan contract, service contract)</li><li>- Main features of unjust enrichment</li><li>- Unauthorized actions</li><li>- Basic principles of property law (possession, ownership, security rights)</li><li>- Overview of procedural and litigation law</li></ul>		

## Special features and requirements

### Special features

The Law module is suitable for the use of teaching, learning and examination forms involving digital media. Examination duration refers to written examination.

### Requirements

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## Literature

- Brox, H./Walker, W.-D.: Allgemeiner Teil des BGB. Munich: Vahlen
- Brox, H./Walker, W.-D.: Allgemeines Schuldrecht. Munich: C. H. Beck
- Brox, H./Walker, W.-D.: Besonderes Schuldrecht. Munich: C. H. Beck
- Eisenhardt, U: Einführung in das bürgerliche Recht. Stuttgart: Utb, Facultas
- Ens, R./Hümer, M./Knies, J./Scheel, T.: Unternehmensrecht, Bad Wörishofen: Holzmann (from which Scheel, T.: Zivilrecht).
- Führich, E.: Wirtschaftsprivatrecht. Munich: Vahlen
- Führich, E./Werdan, I: Private commercial law in questions and cases. Munich: Vahlen
- Kallwass, W./Asbels, P.: Private Law. Munich: Vahlen
- Musielak, H.-J./Hau, W: Grundkurs BGB. Munich: Vahlen
- Musielak, H.-J./Voit, W: Grundkurs ZPO. Munich: Vahlen
- Sakowski, K.: Grundlagen des Bürgerlichen Rechts. Berlin Heidelberg: Springer Gabler
- Wolf, M./Wellenhofer, M.: Sachenrecht. Munich: Beck

## Business Law (W3BW\_505)

### Economic Law

Formal details of the module			
Module name	Module number	Language	Module responsibility
Business Law	W3BW_505	German/English	Prof. Dr. Klaus Sakowski

Location of the module in the course of study	
Academic	yearModule duration in semesters
2nd year of study	2

Teaching and examination methods used
Lecture, Exercise, Case Study

Audit performance	Exam size (in minutes)	Grading
Written exam or portfolio	120	yes

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
150,0	55,0	95,0	5

Qualification goals and competencies	
<b>Expertise</b>	After participating in the module course, students have basic factual knowledge and critical understanding of the legal matters taught. They know the most important regulations and can apply them to selected practical case scenarios. They are able to apply legal To analyze problems of such cases, to discuss them critically and to find a justifiable solution.
<b>Methodological competence</b>	Students will be able to work on cases analytically and critically as well as methodically. They are familiar with teaching and learning methods using digital media and can use these successfully, particularly for self-study purposes.
<b>Personal and social competence</b>	Students are able to work effectively in a work group during group work (case study). They are able to apply and adhere to appropriate time management during examinations.
<b>Overarching action competence</b>	Students have the ability to recognize potential legal problems in operational circumstances at an early stage. They are able to either shape these legally themselves or at least communicate them in a problem-oriented manner to an expert third party (e.g. lawyer, legal department). They have the ability to critically reflect on prevailing doctrines and court rulings and can communicate about them with experts or laypersons.

## Learning units and contents

Teaching and learning units	Presence time	Self-study
<b>Commercial and corporate law</b>	<b>28,0</b>	<b>48,0</b>
<ul style="list-style-type: none"> <li>- Principles and legal sources of commercial law</li> <li>- Merchant</li> <li>- Commercial register</li> <li>- Company</li> <li>- Powers of attorney</li> <li>- Auxiliary persons, commercial agents (overview)</li> <li>- Basic principles for commercial transactions (e.g. freedom from formal requirements)</li> <li>- Importance of trade customs, trade purchase</li> <li>- Overview of company forms (national/EU), mixing of types</li> <li>- Establishment, ongoing operation, management and representation</li> <li>- Assets and liabilities</li> <li>- Overview Capital Raising and Maintenance, Liability, Termination</li> <li>- Group overview</li> </ul>		
<b>Labor law, main features of insolvency law</b>	<b>27,0</b>	<b>47,0</b>
<p>(Note: Bankruptcy law optional, depending on field of study).</p> <ul style="list-style-type: none"> <li>- Basic concepts and legal sources of labor law</li> <li>- Employee concept</li> <li>- Initiation and establishment of the employment relationship</li> <li>- Duties of the employee</li> <li>- Obligations of the employer (private and public law)</li> <li>- Selected contents of the employment relationship (e.g. scope, remuneration, vacation, illness, use of media in working life, employee data protection)</li> <li>- Termination of the employment relationship</li> <li>- Collective bargaining law</li> <li>- Right to strike</li> <li>- Works Constitution Law</li>   <li>- Standard insolvency proceedings</li> <li>- Consumer insolvency proceedings</li> <li>- Bodies of the insolvency proceedings</li> <li>- Legal status of the insolvency administrator</li> <li>- Insolvency reasons</li> <li>- Insolvency application</li> <li>- Safeguarding measures</li> <li>- Effects of the opened proceedings - influence on contractual relationships</li> <li>- Collateral liquidation</li> <li>- Creditor disadvantage</li> <li>- Challengeable acts and legal consequences</li> <li>- Liability and insolvency offenses</li> </ul>		

## Special features and requirements

### Special features

The Law module is suitable for the use of teaching, learning and examination forms involving digital media.

### Requirements

Basic knowledge from module Civil Law

## Literature

- Bitter, G./Heim, S.: Gesellschaftsrecht. Munich: Vahlen
- Bork, R.: Einführung in das Insolvenzrecht. Tübingen: Mohr-Siebeck
- Brox, H./Rüthers, B./Henssler, M.: Arbeitsrecht. Stuttgart: Kohlhammer
- Brox, H./Henssler, M.: Handels- und Wertpapierrecht. Munich: Beck
- Keller, U.: Insolvency law. Munich: Vahlen
- Paulus, C.: Insolvency law. Munich: Beck
- Price, U.: Arbeitsrecht - Individualarbeitsrecht. Cologne: Dr. Otto Schmidt
- Price, U.: Labor Law - Collective Labor Law. Cologne: Dr. Otto Schmidt
- Sakowski, K.: Labor Law. Berlin Heidelberg: Springer Gabler

## Mathematics and Statistics (W3BW\_601)

### Mathematics and Statistics

Formal details of the module			
Module name	Module number	Language	Module responsibility
Mathematics and statistics	W3BW_601	German/English	Prof. Dr. Joachim Weber

Location of the module in the course of study	
Academic	yearModule duration in semesters
1st year of study	2

Teaching and examination methods used
Lecture, exercise

Audit performance	Exam size (in minutes)	Grading
Written exam	60	yes
Written exam or portfolio	60	yes

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
150,0	60,0	90,0	5

Qualification goals and competencies	
<b>Expertise</b>	Upon completion of the module, students have basic knowledge and critical understanding of mathematics and statistics for economic issues. They are able to apply the methods and approaches to concrete analysis, planning and decision-making problems and to present and interpret the results in a goal-oriented manner.
<b>Methodological competence</b>	Students have grasped the ideas of mathematical techniques and acquired the competence to apply them to economic problems. They have understood statistics as a decision-making aid in business practice or as an aid in the empirical testing of hypotheses and have acquired the ability to explain the possible influence of the data creation process, data sources and data presentation on the result as well as to independently evaluate and assess given data sets with regard to desired information.
<b>Personal and social competence</b>	Upon completion of the module, students know that quantitative methods are one way (among others) of gaining knowledge, in particular that reality cannot be represented only in numbers. They are aware of the influence of the methods on the result and are thus sensitized for a responsible handling.
<b>Overarching action competence</b>	The students have gained an overview of the possible applications of mathematical and statistical methods in economic and business management issues and have practiced their application through appropriate examples. This enables them to apply these methods independently and to evaluate the results in the context of the subject matter.



## Learning units and contents

Teaching and learning units	Presence time	Self-study
<b>Mathematics</b>	<b>30,0</b>	<b>45,0</b>
<ul style="list-style-type: none"><li>- Basics of mathematics (sets of numbers, basic algebraic structures, logic)</li><li>- Calculus (essential elements of infinitesimal calculus for functions with one and more independent variables).</li><li>- Financial mathematics (sequences and series, applied financial mathematics)</li><li>- Linear algebra (systems of equations, matrices, vectors, determinants)</li><li>- Field of study-related extensions according to subject relevance and student prior knowledge.</li></ul>		
<b>Statistics</b>	<b>30,0</b>	<b>45,0</b>
<ul style="list-style-type: none"><li>- Basics (data creation)</li><li>- Descriptive statistics (univariate and multivariate frequency distributions with their descriptive measures).</li><li>- Inductive statistics (especially probability theory)</li><li>- Conclusive statistics (estimations, test procedures, economic statistical applications)</li><li>- Study-direction-related extensions according to subject relevance and student prior knowledge</li></ul>		

## Special features and requirements

Special features
Module with two exams
<ul style="list-style-type: none"><li>- Written exam after the first semester</li><li>- Written exam or portfolio exam after the second semester</li><li>- The exam duration refers only to the exam</li></ul>

Requirements
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## Literature

- Bamberg, G./Baur, F./Krapp, M.: Statistics, Munich: Oldenbourg
- Bley Müller, J./Gehlert, G./Gülicher, H.: Statistics for Economists, Munich: Vahlen
- Bosch, K.: Mathematics for Economists, Munich: Oldenbourg
- Bronstein, I./Semendjajev, K. A.: Taschenbuch der Mathematik, Thun/Frankfurt a. M.: Verlag Harri Deutsch
- Heinrich, G.: Basiswissen Mathematik, Statistik und Operations Research für Wirtschaftswissenschaftler, Munich: Oldenbourg
- Holey, T./Wiedemann, A.: Mathematik für Wirtschaftswissenschaftler, Heidelberg: Physica-Verlag
- Sachs, M.: Wahrscheinlichkeitsrechnung und Statistik, Munich: Hanser
- Stiefel, J.: Wirtschaftsstatistik, Munich: Oldenbourg
- Sydsaeter, K./Hammond, P.: Mathematics for Economists, Hallbergmoos: Pearson Studium.
- Tietze, J.: Introduction to applied business mathematics, Wiesbaden: Springer Spectrum
- Tietze, J.: Introduction to financial mathematics, Wiesbaden: Springer Spectrum

## Bachelor thesis (W3BW\_901)

### Bachelor Thesis

Formal details of the module			
Module name	Module number	Language	Module responsibility
Bachelor thesis	W3BW_901		

Location of the module in the course of study	
Academic	yearModule duration in semesters
-	1

Teaching and examination methods used
Project

Audit performance	Exam size (in minutes)	Grading
Bachelor thesis	See examination regulations	yes

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
360,0	,0	360,0	12

Qualification goals and competencies	
<b>Expertise</b>	The students have broad professional knowledge and are able to identify and solve practical and scientific hemenstellungen based on the current state of research and their knowledge from practice in their subject area.
<b>Methodological competence</b>	Students are familiar with the range of methods available in their discipline and can critically reflect on and apply them in the context of dealing with practical and scientific problems.
<b>Personal and social competence</b>	The students are able to work on operational problems independently and on their own responsibility and to introduce new innovative topics into the practical discussion. Against the background of good problem solving, they pay particular attention to smooth cooperation with colleagues and with third parties during processing. In this context, they demonstrate competencies such as communication skills, the ability to work in a team and the ability to deal with conflict.
<b>Overarching action competence</b>	Students are able to use their specialist knowledge and understanding of methods to derive an innovative and current operational problem for their final thesis. They solve the problem, which should have a clear reference to the respective field of study, independently taking into account current scientific knowledge in the chosen topic area within a prescribed period. In doing so, they take into account current scientific and industry-related sources as well as the rules of scientific work. The critical reflection o f theoretical approaches and practical solution patterns is a matter of course for the students. Furthermore, the students are proficient in technical terminology and are able to operationalize terms, collect and evaluate data and visualize results.

Learning units and contents		
Teaching and learning units	Presence time	Self-study
<b>Bachelor thesis</b>	,0	360,0
Independent processing and solution of a usually operational problem, which should have a clear reference to the respective field of study, taking into account current scientific knowledge in the chosen subject area. Written preparation of the solution approaches in the form of a scientific paper in accordance with the general guidelines and specifications of the examination regulations.		

### Special features and requirements

#### Special features

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#### Requirements

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### Literature

Current special literature and online sources on the selected topics and functional areas.

## Fundamentals of Banking (W3BW\_BK201)

### Fundamentals of Banking

Formal details of the module			
Module name	Module number	Language	Module responsibility
Fundamentals of banking	W3BW_BK201	German/English	Prof. Dr. Detlef Hellenkamp

Location of the module in the course of study	
Academic	yearModule duration in semesters
1st year of study	1

Teaching and examination methods used
Lecture, exercise

Examination	performance	Examination duration (in minutes)	Grading
Written exam		120	yes

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
150,0	60,0	90,0	5

Qualification goals and competencies	
<b>Expertise</b>	Students gain a holistic overview of the central areas of banking management. In doing so, they generate knowledge about the banking structure and the complex framework in which banks operate. They gain an impression of the far-reaching possibilities of banking operations and are able to assess their risks. Students become familiar with the main asset, liability and securities transactions. The knowledge acquired forms the basis for in-depth studies in subsequent semesters. This module aims to provide students with specialist knowledge, market knowledge and initial interdisciplinary knowledge. In addition, the students receive the professional tools for the first practical phase.
<b>Methodological competence</b>	Upon completion of the module, students have methodically expanded their assessment and problem-solving skills in order to appropriately select and apply standardized banking application cases in practice. They critically reflect on their methodical approach in their professional field of application and are able to weigh these up against each other in concrete action situations.
<b>Personal and social competence</b>	Students reflect on teaching content from the perspective of different stakeholders with regard to the associated social, ethical and ecological responsibility. The ability to engage in dialog and communication is expanded, particularly in the context of banking reflections. They are able to work constructively and cooperatively in a working group. On the basis of decision- and system-oriented thinking via a fundamental pattern of analysis, they will be able to structure simple as well as complex problems in a goal-oriented manner and lead them to a solution in the further course of their studies. Their own competence development is further advanced independently through appropriate steps.
<b>Overarching action competence</b>	Students acquire the competence to evaluate, critically reflect and weigh up different banking arguments. They will be able to describe simple problems in the context of banking using business terminology. Simple business decision-making problems and explanatory approaches can be analyzed and formulated independently after completing this module.

## Learning units and contents

Teaching and learning units	Presence time	Self-study
<b>Basics of banking operations</b>	<b>36,0</b>	<b>54,0</b>
Basic functions of credit institutions - Structure of the financial services sector in Germany - Overview of banking business - Deposit guarantee schemes - Operational performance process - Structural changes and their impact on banking business - Banking supervision/regulation - Legal framework - Risks and risk management in banking business		
<b>Fundamentals of the financial markets</b>	<b>24,0</b>	<b>36,0</b>
Tasks and functions of the money, capital and credit market - financing - securities - liquidity - basics of financial market theory - prices on financial markets - stock exchange and securities trading - risk-return considerations - investment advice - portfolio management - asset management - Robo-Advice		

## Special features and requirements

Special features
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Requirements
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## Literature

- Becker, H. P., Peppmeier, A.: Bankbetriebslehre, Ludwigshafen: Kiehl Verlag.
- Beike, R., Schlütz, J.: Finanznachrichten lesen - verstehen - nutzen: Ein Wegweiser durch Kursnotierungen und Marktberichte, Stuttgart: Schäffer-Poeschel Verlag.
- Hartmann-Wendels, T., Pfingsten, A., Weber, M.: Bankbetriebslehre, Berlin/Heidelberg: Springer Verlag.
- Hellenkamp, D.: Bankwirtschaft, Wiesbaden: Springer Gabler Verlag.
- Ostendorf, R. J.: Bankwirtschaft: Grundlagen für Ausbildung, Praxis und Studium, Munich: Pearson Studium Verlag.
- Steiner, M., Bruns, C., Stöckl, S.: Wertpapiermanagement: Professionelle Wertpapieranalyse und Portfoliostrukturierung, Stuttgart: Schäffer-Poeschel Verlag.

## Securities and investment business (W3BW\_BK202)

### Securities and Investment

Formal details of the module			
Module name	Module number	Language	Module responsibility
Securities and investment business	W3BW_BK202	German/English	Prof. Dr. Joachim Sprink

Location of the module in the course of study	
Academic	yearModule duration in semesters
1st year of study	1

Teaching and examination methods used
Lecture, exercise

Audit performance	Exam size (in minutes)	Grading
Written exam	120	yes

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
150,0	60,0	90,0	5

Qualification goals and competencies	
<b>Expertise</b>	The module provides basic knowledge of the main securities products used in asset and investment consulting. Students are familiarized with the return and risk profiles of the investment forms. In addition, the fundamentals of the issuing business are also taught. Students gain an overview of the legal basis of investment advice and asset management. Furthermore, they will gain an overview of the goals, methods and tasks of asset management as well as the consulting service "Financial Planning".
<b>Methodological competence</b>	Students acquire the technical and methodological competence to independently develop logically consistent investment strategies for ideal-typical investor profiles. Students will be able to develop theoretically sound strategies that are suitable for achieving the goals set in each case.
<b>Personal and social competence</b>	Strategies and measures are to be developed which are suitable for increasing the degree of autonomy and self-determination and which make it possible to represent and shape interests in a self-responsible and self-determined manner. In addition, the development of personal competence is to be promoted, in particular through case studies.
<b>Overarching action competence</b>	The students know the essential asset classes. They know the relevant characteristics and the typical risk-return profiles. They acquire the technical and methodological competence to develop logically consistent investment strategies for ideal-typical investor profiles that meet the criterion of investor and object fairness.

Learning units and contents		
Teaching and learning units	Presence time	Self-study
<b>Investment products</b>	<b>30,0</b>	<b>45,0</b>
Concept of securities - Basic concepts of investment management - Shares - Bonds - Mutual funds - Derivatives: basic terms, fundamentals		
<b>Investment advisory / wealth management</b>	<b>30,0</b>	<b>45,0</b>
Investor-oriented advice - Object-oriented advice - Investment strategies - Asset allocation - Asset management - Difference between financial planning and wealth management		

Special features and requirements
<b>Special features</b>
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Requirements
Modules Fundamentals of Banking, Business Mathematics

## Literature

- Beike, R./Schlütz, J.: Finanznachrichten lesen - verstehen - nutzen, Stuttgart: Schäffer Poeschel.
- Berger, H./Legner, M. (eds.): Anlageberatung im Privatkundengeschäft, Frankfurt a. M: Frankfurt School Verlag.
- Kaiser, H./Vöcking, T. (Eds.): Strategische Anlageberatung, Wiesbaden: Springer Gabler.
- Spremann, K.: Private Banking: Kundenberatung, Finanzplanung, Anlagestrategien, Munich: De Gruyter Oldenbourg.
- Steiner, M. et al: Wertpapiermanagement, Stuttgart: Schäffer Poeschel.
- Tilmes, R. et al: Praxis der modernen Anlageberatung, Frankfurt a. M.: Bank-Verlag.

from current Orga unit

## Digitalization and IT in Banking Operations (W3BW\_BK203)

### Digitalization and IT in Banks

Formal details of the module			
Module name	Module number	Language	Module responsibility
Digitization and IT in banking operations	W3BW_BK203	German/English	Prof. Dr. Jens Saffenreuther

Location of the module in the course of study	
Academic year	Module duration in semesters
1st year of study	2

Teaching and examination methods used
Lecture, seminar, exercise, project

Audit performance	Exam size (in minutes)	Grading
Portfolio	See examination regulations	yes

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
150,0	60,0	90,0	5

Qualification goals and competencies	
<b>Expertise</b>	Students have a basic understanding of the importance of information technology to banking operations and are familiar with the key aspects of IT strategies, IT infrastructure architecture, and the IT application architecture. They acquire a basic knowledge of digitization (e.g., by learning a programming language) and can assess the impact of digitization on business models, products, and sales channels.
<b>Methodological competence</b>	Students will acquire the necessary skills to independently analyze the digital development of the financial industry and assess its implications.
<b>Personal and social competence</b>	Students will be able to assess the effects of digitization on interpersonal cooperation in the company and contribute to conflict resolution.
<b>Overarching action competence</b>	Students will be able to assess the impact of the use of digital technologies on society and, in particular, the financial services industry, as well as help to integrate the technologies.

Learning units and contents			
Teaching and learning units	Attendance time	Self-study	
<b>Digitization in banking operations</b>	<b>30,0</b>	<b>45,0</b>	
Fundamentals of digitalization - Impact of digitalization on business models, products and distribution channels			
<b>IT in banking operations</b>	<b>30,0</b>	<b>45,0</b>	
Concept and meaning of information, communication and knowledge - IT strategies in banking operations - IT infrastructure and IT application architecture - Data security and data protection - Payments - E-Banking			

Special features and requirements
Special features
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Requirements
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Literature
- Alt, R./ Puschmann, T.: Digitalisierung der Finanzindustrie - Grundlagen der Fintech-Evolution, Heidelberg: Springer-Verlag GmbH.
- Everling, O./ Lempka R. (eds.): Finanzdienstleister der nächsten Generation - Die neue digitale Macht der Kunden, Frankfurt am Main: Frankfurt School Verlag GmbH.
- Everling, O./ Lempka R. (eds.): Finanzdienstleister der nächsten Generation - Megatrend Digitalisierung: Strategien und Geschäftsmodelle, Frankfurt am Main:



Frankfurt School Verlag GmbH.

- Starke, G.: Effective Software Architecture, Munich: Carl Hanser Verlag.

- Schwarzer, B; Krcmar, H.: Wirtschaftsinformatik - Grundlagen betrieblicher Informationssysteme, Stuttgart: Schäffer-Pöschel-Verlag.

- ibi research an der Universität Regensburg GmbH (ed.): Studienreihe Banking and Information Technology, Regensburg: ibi research an der Universität Regensburg GmbH.

## Credit and foreign business (W3BW\_BK204)

### Credit and Foreign Business

Formal details of the module			
Module name	Module number	Language	Module responsibility
Credit and foreign business	W3BW_BK204	German/English	Prof. Dr. Christiane Weiland

Location of the module in the course of study	
Academic	yearModule duration in semesters
2nd year of study	2

Teaching and examination methods used
Lecture, seminar, exercise

Audit performance	Exam size (in minutes)	Grading
Combined examination - written exam and assignment	See examination regulations	yes

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
300,0	110,0	190,0	10

Qualification goals and competencies	
<b>Expertise</b>	<p>Students know the basics of the theory of financial contracts and its problems in the case of asymmetrically distributed information. Against this background, they are able to recognize potential problems of adverse selection and moral hazard in credit processes and to evaluate the significance of creditworthiness analysis and credit collateral as well as other solution approaches found in practice on this basis.</p> <p>Students have a sound knowledge of the types of loans and the credit assessment process in the retail and corporate lending business. They are familiar with the regulatory framework of the lending business. In addition, participants are taught both the legal principles and the practical application of standard bank loan collateral.</p> <p>Students gain an insight into the framework conditions and risks of foreign trade. They learn about payment alternatives in both documentary and non-documentary international payment transactions. They have an overview of the most important financing instruments in foreign business and of the international financial markets.</p>
<b>Methodological competence</b>	<p>Students will gain the necessary skills to understand the credit decision process in private and corporate banking. They are also able to independently prepare a private construction financing decision. Furthermore, they have the necessary knowledge to advise and decide on consumer loans. They are also able to understand more recent developments in the lending business and to support their implementation in business practice. In the area of international business, students will be able to answer questions specifically related to financing and hedging risks.</p>
<b>Personal and social competence</b>	<p>Students are familiar with the area of conflict between bank and customer interests and the importance of regulation in credit offers and decisions. They are able to critically reflect on these different interests and evaluate suitable products and services.</p>
<b>Overarching action competence</b>	<p>Against the background of theoretical solution approaches and a high level of process understanding, students are able to develop solutions to problems for individual processes in the credit business. On the one hand, they are able to critically analyze solution approaches and, on the other hand, to participate in the solution of practical problems in a goal-oriented manner. In this way, they learn to apply acquired competencies and assume responsibility.</p>

## Learning units and contents

Teaching and learning units	Presence time	Self-study
<b>Commercial Banking (lending) for private and corporate clients; collateral</b>	<b>77,0</b>	<b>133,0</b>
Theoretical principles of debt financing contracts - Types of loans in the private and corporate customer business - Construction financing including loan-to-value calculation - Credit process, in particular creditworthiness analysis in the private and corporate customer business - credit collateral - Regulatory framework of the credit business		
<b>Foreign business</b>	<b>33,0</b>	<b>57,0</b>
General conditions and risks - Non-documentary payment transactions - Documentary payment transactions - Types of financing foreign investments and trade		

## Special features and requirements

### Special features

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### Requirements

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## Literature

- Bernstorff, C. von: Risk management in foreign business: risk assessment - risk avoidance - risk hedging. involving innovative financial instruments, Frankfurt a. M.: Fritz Knapp.
- Esselun et al: Die Praxis des Kreditgeschäfts, Stuttgart: Deutscher Sparkassen Verlag.
- Everling, O. / Holschuh, K. / Leker, J. (eds.): Credit Analyst, Munich: De Gruyter Oldenbourg.
- Häberle, S.: Handbuch der Außenhandelsfinanzierung, Munich: Oldenbourg.
- Hartmann-Wendels, T. / Pfingsten, A. / Weber, M.: Bankbetriebslehre, Berlin: Springer.

from current Orga unit

## Accounting in credit institutions (W3BW\_BK205)

### Issues in Bank Accounting

Formal details of the module			
Module name	Module number	Language	Module responsibility
Accounting in credit institutions	W3BW_BK205	German/English	Prof. Dr. habil. Dieter Gramlich

Location of the module in the course of study	
Academic	yearModule duration in semesters
2nd year of study	1

Teaching and examination methods used
Lecture, seminar, exercise, project, case study

Audit performance	Exam size (in minutes)	Grading
Written exam	120	yes

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
150,0	55,0	95,0	5

Qualification goals and competencies	
<b>Expertise</b>	Students develop their ability to apply the principles and methods of accounting to issues of banking and financial business as well as to the interconnection between companies. To this end, they combine the approaches of external accounting with individual forms of financial business and the characteristics of financial institutions as well as corporate groups. A particular skill lies in recognizing and implementing the adjustments to their asset, income and liquidity ratios that are necessary due to the interconnectedness of companies.
<b>Methodological competence</b>	The course encourages students to relate the mostly superordinate-abstract approaches of accounting to concrete-specific characteristics of the financial business and the situation of affiliated companies. It thus emphasizes the ability to think both on a superordinate level (abstraction) and from the perspective of concrete facts (analysis).
<b>Personal and social competence</b>	By combining higher-level and concrete perspectives, students develop their ability to integrate. This also includes being able to mediate between the thought and language worlds of balance sheets and finance and to develop holistic solutions.
<b>Overarching action competence</b>	On the basis of the knowledge acquired, students are able to prepare facts and circumstances of financial transactions and corporate interrelationships independently and in conformity with the principles of accounting. They are also able to analyze the accounting-formal reproduction of financial transactions and companies in relation to the underlying economic situation. On this basis, they are able to represent decision-making situations in a meaningful way and to derive well-founded assessments and decisions from them.

Learning units and contents		
Teaching and learning units	Presence time	Self-study
<b>Accounting in the Banking Industry</b>	<b>33,0</b>	<b>57,0</b>
Accounting for central financial products - Basic approach to recording and valuing money lending transactions in accounting - Presentation of various forms of lending in the balance sheet and income statement - Differentiation between unsecured and securitized loans - Treatment of opportunities and risks arising from lending - accounting of domestic and international banking activities		
<b>Group Accounting</b>	<b>22,0</b>	<b>38,0</b>
Forms and consequences of the legal and economic connection of companies - Necessity of the aggregated consideration of connected companies - Theories, principles and methods of the consolidation of connected companies - Scope of consolidation, consolidation ratio, consolidation technique - Problems of the aggregated presentation and analysis of groups of companies.		

## Special features and requirements

### Special features

Legal texts

### Requirements

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## Literature

- Stock Corporation Act.
- Commercial Code.
- RechKredV - Ordinance on Accounting for Banks.
- Bieg, H./ Waschbusch, G.: Bankbilanzierung nach HGB und IFRS, Munich: Vahlen.
- Gräfer, H./ Scheldt, G.: Grundzüge der Konzernrechnungslegung, Berlin: Erich Schmidt.
- Scharpf, P./ Schaber, M.: Handbuch Bankbilanz, Düsseldorf: IDW.
- Scherrer, G.: Konzernrechnungslegung nach HGB, Munich: Vahlen.
- Wysocki von, K./ Wohlgemuth, M./ Brösel, G.: Konzernrechnungslegung, Düsseldorf: UTB.

## Securities Management (W3BW\_BK206)

### Security management

Formal details of the module			
Module name	Module number	Language	Module responsibility
Securities Management	W3BW_BK206	German/English	Prof. Dr. Joachim Sprink

Location of the module in the course of study	
Academic year	Module duration in semesters
3rd year of study	2

Teaching and examination methods used
Lecture, exercise

Audit performance	Exam size (in minutes)	Grading
Written exam or portfolio	120	yes

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
150,0	50,0	100,0	5

Qualification goals and competencies	
<b>Expertise</b>	The students deal in depth with investment decisions under risk. They receive an overview of the theoretical foundations of investment management. They learn about securities portfolio formation based on neoclassical capital market theory. Students will gain insight into the formation of securities portfolios. They will be familiar with the relevant risk and return measures and, against the background of analytical techniques, learn the essential strategies for managing equity and bond portfolios.
<b>Methodological competence</b>	Students master the essential investment concepts and their theoretical foundations. They will be able to assess the relevant investments and use them appropriately in the context of investment management.
<b>Personal and social competence</b>	Strategies and measures are to be developed which are suitable for increasing the degree of autonomy and self-determination and which make it possible to represent and shape interests in a self-responsible and self-determined manner. In addition, the development of personal competence is promoted in particular through case studies
<b>Overarching action competence</b>	Students will be able to derive practical investment strategies from market assessments and translate theoretical content into practical consulting activities. They can explain and use important investment instruments. They are able, on the one hand, to critically analyze solution approaches and, on the other hand, to participate in the solution of practical problems in a goal-oriented manner. In this way, they learn to apply acquired competencies and assume responsibility.

Learning units and contents		
Teaching and learning units	Attendance time	Self-study
<b>Capital Market Theory</b>	25,0	50,0
Portfolio Optimization - Portfolio Selection - Capital Asset Pricing Model - Arbitrage Pricing Theory - Significance of these theoretical foundations for portfolio management		
<b>Portfolio management</b>	25,0	50,0
Equity analysis and management: fundamental analysis - technical analysis - behavioral analysis - active management strategies; bond valuation and management: market risk and issuer-specific risk - ratios - bond rating - active management strategies.		

Special features and requirements
<b>Special features</b>
Exam duration refers to the exam only.

Requirements
Business administration and core modules 1st - 4th semester

## Literature

- Brealey, R. A.; Myers, S. C.; Allen, F.: Principles of Corporate Finance, Boston: McGraw-Hill.
- Bruns, C./Meyer-Bullerdiek, F.: Professionelles Portfoliomanagement, Stuttgart: Schäffer Poeschel.
- Copeland, T. E.; Weston, J. F.; Sastri, K.: Financial Theory and Corporate Policy, Amsterdam: Addison Wesley.
- Spremann, K.: Portfoliomanagement, Munich: De Gruyter Oldenbourg.
- Steiner, M. et al: Wertpapiermanagement, Stuttgart: Schäffer Poeschel.

## Financial Management (W3BW\_BK207)

### Financial Management

Formal details of the module			
Module name	Module number	Language	Module responsibility
Financial Management	W3BW_BK207	German/English	Prof. Dr. Marcus Vögtle

Location of the module in the course of study	
Academic	yearModule duration in semesters
3rd year of study	2

Teaching and examination methods used
Lecture, Exercise, Business Game/Simulation, Case Study, Inverted Classroom

Audit performance	Exam size (in minutes)	Grading
Written exam or portfolio	120	yes

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
150,0	50,0	100,0	5

Qualification goals and competencies	
<b>Expertise</b>	Students will be able to solve complex problems from the field of corporate finance and -The students are able to analyze and process the results of the evaluation in such a way that they are able to create corresponding calculations and proposals for solutions. They obtain the relevant information for the solution, carry out the analysis and calculation independently and provide critical information on the resilience of their results. The students are also familiar with the problem areas of a company valuation and know that there is no such thing as an objective company value.
<b>Methodological competence</b>	Upon completion of the module, students are able to select and apply an appropriate method for complex company valuations and financial analyses. Thus, they are able to assess the possibilities, practicability and limitations of the method used and are able to identify alternative courses of action.
<b>Personal and social competence</b>	Students know that many company valuations or corporate financing measures are observed by market participants in the financial world (investors, analysts, and controlling bodies) and can critically assess the effects on the players inside and outside the companies involved. Students are able to assess their competencies and independently address knowledge gaps. They can adjust to potential interlocutors, such as employees, customers, creditors and capital providers, recognize their expectations and work out possible solutions independently and on their own responsibility.
<b>Overarching action competence</b>	Due to the practice-oriented knowledge transfer, students are enabled to independently transfer and apply theoretical knowledge to operational practice. They are able to critically question and evaluate approaches to solutions.

Learning units and contents		
Teaching and learning units	Attendance time	Self-study
<b>Corporate Finance</b>	25,0	50,0
Financial analyses - Rating and creditworthiness management - Internal and external financing options		
<b>Business valuation</b>	25,0	50,0
Basic company valuation methods (esp. net asset value method, investment-theoretical methods, multiplier methods) - special cases of business valuation		

Special features and requirements
<b>Special features</b>
Exam duration refers to the exam only.

Requirements
Credit and foreign business module



## Literature

- Bantleon, U./Schorr, G.: Kapitaldienstfähigkeit, Düsseldorf: IDW.
- Berk, J./DeMarzo, P.: Grundlagen der Finanzwirtschaft, Hallbergmoos: Pearson.
- Damodaran, A.: Investment Valuation. Tools and Techniques for Determining the Value of Any Asset, New Jersey: Wiley.
- Drukarczyk, J./Schüler, A.: Unternehmensbewertung, Munich: Vahlen.
- Guserl, R./Pernsteiner, H.: Finanzmanagement. Fundamentals - Concepts - Implementation, Wiesbaden: Springer Gabler.

from current Orga unit

## Bank Management (W3BW\_BK208)

### Bank Management

Formal details of the module			
Module name	Module number	Language	Module responsibility
Bank Management	W3BW_BK208	German/English	Prof. Dr. Frank Ebeling

Location of the module in the course of study	
Academic year	Module duration in semesters
3rd year of study	2

Teaching and examination methods used
Lecture, exercise

Audit performance	Exam size (in minutes)	Grading
Written exam	180	yes

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
300,0	100,0	200,0	10

## Qualification goals and competencies

<b>Expertise</b>	<p>The module provides students with in-depth insights into the various areas of bank management. Based on the framework of banking and supervisory law, students recognize the interaction of the components of a bank strategy. They also understand the strategy process with the steps of planning, management and control and recognize the need to coordinate strategic and operational planning.</p> <p>Likewise, students learn to know and critically evaluate the essential legal framework of credit institutions, in particular the various banking supervisory regulations and their significance for the capital adequacy of credit institutions. Furthermore, they will be able to analyze the complexity of a bank's risk management with regard to the identification, quantification and control of banking risks and independently draw conclusions for sensible action. The module also provides an overview of bank controlling and its two main sub-areas of costing and risk controlling.</p>
<b>Methodological competence</b>	<p>Students will become familiar with procedures, parameters and models for quantifying earnings contributions and other key business-related indicators that are closely related to the value-based management of a credit institution, and will calculate these using examples.</p> <p>Furthermore, students will be able to break down the complex issue of risk controlling into its components of risk types, risk models and the procedure for parameterizing the respective model. In doing so, they learn to assess the scope of risk model definition and the resulting risk ratios. The detailed treatment of exemplary risk models in market price and counterparty risk illustrates their complexity, informative value and management options.</p>
<b>Personal and social competence</b>	<p>Students are aware that the field of bank management is subject to constant change and for this reason their knowledge must be constantly updated and expanded. They are able to quickly gain an overview of new topics and take a critical stance based on their previous experience. Furthermore, they can present topics in a comprehensible and structured manner and support the bank's management in strategic decision-making through targeted analyses.</p> <p>Students are able to weigh up economic requirements against the necessary legal framework and understand the intentions of banking supervision with regard to the central role of credit institutions in the market economy system. They are also familiar with the areas of tension between bank, customer and capital market interests. They are able to critically reflect on these different interests and derive appropriate conclusions.</p>
<b>Overarching action competence</b>	<p>With regard to weighing up opportunities and risks for their bank, students always act responsibly. In doing so, they have an overview of the complex interrelationships between the actions of individuals and the success of the bank as a whole. They are also able to evaluate innovative business models of new providers and assess them with regard to the business model of their own company.</p> <p>Students will be able to analyze and systematize the relevance of banking supervisory regulations for their specific activities. They are able to identify the banking risks associated with their activities, assess their extent and take measures to avoid, reduce or mitigate risks.</p> <p>Risk transfer to be applied appropriately in practice.</p> <p>Students will be able to apply the calculation models presented to the transactions of the respective institution and thus assess how the calculated key figures are to be interpreted. They know which product specifications have which effect on the bank's results and what to look out for in product design.</p>

## Learning units and contents

Teaching and learning units	Presence time	Self-study
<b>Strategies and framework conditions</b>	<b>50,0</b>	<b>100,0</b>
Overview of bank management - Bank strategy - Traditional and innovative business models - Overview of banking and supervisory law - Basel Committee on Banking Supervision and important publications - Capital adequacy requirements - Risk concept - Systematization of banking risks (strategic risks, operational risks, counterparty risks, liquidity risks, market risks) - Risk quantification in accordance with regulatory capital adequacy requirements (e.g. AMA, CRSA/IRBA, LCR/NSFR) - Reporting		
<b>Value-based risk management and controlling</b>	<b>50,0</b>	<b>100,0</b>
Market interest rate method - Cash flows - NPV margin calculation - Effective interest rates - Risk premium calculation for counterparty risk - Calculation of variable business - Pre-calculation (in particular contribution margin calculation) - Overview of MaRisk - Risk-bearing capacity - Internal control procedures (in particular internal audit) - Risk measures (e.g. value-at-risk, expected shortfall) - Risk assessment (e.g. scenario analysis, historical simulation, variance-covariance approach, Monte Carlo simulation) - Value-based risk management (e.g. benchmarks, backtesting, limitation, measures) - Risk models in counterparty risk - Risk concentrations and stress tests		

## Special features and requirements

<b>Special features</b>
Person responsible for module 3: Prof. Dr. Thorsten Wingenroth, Stuttgart

<b>Requirements</b>
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## Literature

- Alt, R. / Puschmann, T.: Digitalisierung der Finanzindustrie, Berlin: Gabler.
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- Becker, H. P. / Peppmeier, A.: Bankbetriebslehre, Herne: NWB Verlag.
- Cottin, C. / Döhler, S.: Risikoanalyse: Modellierung, Beurteilung und Management von Risiken mit Praxisbeispielen, Berlin: Springer Verlag.
- Hartmann-Wendels, T. / Pfingsten, A. / Weber, M.: Bankbetriebslehre, Berlin: Springer Verlag.
- Hull, J.: Risikomanagement, Munich: Pearson Studium.
- Moormann, J. et al.: Wertschöpfungsmanagement in Banken, Frankfurt am Main: Frankfurt School Verlag.
- Schierenbeck, H. / Lister, M. / Kirmße, S.: Ertragsorientiertes Bankmanagement, Band 1: Messung von Rentabilität und Risiko im Bankgeschäft, Wiesbaden: Gabler.
- Schierenbeck, H. / Lister, M. / Kirmße, S.: Ertragsorientiertes Bankmanagement, Band 2: Risiko-Controlling und integrierte Rendite-/Risikosteuerung, Wiesbaden: Gabler.
- Schierenbeck, H. / Rolfes, B. / Schüller, S. (Eds.): Handbuch Bankcontrolling, Wiesbaden: Gabler.
- Schimansky, H. / Bunte, H.-J. / Lwowki, H.-J. (eds.): Bankrechts-Handbuch, Munich: Beck Juristischer Verlag.
- Current publications of the Basel Committee on Banking Supervision and the Federal Financial Supervisory Authority.
- Monthly Reports of the Deutsche Bundesbank.

## Integration seminar on banking topics (W3BW\_BK209)

### Integration Seminar on Selected Banking Topics

Formal details of the module			
Module name	Module number	Language	Module responsibility
Integration seminar on industry topics	W3BW_BK209	German/English	Prof. Dr. Florian Lohmann

Location of the module in the course of study	
Academic	yearModule duration in semesters
3rd year of study	2

Teaching and examination methods used
Lecture, seminar, exercise, project, laboratory exercise

Audit performance	Exam size (in minutes)	Grading
Seminar paper (with presentation)	See examination regulations	yes

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
150,0	50,0	100,0	5

Qualification goals and competencies	
<b>Expertise</b>	Students have acquired an in-depth insight into current issues in the management of companies in general and financial institutions in particular.
<b>Methodological competence</b>	The students have acquired the competence to recognize the suitability of concepts for solving complex industry-related issues and to apply suitable concepts in a well-founded manner. The seminar paper to be written and the presentation train the students in the application of scientific approaches and methodologies and the defense of their own thoughts and results.
<b>Personal and social competence</b>	Students understand the complexity of management decisions and can classify the effects. They learn to substantiate these decisions on the basis of interdisciplinary considerations.
<b>Overarching action competence</b>	Students are given a platform on which they can practice dealing with complex and poorly structured problems in order to prepare themselves for future professional challenges. By dealing with systemic complexity, they learn in the final phase of the bachelor's program to understand complexity as a challenge and an opportunity. They learn to use appropriate theoretical-model constructs as well as meaningful pragmatic solution methods to find a constructive solution to the comprehensive questions posed and to expose them to intensive, critical discussion.

Learning units and contents		
Teaching and learning units	Attendance time	Self-study
<b>Integration seminar</b>	<b>50,0</b>	<b>100,0</b>
The purpose of the seminar is to work through complex finance-industry-related issues in a scientifically sound manner and to link them to current issues in business practice.		

Special features and requirements
<b>Special features</b>
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<b>Requirements</b>
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Literature
Current literature according to the thematic seminar orientation.

## Investment Products - Analysis and Selection (W3BW\_BK301)

### Investment Products - Analysis and Selection

Formal details of the module			
Module name	Module number	Language	Module responsibility
Investment products - analysis and selection	W3BW_BK301	German/English	Prof. Dr. Joachim Sprink

Location of the module in the course of study	
Academic	yearModule duration in semesters
2nd year of study	2

Teaching and examination methods used
Lecture, Exercise, Case Study

Audit performance	Exam size (in minutes)	Grading
Written exam or portfolio	180	yes

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
300,0	110,0	190,0	10

Qualification goals and competencies	
<b>Expertise</b>	<p>The module is intended for students who wish to acquire in-depth knowledge in the field of investment products. I.e., the contents of the module build on the knowledge taught in the Securities and Investment Business module; they are relevant to wealth management. Students gain insight into the analysis and selection of investment products.</p> <p>You will learn the relevant risk and return measures and, against the background of analytical techniques, the main strategies for managing equity and bond portfolios. You will be familiar with various concepts for assessing market data. You will be able to assess market developments. They will know the different concepts for market analysis and they will be familiar with the behavioral approach for analyzing market developments. They should be able to assess the state of the market using suitable indicators. On this basis, forecasts of future market developments can be developed.</p> <p>Students know and understand the types of taxes relevant for investment decisions in the context of the tax system and taxation principles. They can describe and analyze the decision effects induced by tax law.</p> <p>The students are familiar with alternative investments and know with which objectives they are used.</p>
<b>Methodological competence</b>	<p>Strategies and measures are to be developed which are suitable for increasing the degree of autonomy and self-determination and which make it possible to represent and shape interests in a self-responsible and self-determined manner. In addition, the development of personal competence is to be promoted, in particular through case studies.</p>
<b>Personal and social competence</b>	<p>Individual goals for action are to be reflected and linked against the background of the attitudes and values of the company, the customer and society. The ability to cooperate with others (colleagues, customers, superiors, employees) should be strengthened and used for common goals.</p> <p>Students reflect on the arguments addressed in the module content with regard to the associated social, ethical and ecological responsibility. The ability to engage in dialog and communication is expanded, particularly in the context of banking-related reflections. They are able to work constructively and cooperatively in a working group.</p> <p>On the basis of decision- and system-oriented thinking via a fundamental pattern of analysis, they will be able to structure simple as well as complex problems in a goal-oriented manner and lead them to a solution in the further course of their studies. Their own competence development is further advanced independently through appropriate steps.</p>
<b>Overarching action competence</b>	<p>Students are able to offer the customer individual solutions that are appropriate to the customer's risk position and attitude. They are able to explain and use the corresponding instruments. They are able to analyze investment decisions with regard to tax consequences. On the one hand, they are able to critically analyze solution approaches and, on the other hand, to participate in the solution of practical problems in a goal-oriented manner. In this way, they learn to apply acquired competencies and assume responsibility.</p>

## Learning units and contents

Teaching and learning units	Presence time	Self-study
<b>Securities Analysis</b>	<b>33,0</b>	<b>57,0</b>
Differentiation between active and passive strategies - Distinction between fundamental analysis and technical analysis - Fundamental analysis of shares and companies: Asset, capital, financial structure analysis - Stock valuation methods - Bonds: Types, risk classes, risk measurement - Market risk and issuer-specific risk - Ratios - Rating - Use of Analysis/trading software		
<b>Taxation of investment income</b>	<b>22,0</b>	<b>38,0</b>
Tax valuation of deposit products and securities - Treatment of investment income - Tax valuation of foreign income - Inheritance and gift tax: tax liability, tax object, exemptions, tariff, structuring options		
<b>Behavioral Finance</b>	<b>33,0</b>	<b>57,0</b>
Market anomalies - Prospect Theory - Investor behavior in the advisory process - Case studies		
<b>Alternative Investments</b>	<b>22,0</b>	<b>38,0</b>
Features of Alternative Investments - Use of Alternative Investments		

## Special features and requirements

### Special features

Exam duration refers to the exam only.

### Requirements

Business administration and core modules 1st - 2nd sem.

## Literature

- Beck, H.: Behavioral Economics: An Introduction, Wiesbaden: Springer Gabler.
- Beike, R./Schlütz, J.: Finanznachrichten lesen - verstehen - nutzen, Stuttgart: Schäffer Poeschel.
- Bruns, C./Meyer-Bullerdiek, F.: Professionelles Portfoliomanagement, Stuttgart: Schäffer Poeschel.
- Daxhammer, R. J./Facsar, M.: Behavioral Finance, Munich: UTB.
- Hilpold, D./Kaiser, D. G.: Alternative Investmentstrategien: Einblick in die Anlagetechniken der Hedgefonds-Manager, Weinheim: Wiley-VCH Verlag.
- Lindmayer, K. H./Dietz, H.-U.: Geldanlage und Steuer, Munich: Springer Gabler.
- Schmid, B.: Die Abgeltungsteuer auf Kapitalerträge, Munich: Leitfadenverlag Sudholt.
- Steiner, M. et al: Wertpapiermanagement, Stuttgart: Schäffer Poeschel.

## Bank Sales (W3BW\_BK302)

### Sales in Banking

Formal details of the module			
Module name	Module number	Language	Module responsibility
Bank Distribution	W3BW_BK302	German/English	Prof. Dr. Detlef Hellenkamp

Location of the module in the course of study	
Academic	yearModule duration in semesters
2nd year of study	2

Teaching and examination methods used
Lecture, Exercise, Case Study

Audit performance	Exam size (in minutes)	Grading
Written exam or portfolio	180	yes

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
300,0	110,0	190,0	10



## Qualification goals and competencies

<b>Expertise</b>	<p>The module provides students with in-depth insights into the various areas of bank sales and digitalization. Digitalization in particular has a decisive impact on the operational and strategic design of bank sales.</p> <p>Based on the specific framework of banking and supervisory law (including KWG, WpHG), students recognize the relevance and challenges of a bank strategy on the one hand and the consequences for bank sales on the other. They understand the impact of legal regulations on sales processes and, in this context, the importance and requirements of ongoing flexibility with regard to sales strategy processes. The students have knowledge of the sales-relevant areas of bank controlling and its supporting function for the management of the bank, for example sales controlling. They understand the fundamentals of bank costing, particularly from a sales perspective (e.g. product costing), and are thus able to assess the contribution of bank transactions to the bank's results. In addition, students gain an overview of marketing instruments in banking operations and are able to demonstrate the effectiveness of individual parameters. Students will also be able to describe the structure of a sales strategy and the main tasks involved in sales management. They are able to analyze essential steps in the sales process (e.g. customer acquisition, sales channels, product individualization/flexibilization, customer retention, customer recovery) and integrate planning as well as market and customer analyses into the consideration. Using variance analyses, students are able to critically evaluate the effectiveness of individual sales measures. They grasp the far-reaching possibilities and characteristics in the design of different sales channels (omni-channel approach) and also acquire important sales competencies.</p> <p>Students will be able to characterize the canon of digital points of contact in banking. In doing so, they differentiate between different customer groups, also within private banking and corporate banking. Based on this, students will be able to identify innovation and development potential for the banking market and its various business models and participants involved.</p>
<b>Methodological competence</b>	<p>Students become aware that bank sales and digitization are mutually dependent and subject to permanent change. For this reason, their knowledge must be constantly updated and expanded. You will be able to quickly gain an overview of new topics and changes and take a critical stance based on your previous experience.</p> <p>Furthermore, they can present topics in an understandable and structured manner and support the bank's management in strategic decision-making through targeted analyses.</p> <p>You can independently develop analyses and assessments of individual issues, e.g. in the context of sales management.</p>
<b>Personal and social competence</b>	<p>The module provides students with comprehensive insights into the complex interrelationships in the area of bank sales and the effects of dynamically increasing digitalization from a banking and macroeconomic perspective. Students will be able to weigh up the economic requirements and necessary legal framework conditions in bank sales.</p> <p>In the course of dealing with digitalization in the customer business, students develop sensitivity for the different lifeworlds of different customers or customer groups. The teaching and learning unit Sales Management enables students to assert themselves in the field of tension of bank sales and to critically analyze and assess sales measures. Furthermore, students have an awareness of the needs of their customers and are aware of their high responsibility when advising customers.</p>
<b>Overarching action competence</b>	<p>With regard to weighing up opportunities and risks for their bank, students always act responsibly. In doing so, they have an overview of the complex interrelationships between the actions of individuals and the success of the bank as a whole.</p> <p>In the area of sales management, students understand the central importance of sales for the bank and can evaluate individual measures and place them in the overall context. With regard to digitalization, students are able to analyze customer-related starting points in digital banking and evaluate these individually for different customer groups and business models. In doing so, they incorporate general profitability considerations, thoughts on the integration of partners as well as possible feedback effects on the overall strategic corporate management.</p>

## Learning units and contents

Teaching and learning units	Presence time	Self-study
<b>Selected topics on bank sales and digitalization</b>	<b>55,0</b>	<b>95,0</b>
Bank strategy - bank marketing - impact of regulation on sales processes - Bank/sales management (e.g. branch management) - Sales controlling - Bank costing from a sales perspective (e.g. product costing) - Digital live - Digital customer strategies - Digital customer processes - Digital competitive structures - Digitization and multi-/ omni-channel management - Innovation potential through digitization - Automation - Artificial intelligence - Platform-based ecosystems (e.g. cloud computing, mobility)		
<b>Sales Management</b>	<b>55,0</b>	<b>95,0</b>
Sales management consulting process - product individualization/flexibilization - sales channels - sales strategy - sales process - sales competence/communication in sales (e.g. negotiation) - sales planning - market and customer analyses in sales - sales measures - sales strategy specifics in international banking		

## Special features and requirements

### Special features

Exam duration refers to the exam only.

### Requirements

Modules Fundamentals of Banking, Digitalization and IT in Banking Operations

### Literature

- Alt, R., Puschmann, T.: Digitalisierung der Finanzindustrie, Berlin, Heidelberg: Springer Gabler Verlag.
- Brunner, W.: Erfolgsfaktoren im Bankmarketing, Wiesbaden: Gabler Verlag.
- Everling, O./Lempka, R. (eds.); Financial Service Providers of the Next Generation: Megatrend Digitalization: Strategies and Business Models, Frankfurt: Frankfurt School Verlag.
- Everling, O./Lempka, R. (Eds.); Next Generation Financial Service Providers: Megatrend Digitalization: The New Digital Power of Customers, Frankfurt: Frankfurt School Verlag.
- Gruber, J., Bouché, G.: Banking & Innovation 2017, Wiesbaden: Gabler Verlag.
- Hellenkamp, D.: Handbuch Bankvertrieb, Theorie und Praxis im Zukunftsdialog, Wiesbaden: Springer Gabler Verlag.
- Hildebrandt, A., Landhäußer, W.: CSR und Digitalisierung, Wiesbaden: Gabler Verlag.
- Moormann, J.: Wertschöpfungsmanagement in Banken, Frankfurt: Frankfurt School Verlag.
- Schierenbeck, H.: Ertragsorientiertes Bankmanagement, Band 1: Grundlagen, Marktzinsmethode und Rentabilitäts-Controlling, Wiesbaden: Gabler Verlag.
- Schierenbeck, H. / Lister, M. / Kirmße, S.: Ertragsorientiertes Bankmanagement, Band 2: Risiko-Controlling und integrierte Rendite-/Risikosteuerung, Wiesbaden: Gabler Verlag.
- Ziegler, S.: Modern bank sales in the service of the customer, Wiesbaden: Gabler Verlag.

from current Orga unit

## Building societies - legal and institutional foundations (W3BW\_BK303)

### "Bauspar" System - Regulatory and Institutional Dimensions

Formal details of the module			
Module name	Module number	Language	Module responsibility
Building savings - legal and institutional foundations	W3BW_BK303	German/English	Prof. Dr. Marcus Vögtle

Location of the module in the course of studies	
Academic year	Module duration in semesters
2nd year of study	2

Teaching and examination methods used
Lecture, Exercise, Project, Case Study, Inverted Classroom

Audit performance	Exam size (in minutes)	Grading
Written exam or portfolio	180	yes

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
300,0	110,0	190,0	10

Qualification goals and competencies	
<b>Expertise</b>	Students will be familiar with the business model and the legal framework of building societies. They are able to analyze and process problems from this area in such a way that they can create corresponding solution proposals. They obtain the information relevant for the solution, carry out the analysis independently and provide critical information on the resilience of their results.
<b>Methodological competence</b>	Upon completion of the module, students will be able to differentiate between collective and non-collective business in terms of law and content. They will be able to methodically develop market-related problem-solving approaches for both business categories, but also to demonstrate the limits of the methods used and, if necessary, show alternative courses of action.
<b>Personal and social competence</b>	-
<b>Overarching action competence</b>	Students will be able to analyze business models and design them in line with market conditions.

Learning units and contents		
Teaching and learning units	Attendance time	Self-study
<b>Building societies as specialist banks</b>	55,0	95,0
Introduction to building savings (functioning of collective and extra-collective business, framework conditions including building savings subsidies) - Real estate and real estate market in the context of building societies - Legal basis (legal framework, in particular Building Societies Act and Building Societies Ordinance) - Building savings collective (building savings technology, collective management, tariff development)		
<b>Product and distribution</b>	55,0	95,0
Marketing of building and loan associations (specific features of the marketing process, product development, sales channels and sales design, internationalization)		

Special features and requirements
<b>Special features</b>
Exam duration refers to the exam only.

Requirements
-

#### Literature

- Bertsch, E./Hölzle, B./Laux, H.: Handwörterbuch der Bauspartechnik, Karlsruhe: Verlag Versicherungswirtschaft.
  - Fischer, R.: Kompass Bausparen, Zahlen, Daten, Fakten, Bausparphasen, Finanzierungsmodelle, Wohnungsbauprämie, Freiburg: Haufe-Lexware.
  - Laux, H.: Die Bausparfinanzierung, Frankfurt am Main: Verlag Recht und Wirtschaft.
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- Noosten, D.: Die private Bau- und Immobilienfinanzierung, Wiesbaden: Springer Vieweg.
  - Verband der privaten Bausparkassen e. V. (ed.): Jahrbuch des Verbandes der privaten Bausparkassen, Berlin: Domus.
  - Wiedmann, K.-P. et al. (eds.): Ertragsorientiertes Zielkundenmanagement für Finanzdienstleister, Innovative Strategien, Konzepte, Tools, Wiesbaden: Gabler.

## Operational Financing (W3BW\_BK304)

### Corporate Financing

Formal details of the module			
Module name	Module number	Language	Module responsibility
Operational financing	W3BW_BK304	German/English	Prof. Dr. Joachim Sprink

Location of the module in the course of study	
Academic	yearModule duration in semesters
2nd year of study	2

Teaching and examination methods used
Lecture, Exercise, Case Study

Audit performance	Exam size (in minutes)	Grading
Written exam or portfolio	180	yes

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
300,0	110,0	190,0	10

## Qualification goals and competencies

<b>Expertise</b>	<p>The module is intended for students who wish to acquire in-depth knowledge in the field of finance and accounting of non-banks because they aspire to professional practice in the credit business with corporate customers. The content of the module provides skills relevant to advising and assessing companies in the context of the credit business. This includes knowledge of corporate finance that goes beyond the basic knowledge taught in the core module.</p> <p>With this module, students gain a basic insight into the different elements of the value creation process of a company and their internal as well as external mapping. Since the capital requirements of a company depend on the production program, the production process, the process speed as well as the capacity utilization, the interdependence of production planning and financial planning is taught. In the process, students learn about the organization of the flow of goods and become familiar with the specifics of tangible as well as intangible service production.</p> <p>Students will be able to grasp the influence of profit taxation and incorporate it into investment decisions. They know the problems of interdependent investment and financing alternatives and the importance of creating investment and financing programs.</p> <p>Students know and understand the types of taxes relevant for companies in the context of the tax system and taxation principles. They know the influence of the tax law framework on financing decisions. They will be able to describe and analyze the business decision-making effects induced by tax law.</p> <p>Students are familiar with the measures available in a corporate crisis to restore profits that will preserve the company's existence. They have an overview of the business, tax and legal options for dealing with problems in the context of a corporate restructuring and the processes involved in winding up a company. In this context, they have mastered the basic concepts of insolvency law.</p>
<b>Methodological competence</b>	<p>Students can collect data and information from diverse internal and external sources, evaluate them in principle and process them according to specified criteria. They can increasingly use the available learning and working materials independently to acquire knowledge. They are able to independently apply given methods to concrete problems.</p>
<b>Personal and social competence</b>	<p>In this module, students learn about the possibilities as well as the limits of influencing people with information and have critically examined the resulting economic, social and ethical areas of tension. Similarly, they are aware of the limits of the representation of the current operational production and utilization of services through cost and activity accounting. The students are able to work constructively in a working group and are open to suggestions. They have learned to defend their point of view using business reasoning. They can deal with criticism and criticize adequately.</p>
<b>Overarching action competence</b>	<p>After completing the module, students will have a sound overview of the central issues of the operational value creation process and its quantitative mapping. The students have acquired a basic understanding of issues in merchandise/materials management and logistics.</p> <p>They are able to offer the corporate customer individual solutions in the area of financing that are appropriate to the customer's risk position, and they are able to understand and assess investment decisions.</p> <p>This enables them, on the one hand, to critically analyze approaches to solutions and, on the other hand, to participate in the solution of practical problems in a goal-oriented manner. In this way, they learn to apply acquired competencies and to assume responsibility.</p>

## Learning units and contents

Teaching and learning units	Presence time	Self-study
<b>Production and materials management</b>	<b>33,0</b>	<b>57,0</b>
Supply Chain Management - Analysis Techniques - Lot Sizing and Material Requirements Planning - Procurement Management - Inventory Management - Logistics - Quality and Environmental Management - Production Controlling - Decision Calculus		
<b>Investment calculation methods and investment program decisions</b>	<b>22,0</b>	<b>38,0</b>
Investment accounting with consideration of taxes - investment programs - Investment calculation with uncertain expectations		
<b>Renovation financing</b>	<b>33,0</b>	<b>57,0</b>
Emergence of crisis - reorganization - insolvency proceedings - insolvency plan - financial instruments in the Redevelopment case		
<b>Corporate taxes</b>	<b>22,0</b>	<b>38,0</b>
Fundamentals of Corporate Taxation - Tax Influences on External and Internal Financing - Taxation effects of selected business decisions		

## Special features and requirements

<b>Special features</b>
Exam duration refers to the exam only.

<b>Requirements</b>
Business administration and core modules 1st - 2nd sem.

## Literature

- Bork, R.: Einführung in das Insolvenzrecht, Tübingen: Mohr Siebeck.
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- Breithecker, V./Haberstock, L.: Einführung in die betriebswirtschaftliche Steuerlehre: Mit Fallbeispielen, Übungsaufgaben und Lösungen, Berlin: Erich Schmidt Verlag.
- Falter, M./Eckert, M.: Die Praxis des Kreditgeschäfts, Stuttgart: Deutscher Sparkassen Verlag.
- Hartmann-Wendels, T. et al: Bankbetriebslehre, Berlin/Heidelberg: Springer.
- Knops, K.-O. et al. (eds.): Recht der Sanierungsfinanzierung, Berlin/Heidelberg: Springer.
- Kußmaul, H.: Betriebswirtschaftliche Steuerlehre, Munich: De Gruyter Oldenbourg.
- Kummer, S. u. a.: Grundzüge der Beschaffung, Produktion und Logistik, Munich: Pearson Studium.
- Melzer-Ridinger, R.: Neumann, A.: Dienstleistung und Produktion, Heidelberg: Physica-Verlag.
- Perridon, L./Steiner, M.: Finanzwirtschaft der Unternehmung, Munich: Vahlen.
- Volkart, R./Wagner, A. F.: Corporate Finance: Fundamentals of Finance and Investment, Zurich: Versus.
- Zimmermann, W.: Grundriss des Insolvenzrechts, Heidelberg: C. F. Müller.

from current Orga unit

## Corporate & Investment Banking - Capital Markets Corporate Banking (W3BW\_BK305)

### Corporate & Investment Banking - Capital Market Oriented Corporate Banking

Formal details of the module			
Module name	Module number	Language	Module responsibility
Corporate & Investment Banking - Capital Market Oriented Corporate Banking	W3BW_BK305	German/English	Prof. Dr. Marcus Vögtle

Location of the module in the course of study	
Academic	yearModule duration in semesters
2nd year of study	2

Teaching and examination methods used
Lecture, Exercise, Project, Case Study, Inverted Classroom

Audit performance	Exam size (in minutes)	Grading
Written exam or portfolio	180	yes

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
300,0	110,0	190,0	10

Qualification goals and competencies	
<b>Expertise</b>	Students know the basic financial needs of medium-sized and capital market-oriented corporate customers. They will be able to develop customer relationships with these companies. They are able to analyze and work through customer problems, particularly in the area of financing, in such a way that they can create appropriate solution proposals. They obtain the information relevant to the solution, carry out the analysis and, if necessary, calculation independently and provide critical advice on the resilience of their results.
<b>Methodological competence</b>	Upon completion of the module, students are able to select and apply an appropriate solution or method for complex issues in financing and financial analysis. Thus, they are able to assess the possibilities, practicability and limitations of the method used and are able to identify alternative courses of action.
<b>Personal and social competence</b>	By independently working on and presenting case studies in groups, students improve their personal and social skills, especially their ability to work in a team, reasoning, ability to work under pressure and personal responsibility.
<b>Overarching action competence</b>	Students can identify and address the needs of corporate customers. They can establish and maintain resulting customer relationships.

Learning units and contents		
Teaching and learning units	Attendance time	Self-study
<b>Introduction and Corporate Banking</b>	<b>55,0</b>	<b>95,0</b>
Introduction to corporate and investment banking (market, fields of activity, products, organization) - Relationship management (customer segmentation, acquisition and retention, controlling of customer relationships, key account management) - Cash management (working capital management, liquidity analysis and planning, cash pooling, treasury management)		
<b>Capital market financing and rating</b>	<b>55,0</b>	<b>95,0</b>
Capital market-oriented financing (capital markets and market participants, raising equity and debt capital on the capital market, pricing, IPO, share buyback, re-placement of shares, legal aspects) - Rating and rating advisory (legal framework, determining factors, procedures, optimization approaches, rating as an advisory task)		



## Special features and requirements

### Special features

Exam duration refers to the exam only.

### Requirements

-

## Literature

- Achleitner, A.-K.: Handbuch Investment Banking, Wiesbaden: Gabler Verlag.
- Achleitner, A.-K./Everling, O. (eds.): Handbuch Ratingpraxis, Wiesbaden: Gabler Verlag.
- Berk, J./DeMarzo, P.: Grundlagen der Finanzwirtschaft, Hallbergmoos: Pearson.
- Bernstorff, C.: Internationales Firmenkundengeschäft - Beratungs- und Vertriebsansätze, Produkte: A guide for bank and savings bank employees in corporate and international business, Bremen: Nordwest International Servicegesellschaft.
- Bodemer, S./Disch, R.: Corporate Treasury Management: Organization, Governance, Cash & Liquidity Risk Management , Interest Rate and Currency Risk Management, Stuttgart: Schäffer Poeschel.
- Brealey, R./Myers, S./Marcus, A.: Fundamentals of Corporate Finance, Columbus, OH: McGraw-Hill Education.
- Bruhn, M.: Relationship Marketing: The Management of Customer Relationships, Munich: Vahlen.
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- Grunewald, B./Schlitt, M. (eds.): Einführung in das Kapitalmarktrecht, Munich: C.H.Beck.
- Guserl, R./Pernsteiner, H.: Finanzmanagement. Fundamentals - Concepts - Implementation, Wiesbaden: Gabler.
- Heesen, B.: Cash- und Liquiditätsmanagement, Wiesbaden: Gabler.
- Iannotta, G.: Investment Banking : A guide to underwriting and advisory services, Berlin/Heidelberg: Springer.
- Keller, J.: Kundensegmentierung in Kreditinstituten: Approaches to the segmentation of retail and corporate customers in banking, Saarbrücken: Akademikerverlag.
- Langer, C./Eschenburg, K./Eschbach, R.: Rating und Finanzierung im Mittelstand: Leitfaden für erfolgreiche Bankgespräche, Wiesbaden: Springer.
- Polster, B. (ed.): Handbuch Cash Pooling: Betriebswirtschaftliche, rechtliche und steuerliche Aspekte in Österreich und Deutschland, Vienna: Linde.

from current Orga unit

## Digital Finance - Algorithmic Decision Making (W3BW\_BK306)

### Digital Finance - Algorithmic Decision Making

Formal details of the module			
Module name	Module number	Language	Module responsibility
Digital Finance - Algorithmic Decision Making	W3BW_BK306	German/English	Prof. Dr. André Kuck

Location of the module in the course of study	
Academic	yearModule duration in semesters
2nd year of study	2

Teaching and examination methods used
Lecture, Exercise, Project, Laboratory Exercise, Case Study, Inverted Classroom

Audit performance	Exam size (in minutes)	Grading
Written exam or portfolio	180	yes

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
300,0	110,0	190,0	10

Qualification goals and competencies	
<b>Expertise</b>	Upon completion of the module, students should be able to extract knowledge from digital images of the business processes in their companies and/or other external data to formulate suggestions for improving their own business models and processes. Building on this acquired knowledge, concrete solution approaches for the implementation of automated or manual processes are to be developed and finally also implemented in a project.
<b>Methodological competence</b>	Students learn a basic methodological framework for assessing the quality of the data-based forecasting and decision rules currently in use. They will be provided with a set of tools that will enable them to improve these rules. Furthermore, students are taught the current state of the art of methods, concepts and software solutions currently used for automated decision-making in the financial sector. Through independent programming, e.g. with the open-source software Python, the concrete implementation of solutions for automated decision-making and decision execution can be learned and practiced in a sustainable manner.
<b>Personal and social competence</b>	-
<b>Overarching action competence</b>	The aim of the module is to provide students who are comprehensively trained in banking issues with state-of-the-art technical skills as well. They should thus be able to competently recognize trend-setting technical issues and answer them using the appropriate methods of current research. A benchmark for these competencies acquired in this way can therefore only be the successful solution of real-life problems from the environment of a rapidly changing financial sector.

Learning units and contents		
Teaching and learning units	Attendance time	Self-study
<b>Introduction to programming and databases</b>	<b>55,0</b>	<b>95,0</b>
Digitalization in the financial sector (approaches and implications) - Introduction to programming with Python - Data preparation and data analysis - Evaluation of Big Data		
<b>Forecasting and decision-making algorithms in the financial sector</b>	<b>55,0</b>	<b>95,0</b>
Conceptual frameworks for evaluating the goodness of prediction and decision algorithms - selection. and application of algorithms using current examples from the financial sector		

## Special features and requirements

### Special features

Exam duration refers to the exam only.

### Requirements

-

## Literature

- Gareth, J./Witten, D./Hystie, T./Tibshirani, R.: An Introduction to Statistical Learning, Springer Texts in Statistics, Heidelberg: Springer.
- Kuck, A./Frischhut, H.: The search for emergent deterministic laws as an alternative to probability-based statistics, working paper, 2016.
- Kuck, A./Harries, P./Kuck, E.: The Way to True Empirical Laws and Rational Action - Through Emergence instead of the Illusion of Metaphysical Truth to... empirical knowledge, working paper, 2015.
- McKinney, W.: Python for Data Analysis: Data Wrangling with Pandas, NumPy, and IPython, Sebastopol: O'Reilly.
- Provost, F./Fawcett, T.: Data Science for Business: What you need to know about data mining and data-analytic thinking, Sebastopol: O'Reilly.
- Tutorials at [www.tensorflow.org](http://www.tensorflow.org)
- Tutorials at [www.scipy.org](http://www.scipy.org)

from current Orga unit

## Digital Finance - Methods and Applications (W3BW\_BK307)

### Digital Finance - Methods, Tools and Applications

Formal details of the module			
Module name	Module number	Language	Module responsibility
Digital Finance - Methods and Applications	W3BW_BK307	German/English	Prof. Dr. Jens Saffenreuther

Location of the module in the course of studies	
Academic year	Module duration in semesters
2nd year of study	2

Teaching and examination methods used
Lecture, seminar, exercise, project

Audit performance	Exam size (in minutes)	Grading
Written exam or portfolio	180	yes

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
300,0	110,0	190,0	10

Qualification goals and competencies	
<b>Expertise</b>	Students have a basic knowledge of current digital methods in the banking industry and understand their impact on the value chain. The possible applications of these methods for traditional commercial banks as well as financial service providers in the product, sales and communication areas are known to the students.
<b>Methodological competence</b>	Students will be able to independently analyze the digital impact of new methods and applications on the development of the value chain and assess their implications. They can work out the advantages and disadvantages of digital product, sales and communication solutions for companies in the financial sector.
<b>Personal and social competence</b>	Students will be able to develop applications in teams based on the digital methods they have learned.
<b>Overarching action competence</b>	Students will be able to critically reflect on the impact of the digitalization of the value chain on the financial industry as well as on society.

Learning units and contents		
Teaching and learning units	Attendance time	Self-study
<b>Digital methods in the banking industry</b>	<b>55,0</b>	<b>95,0</b>
Artificial Intelligence - Blockchain - Big Data - Design Thinking - Current Digital Methods of the Banking industry		
<b>Digital applications in the product, sales and communications area</b>	<b>55,0</b>	<b>95,0</b>
Digital products - Digital distribution channels - Digital communication on multichannel platforms - Innovative digital communication solutions		

Special features and requirements
<b>Special features</b>
Exam duration refers to the exam only.

Requirements
-

Literature
- Alt, R.; Puschmann, T.: Digitalisierung der Finanzindustrie - Grundlagen der Fintech-Evolution, Heidelberg: Springer-Verlag GmbH.
- Everling, O.; Lempka R. (eds.): Next Generation Financial Service Providers - The New Digital Power of Customers, Frankfurt am Main: Frankfurt School Verlag GmbH.
- Everling, O.; Lempka R. (eds.): Finanzdienstleister der nächsten Generation - Megatrend Digitalisierung: Strategien und Geschäftsmodelle, Frankfurt am Main: Frankfurt School Verlag GmbH.
- Grebe, M.; Mönter, N.; et al: Banking on digital simplicity, Boston (USA): Boston Consulting Group.

- Ketterer, H.; Himmelreich, H.; Schmid C.: Ensuring Digital Readiness in Financial Services, Boston (USA): Boston Consulting Group.
- Schwarzer, B; Krcmar, H.: Wirtschaftsinformatik - Grundlagen betrieblicher Informationssysteme, Stuttgart: Schäffer-Pöschel-Verlag.
- O. V.: The Future of Financial Services - How disruptive innovations are reshaping the way financial services are structured, provisioned and consumed, Switzerland: World Economic Forum.

from current Orga unit

## Alternative financial products in a national and international context (W3BW\_BK308)

### Alternative Financial Products in a National and International Context

Formal details of the module			
Module name	Module number	Language	Module responsibility
Alternative financial products in the national and international context	W3BW_BK308	German/English	Prof. Dr. Detlef Hellenkamp

Location of the module in the course of study	
Academic year	Module duration in semesters
2nd year of study	2

Teaching and examination methods used
Lecture, exercise

Audit performance	Exam size (in minutes)	Grading
Written exam or portfolio	180	yes

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
300,0	110,0	190,0	10

## Qualification goals and competencies

<b>Expertise</b>	<p>Students gain a sound insight into the requirements of international (financial) business with a special focus on corresponding financial products. In doing so, they will gain knowledge about specific products as well as basic framework conditions of cross-border business relationships.</p> <p>Students gain a basic insight into the types of insurance in Germany. They will be able to evaluate the use of insurance services, taking into account essential financial service needs of private and corporate customers. The students are able to assess the possible applications in the banking business in a customer-benefit-oriented manner.</p> <p>In the area of derivative financial instruments, students gain advanced knowledge of the various products from the areas of stock exchange trading and OTC business. They master strategies for speculation, hedging and arbitrage with the help of options, futures / forwards and swaps with regard to various underlyings in asset, interest and currency management. Furthermore, students are able to evaluate and analyze different derivatives as well as structured products.</p> <p>Students are given a sound overview of the basic features of the home savings business and the structure of home savings banks in Germany. They learn about the different phases of the home savings business as well as the business and sales policies of the home savings banks.</p> <p>Students will be able to characterize the financing surrogates factoring and leasing and classify their significance as financing instruments. They are able to differentiate between forfaiting and asset-backed securities. They will also be able to distinguish between the different forms and contractual variants of leasing.</p>
<b>Methodological competence</b>	Through a critical examination of various financial and insurance products, students have improved their competence after completing the module to the extent that they can evaluate the possibilities of the products used from a professional point of view and justify them in a reflected business management manner. They are thus able to develop solutions for complex financial problems of their customers using special financial products.
<b>Personal and social competence</b>	In this module, students learn to assume personal and corporate responsibility against the background of individual and very specific customer needs. The different knowledge reflects a high degree of moral and legal responsibility. Students become aware of their responsibility and develop constructive contributions and reflect on them critically in working groups.
<b>Overarching action competence</b>	<p>Students will be able to place the knowledge they have acquired in the context of product consulting geared to customer needs. The customers are private and/or corporate customers and come from both the national and international sectors. The students are able to analyze problems in connection with the use of insurance and financial products and to formulate them in the technical language of business administration.</p> <p>In the context of derivative financial instruments, students understand the potentially high risks of speculative positions due to leverage, both for the bank as a whole and for the customer.</p>

## Learning units and contents

Teaching and learning units	Presence time	Self-study
<b>Financial Products and International Business</b>	<b>30,0</b>	<b>52,0</b>
Financial Products with International Perspective - International Business & Negotiation - Requirements of Companies in International Business		
<b>Insurance basics</b>	<b>25,0</b>	<b>43,0</b>
Basics of insurance - distinction between individual and social insurance - insurance contract law - risk management process - basics of insurance types (household contents, residential building, business contents and business interruption insurance) - basics of private liability, private life insurance and company pension schemes		
<b>Derivatives in depth</b>	<b>22,0</b>	<b>38,0</b>
Systematization of financial derivatives: Options, futures / forwards and swaps - Strategies for speculation, hedging and arbitrage - Analysis and valuation of options - Stock and Index futures for hedging and yield enhancement in asset management - Swaps, futures / forwards and options in interest rate management - Derivatives in currency management - Structured products		
<b>Basics of Alternative Investments</b>	<b>11,0</b>	<b>19,0</b>
Forms of Alternative Investments - Investment Strategies and Concepts - Portfolio Allocation/Diversification - Performance/risk measurement - tax aspects and other assessment criteria		
<b>Fundamentals of Building Societies</b>	<b>11,0</b>	<b>19,0</b>
Basic features of the building societies' business - Phases of saving and lending - Business and sales policy - Building societies in Germany		
<b>Basics leasing and factoring</b>	<b>11,0</b>	<b>19,0</b>
Definitions and systematization - Leasing and factoring market in Germany - Leasing decrees - Contract design - Quantitative and qualitative aspects from the lessee's point of view - Accounting of leasing contracts - Various factoring procedures and types - Functions of factoring - Utilization requirements - Distinction from forfaiting and Asset-backed securities - case studies		

## Special features and requirements

### Special features

Selected topics for each teaching unit.

Exam duration refers to the exam only.

### Requirements

Modules Fundamentals of Banking, Securities and Investment Business

## Literature

Teaching and Learning Unit 1: Financial Products & International Business:

- Allison, J. / Emmerson, P.: The Business. Intermediate, Oxford: (Hueber) Macmillan.
- Allison, J. / Townsend, J./Emmerson, P.: The Business Upper Intermediate, Oxford: Hueber (Macmillan).
- Brealey, R., Myers, S., Franklin, A.: Principles of Corporate Finance, Berkshire: Mcgraw-Hill Publ.Comp.
- Eckart, I. / Lau, S. et al: Money Matters, Berlin: Cornelsen.
- Hofstede, G. / Hofstede, G. / Minkov, M.: Cultures and Organizations: Software of the Mind. International Cooperation and its importance for survival, New York et al.: McGraw-Hill.
- Sweeney, S.: English for Business Communication, Stuttgart: Klett (Cambridge University Press).
- Evans, D.: Decisionmaker. 14 business situations for analysis and discussion, Cambridge: Cambridge University Press.

Teaching and learning unit 2: Insurance:

- Nguyen, T. / Romeike, F.: Versicherungswirtschaftslehre: Grundlagen für Studium und Praxis, Wiesbaden: Springer Gabler Verlag.
- Farny, D.: Versicherungsbetriebslehre, Karlsruhe: VVW GmbH Verlag.
- Führer, Ch. / Grimmer, A.: Versicherungsbetriebslehre, Ludwigshafen: Kiehl Verlag.

Teaching and learning unit 3: Derivatives:

- Bloss, M. / Ernst, D.: Derivate - Handbuch für Finanzintermediäre und Investoren, Munich / Vienna: Oldenbourg Verlag.
- Bruns, C. / Meyer-Bullerdiek, F.: Professionelles Portfoliomanagement, Stuttgart: Schäffer-Poeschel Verlag.
- Hull, J. C.: Optionen, Futures und andere Derivate, Munich: Pearson Studium Verlag.
- Steiner, M. / Bruns, C.: Wertpapiermanagement, Stuttgart: Schäffer-Poeschel Verlag.

Teaching and Learning Unit 4: Alternative Investments:

- Grünbichler, A./Graf, S. /Gruber, A.: Private Equity und Hedge Funds. Alternative Anlagekategorien im Überblick, Frankfurt a.M.: Frankfurter Allgemeine Buch Verlag.
- Stowell, D.: Investment Banks, Hedge Funds, and Private Equity, London: Academic Press Publishers.

Teaching and learning unit 5: Building savings:

- Bach, H. / Ottmann, M. / Sailer, E. / Unterreiner, F. P.: Immobilienmarkt und Immobilienmanagement, Munich: Vahlen Verlag.
- Francke, H.-H. / Rehkugler, H.: Immobilienmärkte und Immobilienbewertung, Munich: Vahlen Verlag.
- Hölting, M.: Immobilienfinanzierung, Munich: C.H.Beck Verlag.
- Sartor, F. / Keller, H.: Wohnwirtschaftliche Immobilienfinanzierung: Praxisleitfaden für Immobilieninvestoren, Berlin: De Gruyter Verlag.

Teaching and Learning Unit 6: Leasing & Factoring:

- Grundmann, W.: Leasing und Factoring: Formen, Rechtsgrundlagen, Verträge, Wiesbaden: Springer Gabler Verlag.
- Glaser, C.: Leasing A - Z: Key figures for the management of leasing companies, Wiesbaden: Springer Gabler Verlag.
- Jahrmann, F.U.: Finanzierung, Herne/Berlin: Nwb Verlag.
- Zantow, R. / Dinauer, J.: Finanzwirtschaft des Unternehmens - Die Grundlagen des modernen Finanzmanagements, Munich: Pearson Verlag.



## Globalized Banking (W3BW\_BK309)

### Global Banking

Formal details of the module			
Module name	Module number	Language	Module responsibility
Globalized banking	W3BW_BK309	German/English	Prof. Dr. Frank Sobirey

Location of the module in the course of study	
Academic	yearModule duration in semesters
2nd year of study	2

Teaching and examination methods used
Lecture, Exercise, Case Study

Audit performance	Exam size (in minutes)	Grading
Written exam or portfolio	120	yes

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
150,0	55,0	95,0	5

Qualification goals and competencies	
<b>Expertise</b>	The students have gained an overview of banking services in foreign business, they know the risks in foreign trade and can name the most important framework conditions. They know the most important instruments for financing medium- and long-term foreign business. They will be able to answer practical questions on export and import financing as well as identify and explain possibilities of risk hedging in foreign business. Students will be familiar with the instruments of interest rate and currency management and will be able to use them to hedge international transactions.
<b>Methodological competence</b>	The students have acquired the technical and methodological competence to be able to make practical proposals for export or import financing. They will become familiar with methods and procedures for securing international business. They will be able to communicate with experts in international business in German and English.
<b>Personal and social competence</b>	Students are aware that the globalized banking business is subject to constant change and that their knowledge must be constantly updated and expanded for this reason. They are able to quickly gain an overview of new topics and take a critical stance based on their previous experience. Furthermore, they can present topics in a comprehensible and structured manner and support the bank's management in strategic decision-making through targeted analyses. Students will be able to weigh up economic requirements against the necessary legal framework. They are also familiar with the areas of tension between bank, customer and capital market interests. They are able to critically reflect on these different interests and derive appropriate conclusions.
<b>Overarching action competence</b>	With regard to weighing up opportunities and risks for their bank, students act responsibly. In doing so, they have an overview of the complex interrelationships between the actions of individuals and the success of the bank as a whole. They are able to recognize the banking risks associated with their activities, assess their extent and apply risk management measures appropriately in practice. The students have become familiar with self-study tools that enable them to acquire knowledge even during the practical phases. The students are enabled to transfer recent theoretical findings into operational practice. They are able, on the one hand, to critically analyze approaches to solutions and, on the other hand, to participate in the solution of practical problems in a goal-oriented manner. In this way, they learn to apply acquired competencies and to assume responsibility.

## Learning units and contents

Teaching and learning units	Presence time	Self-study
<b>Interest rate and currency management</b>	<b>25,0</b>	<b>43,0</b>
Currency Management: The Foreign Exchange Market, Economic Factors, Forward Exchange, Currency Option business, foreign exchange swap, currency risks and hedging, practical example - Interest rate management: terms, General conditions, interest rate swap, asset swap, interest rate cap		
<b>Long-term financing in foreign business</b>	<b>30,0</b>	<b>52,0</b>
Long-term trade finance - Long-term capital goods finance - Promotional loans and government guarantees - Forfaiting - Factoring - Leasing		

## Special features and requirements

### Special features

Exam duration refers to the exam only.

### Requirements

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## Literature

- Kehr, H./Jahrmann, F.: Außenhandel, Ludwigshafen: Kiehl-Verlag.
- Breuer, W.; Unternehmerisches Währungsmanagement, Wiesbaden: Springer.
- Häberle, S.: Handbuch der Außenhandelsfinanzierung, Munich, Vienna: Oldenbourg.
- Sperber, H./Sprink, J.: Internationale Wirtschaft und Finanzen, Berlin, Boston: Oldenbourg Wissenschaftsverlag.

from current Orga unit

## Business English for Banks (W3BW\_BK310)

### Business English for Banking

Formal details of the module			
Module name	Module number	Language	Module responsibility
Business English for Banks	W3BW_BK310	German/English	Prof. Dr. Steffen Rasch

Location of the module in the course of study	
Academic	yearModule duration in semesters
2nd year of study	2

Teaching and examination methods used
Lecture, exercise, role play

Audit performance	Exam size (in minutes)	Grading
Written or oral exam	120	yes

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
150,0	55,0	95,0	5

Qualification goals and competencies	
<b>Expertise</b>	Students can describe their credit institution and its services in English. They have learned to communicate (remotely) orally on business topics and to write business letters in English. In meetings as well as in negotiations with English-speaking business partners, they can appear confident, correct in substance and appropriate in communication. They have been enabled to articulate themselves convincingly and to present business-related content effectively in English. They have acquired the basic banking vocabulary.
<b>Methodological competence</b>	The students know how to prepare business talks, they learn to prepare material for talks and to incorporate it into a presentation. They have built up communicative skills in group work and developed a basic understanding of intercultural differences.
<b>Personal and social competence</b>	The students are able to act in English in a business fluent manner and, depending on the interlocutor, to adequately include intercultural circumstances. The students are able to prepare meetings in a goal-oriented manner and to conduct them successfully.
<b>Overarching action competence</b>	The students have learned how to prepare and conduct presentations in English. They have been taught basic competencies in the area of intercultural communication, which they can deepen independently using relevant specialist literature. They have become familiar with self-study tools that enable them to acquire knowledge during the practical phases as well.

Learning units and contents		
Teaching and learning units	Presence time	Self-study
<b>Business English for Banks I</b>	<b>30,0</b>	<b>52,0</b>
Business correspondence in oral and written form - Intercultural communication - Giving presentations on various business-related topics - Preparation of related visual materials - Grammar refresher - Learning and using specialized vocabulary in the field of banking and finance (basics): Financial Markets, Commercial Banking, Investment Banking, Transaction Banking.		
<b>Business English for Banks II</b>	<b>25,0</b>	<b>43,0</b>
Banking topics in international business - Attend and lead meetings - Conduct negotiations - Conduct interviews - Learn and apply banking and finance vocabulary (international finance): Project Finance, Debt Instruments, Equity Instruments, Mezzanine Instruments, Funds, Securitization.		

## Special features and requirements

### Special features

Examination duration refers to the written exam only. The duration of the oral examination is 20 minutes.

### Requirements

Module Key Qualifications I (Basic Qualification Technical Language)

## Literature

- Allison, J. / Emmerson, P.: The Business Intermediate, Munich: Hueber (Macmillan).
- Allison, J. / Townsend, J. / Emmerson, P.: The Business Upper Intermediate, Munich: Hueber (Macmillan).
- Dummet, P. / Benn, C.: Success with BEC Higher, Berlin, Munich: Langenscheidt.
- Evans, D.: Decisionmaker. 14 business situations for analysis and discussion, Cambridge: Cambridge University Press.
- Helm, S.: Market Leader, Accounting and Finance, Essex: Pearson-Longman.
- Hughes, J.: Success with BEC Vantage, Berlin, Munich: Langenscheidt.
- MacKenzie, I.: Professional English in Use, Stuttgart: Klett (Cambridge University Press).
- MacKenzie, I.: English for the Financial Sector, Cambridge: Cambridge University Press.
- Powell, M.: Presenting in English. How to give successful presentations, Stuttgart: Klett.
- Pratten, J.: Absolute Banking English, London: Delta Publishing.
- Sweeney, S.: English for Business Communication, Stuttgart: Klett.
- Trompenaars, F. / Hampden-Turner, C.: Managing People Across Cultures, Hoboken N.J.: John Wiley and Sons.
- Williams, E.: Presentations in English. Student's Book with DVD, Munich: Hueber.

from current Orga unit

## National and international aspects of the promotional lending business (W3BW\_BK311)

### Promotional Banking - Domestic and International Aspects

Formal details of the module			
Module name	Module number	Language	Module responsibility
National and international aspects of the promotional lending business	W3BW_BK311	German/English	Prof. Dr. Christiane Weiland

Location of the module in the course of study	
Academic year	Module duration in semesters
2nd year of study	2

Teaching and examination methods used
Lecture, exercise, project, case study

Audit performance	Exam size (in minutes)	Grading
Written exam or portfolio	120	yes

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
150,0	55,0	95,0	5

Qualification goals and competencies	
<b>Expertise</b>	Students have developed a basic understanding of the specific problems of the promotional lending business. They have knowledge of the instruments in the national and international promotional lending business. They know different processes of granting promotional loans such as the 'house bank principle'. In meetings as well as in negotiations with English-speaking business partners, they can appear confident, correct in substance and appropriate in communication. They have mastered the technical vocabulary for finance.
<b>Methodological competence</b>	Students gain the necessary competencies to understand the credit decision process in a national and international context. In doing so, they are able to accompany the interaction of commercial and development banks in the granting of loans in the 'house bank procedure'. They are also able to understand more recent developments in the promotional lending business and to accompany their implementation in business practice. Students are able to critically examine content and recognize the economic relevance and take it into account in negotiations.
<b>Personal and social competence</b>	Students will be familiar with the tension between funding intentions and competitive fairness in the design of funding instruments. They are able to critically reflect on these different interests and evaluate suitable products and services. The students are able to negotiate in English with confidence and, depending on the interlocutor, adequately incorporate intercultural circumstances.
<b>Overarching action competence</b>	Against the background of alternative theoretical approaches to solutions, students are able to develop funding approaches for specific intended effects in a national and international context. On the one hand, they are able to critically analyze solution approaches and, on the other hand, to participate in the solution of practical problems in a goal-oriented manner. Thus, they learn to apply acquired competencies and to assume responsibility. The students are able to prepare meetings in a goal-oriented manner and to conduct them successfully.

Learning units and contents		
Teaching and learning units	Attendance time	Self-study
<b>Fundamentals of promotional lending and management of national promotional loans.</b>	<b>30,0</b>	<b>52,0</b>
Importance of promotional banks in a market economy - Legal and regulatory framework of promotional banks - Refinancing of promotional banks - Special business aspects of promotional banks - Digitization of promotional lending - Objectives and structure of the national promotional program offer - Overview of national promotional banks in Germany - Allocation processes of national promotional loans		
<b>Management of international promotional loans</b>	<b>25,0</b>	<b>43,0</b>

Objectives, approaches and structure of international development programs - Overview of internationally active development banks - Award processes and specific financing instruments in international development finance - Current challenges in the international development lending business

### Special features and requirements

#### Special features

Exam duration refers to the exam only.

#### Requirements

Study modules of the 1st year of study in BWL-Bank

#### Literature

- Bhinda, Nils; Attridge Samantha; Sumaria, Sheena (2014): Innovative Finance for Development, A Commonwealth Toolkit, London: Commonwealth.
- Keuper, Frank; Puchta, Dieter (2008): Strategic management in development banks, Wiesbaden: Gabler.
- OECD: Development Cooperation Peer Reviews: Germany et al., Paris: OECD.

## Private Banking - Products (W3BW\_BK312)

### Private Banking - Products

Formal details of the module			
Module name	Module number	Language	Module responsibility
Private Banking - Products	W3BW_BK312	German/English	Prof. Dr. Nils Bedke

Location of the module in the course of studies	
Academic year	Module duration in semesters
2nd year of study	2

Teaching and examination methods used
Lecture, Exercise, Project, Case Study, Inverted Classroom

Audit performance	Exam size (in minutes)	Grading
Written exam or portfolio	180	yes

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
300,0	110,0	190,0	10

Qualification goals and competencies	
<b>Expertise</b>	The module provides an in-depth and critical (market) understanding of the key business areas, market structures as well as products and processes including the legal requirements of private banking. This also includes knowledge about the acquisition, advice as well as support of high net worth private clients. Students will know and understand the types of taxes relevant for investment decisions in the context of the tax system and taxation principles.
<b>Methodological competence</b>	The students deepen their already acquired competences about products, processes and instruments of private banking. Upon completion of the module, they are able to independently develop an individual and structured investment recommendation taking into account the various products of private banking and to advise a high net worth private client in a client-oriented manner.
<b>Personal and social competence</b>	Upon completion of the module, students will demonstrate that they can justify and sell their investment recommendation regarding product selection to a client in an argumentative manner.
<b>Overarching action competence</b>	Due to the practice-oriented knowledge transfer, students are enabled to independently transfer and apply theoretical knowledge to operational practice. They are able to critically question and evaluate approaches to solutions.

Learning units and contents		
Teaching and learning units	Attendance time	Self-study
<b>Introduction to and products of private banking</b>	<b>55,0</b>	<b>95,0</b>
Introduction to Private Banking - Investment Funds - Home Loan and Savings - Insurances		
<b>Private banking products and their taxation</b>	<b>55,0</b>	<b>95,0</b>
Real estate investment - Alternative investments - Structured products - Taxation of Investments		

Special features and requirements
<b>Special features</b>
Exam duration refers to the exam only.

Requirements
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Literature
- Brost, H./Faust, M.: Private Banking und Wealth Management, Frankfurt: Frankfurt School.

- Busack, M./Kaiser, D.G.: Handbuch Alternative Investments 1-2, Wiesbaden: Gabler.
- Fleischer, K. (ed.): Trends im Private Banking, Cologne: Bank.
- Goldberg, J./Nitzsch, R. von: Behavioral Finance, Munich: FinanzBuch.
- Heussinger, W. H./Röhl, Chr. W.: Generation Zertifikate, Munich: FinanzBuch.
- Löber, D.: Private Banking in Germany, Wiesbaden: Gabler.
- Rieger, M. O.: Options, Derivatives and Structured Products: Ein Praxisbuch, Stuttgart: Schäffer Poeschel.
- Rhodius, O./Lofing, J.: Kapitalertragsteuer und Abgeltungsteuer verstehen, Besteuerung von Kapitalerträgen im Privatvermögen, Wiesbaden: Springer Gabler.
- Rudolf, M. (ed.): Private Banking, Frankfurt: Frankfurt School.
- Steiner, M./Bruns, C.: Wertpapiermanagement: Professionelle Wertpapieranalyse und Portfoliostrukturierung, Stuttgart: Schäffer Poeschel.



from current Orga unit

## Auditing Credit Institutions - Fundamentals and Audit of Annual Financial Statements (W3BW\_BK313)

### Auditing Financial Institutions - Introduction and the Annual Audit

Formal details of the module			
Module name	Module number	Language	Module responsibility
Auditing Credit Institutions - Fundamentals and Annual audit	W3BW_BK313	German/English	Prof. Dr. Marcus Vögtle

Location of the module in the course of study	
Academic	yearModule duration in semesters
2nd year of study	2

Teaching and examination methods used
Lecture, Exercise, Project, Case Study, Inverted Classroom

Audit performance	Exam size (in minutes)	Grading
Written exam or portfolio	180	yes

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
300,0	110,0	190,0	10

Qualification goals and competencies	
<b>Expertise</b>	Students will gain an overview of the basics of auditing in general, the special features of auditing at credit institutions, and the special features of auditing the financial statements of credit institutions. The students understand the processes within the scope of an audit in general, under special focal points (e.g. a u d i t o f f i n a n c i a l reporting) as well as under consideration of the supervisory, commercial and professional standards. Students are able to work independently on general auditing issues (e.g. implementation of a risk-oriented audit).
<b>Methodological competence</b>	Students will be able to answer basic questions on auditing in general and in a bank-specific, standards-oriented manner. Students will also be able to independently develop an accounting-specific risk profile for a financial institution and to draw up audit programs specific to the audit field and carry out appropriate audit procedures.
<b>Personal and social competence</b>	The students receive the necessary ethical foundation to be able to make and also represent independent and objective audit judgments. This is discussed in the context of possible dependencies. The students have an awareness of the social consequences of "favorable judgments" as well as faulty or falsified accounting.
<b>Overarching action competence</b>	Students recognize that knowledge and skills can quickly become outdated and that the practical relevance of existing knowledge also depends on the respective framework conditions. They are able to quickly familiarize themselves with current topics and critically question current approaches. They can adequately apply the appropriate methods and learning content in practice.

Learning units and contents		
Teaching and learning units	Attendance time	Self-study
<b>Fundamentals of auditing</b>	<b>55,0</b>	<b>95,0</b>
Principles of auditing - Legal, regulatory and professional principles - Principles of commercial auditing - Internal control system - Risk-oriented audit approach - Distinction between auditing and internal auditing - Audit planning - Audit scope - Audit technique - IT audit tools - Audit report - Auditor's report		
<b>Audit of annual financial statements of banks</b>	<b>55,0</b>	<b>95,0</b>
Special commercial and regulatory standards for the audit of financial statements of credit institutions - IDW pronouncements / auditing standards - Key audit areas for credit institutions - Engagement of the auditor - Audit report / Audit report regulation - Balance confirmations / third-party confirmations - Audit of structured financial products - Audit of risk management systems (§25a KWG)		

## Special features and requirements

### Special features

Exam duration refers to the exam only.

### Requirements

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### Literature

- Amling, T./Bantleon, U.: Handbuch der Internen Revision, Berlin: Erich-Schmidt-Verlag.
- Bantleon, U./Gottmann, M.: Fallstudien der Bankrechnungslegung, Berlin: Erich-Schmidt-Verlag.
- Brixner, J./Schaber, M.: Bankenaufsicht: Institutionen, Regelungsbereiche und Prüfung, Stuttgart: Schäffer/Poeschel.
- IDW (Hrsg.): IDW Prüfungsstandards (Band I)/IDW Stellungnahme zur Rechnungslegung (Band II), Düsseldorf: IDW-Verlag.
- IDW (ed.): Wirtschaftsprüfer-Handbuch Band I und II, Düsseldorf: IDW-Verlag.
- IIA/DIIR (ed.): International Principles of Practice for Internal Auditing, Frankfurt: Direct Sales.
- Scharpf, P./Schaber, M.: Handbuch Bankbilanz, Düsseldorf: IDW-Verlag.

from current Orga unit

## Consulting for Private Clients and Corporate Finance Clients (W3BW\_BK350)

### Consulting of Private Clients and Corporate Finance Customers

Formal details of the module			
Module name	Module number	Language	Module responsibility
Advising private clients and corporate finance clients	W3BW_BK350	German/English	Prof. Dr. Michael Schaufelberger

Location of the module in the course of study	
Academic	yearModule duration in semesters
3rd year of study	2

Teaching and examination methods used
Lecture, exercise, business game/simulation, case study

Audit performance	Exam size (in minutes)	Grading
Portfolio or Assignment	See examination regulations	yes

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
300,0	100,0	200,0	10

Qualification goals and competencies	
<b>Expertise</b>	The students deal in depth with current investment decisions in the private customer business or current problems and approaches to advising and supporting corporate customers. They are able to comprehensively grasp the complexity of the problems arising from the current market situation, analyze them and process them in such a way that they can point out concrete recommendations and their opportunities and risks for the customer.
<b>Methodological competence</b>	Students are able to select and apply an appropriate method for complex problems in private and corporate customer business. They are able to identify and classify trends at an early stage in order to identify optimal solutions for the customer. They have mastered a sound basis for an independent Engagement management in corporate and retail banking.
<b>Personal and social competence</b>	Strategies and measures are to be developed that give students in customer consulting the competence to adequately grasp complex issues, to bundle the abundance of available information and to point out possible solutions tailored to the specific needs of a customer. In addition, case studies are used to promote the development of personal competence. In this way, students acquire the competence to communicate in a professionally appropriate manner on topics relating to demanding customer business and to exchange ideas with specialist representatives on bank-specific concepts and strategic solution approaches. They are able to ask targeted comprehension questions, participate in professional discussions and expand their media competence and teamwork skills through presentations.
<b>Overarching action competence</b>	The students develop a set of tools to cope with the fast pace and complexity of the market and to be able to successfully exist in holistic customer consulting. In doing so, they will be able to critically analyze solution approaches on the basis of all relevant framework conditions and develop goal-oriented recommendations for holistic customer consulting. Upon completion of this module, they will also acquire the competence to apply their knowledge in practice and to independently design further learning processes. In doing so, they will be prepared for a working world characterized by complexity and ever faster change.

## Learning units and contents

Teaching and learning units	Presence time	Self-study
<b>Practical topics in consulting for private clients</b>	<b>30,0</b>	<b>60,0</b>
Advising private clients in the current market situation ex: Investment strategies, especially in private wealth management or for high net worth individuals - Asset management - Valuation and pricing of different types of securities and derivatives - Real estate as an asset class - Deepening of behavioral finance - Requirements for bank marketing due to digital sales channels, digital communication or non/near banks - Sustainable investments and current investment trends		
<b>Legal framework for the Private Clients division</b>	<b>20,0</b>	<b>40,0</b>
Overview of the current requirements of the WpHG as well as the currently applicable regulations e.g. MiFID II - Relevant tax regulations on gifts and inheritance - Foundations		
<b>Practical topics in advising corporate finance clients</b>	<b>30,0</b>	<b>60,0</b>
Customer consulting in the current market situation ex: Capital Market Trends - Valuation of Securities - Hedging of Risks - Special Forms of Corporate Finance - Corporate Takeovers - Mergers & Acquisitions - Private Equity and Venture Capital - Going Public - Going Private - Mergers - Early Risk Identification - Turnaround and Restructuring of Companies - Effects of Digitalization - Competition from FinTechs - Trade Finance and Working Capital Management		
<b>Legal framework for corporate finance</b>	<b>20,0</b>	<b>40,0</b>
Overview of the relevant legal regulations or ordinances for the consulting of Corporate Finance Customers - WpHG - Insolvency Law Specialization		

## Special features and requirements

### Special features

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### Requirements

Modules Securities and Investment Business 2nd sem. and Credit and Foreign Business 3rd/4th sem.

## Literature

- Beike, R./Schlütz, J.: Finanznachrichten lesen - verstehen - nutzen, Stuttgart: Schäffer Poeschel.
- Brost, H./ Dahmen, A./Lippmann, I.: Corporate Banking: Zukunftsorientierte Strategien im Firmenkundengeschäft, Frankfurt am Main: Frankfurt School Verlag.
- Brunner, W.: Trends im Firmenkundengeschäft in Kreditinstituten, Frankfurt a.M.: Bank-Verlag.
- Bruns, C./Meyer-Bullerdiek, F.: Professionelles Portfoliomanagement: Aufbau, Umsetzung und Erfolgskontrolle strukturierter Anlagestrategien, Stuttgart: Schäffer Poeschel.
- Fleischer, K.: Trends im Private Banking, Frankfurt a.M.: Bank-Verlag.
- Guserl, R./Pernsteiner, H.: Finanzmanagement. Fundamentals - Concepts - Implementation, Wiesbaden: Gabler.
- Hockmann, H.-J./Thießen, F. (eds.): Investmentbanking, Stuttgart: Schäffer Poeschel.
- Pearl, J./Rosenbaum, J.: Investment Banking: Valuation, Leveraged Buyouts, and Mergers & Acquisitions, Hoboken: John Wiley & Sons.
- Sperber, H.: Finanzmärkte: Eine praxisorientierte Einführung, Stuttgart: Schäffer Poeschel.
- Spremann, K.: Private Banking. Kundenberatung, Finanzplanung, Anlagestrategien, Frankfurt a.M.: De Gruyter Oldenbourg.
- Steiner, M./Bruns, C.: Wertpapiermanagement: Professionelle Wertpapieranalyse und Portfoliostrukturierung, Stuttgart: Schäffer Poeschel.
- Tilmes, R./Jakob, R.: Praxis der modernen Anlageberatung, Frankfurt a.M.: Bank-Verlag.
- Recent articles from trade journals.

## Bank Control (W3BW\_BK351)

### Business Management in Banking

Formal details of the module			
Module name	Module number	Language	Module responsibility
Bank Management	W3BW_BK351	German/English	Prof. Dr. Detlef Hellenkamp

Location of the module in the course of study	
Academic	yearModule duration in semesters
3rd year of study	2

Teaching and examination methods used
Lecture, exercise

Audit performance	Exam size (in minutes)	Grading
Written exam or portfolio	180	yes

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
300,0	100,0	200,0	10

## Qualification goals and competencies

<b>Expertise</b>	<p>The module provides students with in-depth insights into the various areas of bank management and digitalization. Digitalization in particular has a decisive impact on the operational and strategic design and possibilities of bank management.</p> <p>Based on the specific framework of banking and supervisory law (including KWG, MaRisk, CRR, CRD), students recognize the interplay of the components of a bank strategy on the one hand and the effects on bank management on the other. They also understand the strategy process with the steps planning, management and control and recognize the need to coordinate strategic and operational planning. Students will gain an overview of the areas of bank controlling and its supporting function for the management of the bank, for example risk controlling. Students will learn essential basics of bank costing and will be able to assess the contribution of banking transactions to the bank's results. In addition, students will gain an overview of marketing instruments in banking operations and will be able to demonstrate the effectiveness of individual parameters. Students will also gain an insight into the various risks in the banking business and understand the process steps of risk controlling. In addition, they are able to apply suitable risk models and interpret the associated risk measures (e.g. VaR and CondVaR). Students will be able to assess the importance of equity for the banking business and differentiate between economic and regulatory capital. Furthermore, they will recognize the central role of risk-bearing capacity and learn the basics for aggregating risks and performing overall bank stress tests.</p> <p>In particular, the students will be able to identify opportunities for digital connections in banking that are relevant to management. Their banking focus is primarily holistic, i.e. oriented towards the bank as a whole. They are able to identify and critically evaluate the digital and analog innovation and development potential of a business area choice (and its dimensions) of credit institutions.</p>
<b>Methodological competence</b>	<p>Students will be aware that the field of bank management and digitization is subject to constant change and that, for this reason, their knowledge must be constantly updated and expanded. You will be able to quickly gain an overview of new topics and changes and take a critical stance based on your previous experience. In the context of overall bank management, students deepen their knowledge in the area of risk controlling and are able to classify the methods in the numerous interdependencies within the entire institution. Furthermore, they will be able to present topics in the context of bank management and digitalization in a comprehensible and structured manner and support the bank's management in strategic decision-making through targeted analyses.</p>
<b>Personal and social competence</b>	<p>The module provides students with comprehensive insights into the complex interrelationships in the field of bank management and the effects of dynamically increasing digitization from a banking and macroeconomic perspective. Students will be able to weigh up the economic requirements and necessary legal framework conditions in bank management. In addition, the development of social and personal skills is promoted, for example through case studies and group work. In the course of dealing with digitalization in the customer business, students develop sensitivity for different lifeworlds of different customers or customer groups.</p> <p>In the teaching and learning unit Overall Bank Management, students recognize the central importance of risk-bearing capacity for the banking business. Based on the individual risk types, they are able to critically assess the extent to which an individual transaction or a portfolio makes economic sense for the bank from a risk/return perspective. With regard to the bank as a whole, students are aware of their social responsibility not to jeopardize the bank's existence by assuming appropriate risks.</p>
<b>Overarching action competence</b>	<p>With regard to weighing up opportunities and risks for their bank, students always act responsibly. In doing so, they have an overview of the complex interrelationships between the actions of individuals and the success of the bank as a whole. Students have a sound knowledge of overall bank management and can adequately assess the risk/return situation of their institution, taking into account the legal framework.</p> <p>With regard to digitalization, students are able to analyze management-relevant and customer-related starting points in digital banking and to evaluate these individually for business models and customer groups. In doing so, they critically reflect on entrepreneurial decisions and anticipate possible effects and feedback effects on strategic corporate management.</p>

## Learning units and contents

Teaching and learning units	Presence time	Self-study
<b>Selected topics on bank management and digitization</b>	<b>50,0</b>	<b>100,0</b>
Bank marketing - Impact of regulation on bank management - Bank management (e.g. economic capital allocation) - Bank controlling - Bank costing - Management of digital business processes - Digital and analog business strategies - Digital advancement and technological progress		
<b>Overall bank management</b>	<b>50,0</b>	<b>100,0</b>
Banking Risks - Risk Management Process - Risk Controlling - Risk Models and Measures - Market, Credit, Liquidity and Operational Risks - Aggregation of Risks and Risk-bearing Capacity - Delimitation of Capital Concepts - Stress Tests.		

## Special features and requirements

<b>Special features</b>
Exam duration refers to the exam only.

<b>Requirements</b>
Modules Fundamentals of Banking, Digitalization and IT in Banking Operations, Lending and Foreign Business

## Literature

- Bacher, U.: Bankmanagement kompakt, Konstanz: Hartung-Gorre Verlag.
- Brunner, W.: Erfolgsfaktoren im Bankmarketing, Wiesbaden: Gabler Verlag.
- Everling, O./Lempka, R. (eds.): Financial Service Providers of the Next Generation: Megatrend Digitalization: Strategies and Business Models, Frankfurt: Frankfurt School Verlag.
- Everling, O./Lempka, R. (eds.): Next Generation Financial Service Providers: Megatrend Digitalization: The New Digital Power of Customers, Frankfurt: Frankfurt School Verlag.
- Hull, J.: Risikomanagement, Munich: Pearson Studium.
- Moormann, J.: Wertschöpfungsmanagement in Banken, Frankfurt: Frankfurt School Verlag.
- Schierenbeck, H.: Ertragsorientiertes Bankmanagement, Band 1: Grundlagen, Marktinzinsmethode und Rentabilitäts-Controlling, Wiesbaden: Gabler Verlag.
- Schierenbeck, H., Lister, M., Kirmße, S.: Ertragsorientiertes Bankmanagement, Band 2: Risiko-Controlling und integrierte Rendite-/Risikosteuerung, Wiesbaden: Gabler Verlag.
- Schierenbeck, H., Rolfes, B., Schüller, S. (eds.): Handbuch Bankcontrolling, Wiesbaden: Gabler Verlag.
- Schimansky, H., Bunte, H.-J., Lwowski, H.-J.: Bankrechts-Handbuch, Munich: Beck Juristischer Verlag.

## Bank Sales (W3BW\_BK352)

### Sales in Banking

Formal details of the module			
Module name	Module number	Language	Module responsibility
Bank Distribution	W3BW_BK352	German/English	Prof. Dr. Detlef Hellenkamp

Location of the module in the course of study	
Academic	yearModule duration in semesters
3rd year of study	2

Teaching and examination methods used
Lecture, Exercise, Case Study

Audit performance	Exam size (in minutes)	Grading
Written exam or portfolio	180	yes

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
300,0	100,0	200,0	10



## Qualification goals and competencies

<b>Expertise</b>	<p>The module provides students with in-depth insights into the various areas of bank sales and digitalization. Digitalization in particular has a decisive impact on the operational and strategic design of bank sales.</p> <p>Based on the specific framework of banking and supervisory law (including KWG, WpHG), students recognize the relevance and challenges of a bank strategy on the one hand and the consequences for bank sales on the other. They understand the impact of legal regulations on sales processes and, in this context, the importance and requirements of ongoing flexibility with regard to sales strategy processes. The students have knowledge of the sales-relevant areas of bank controlling and its supporting function for the management of the bank, for example sales controlling. They understand the fundamentals of bank costing, particularly from a sales perspective (e.g. product costing), and are thus able to assess the contribution of bank transactions to the bank's results. In addition, students gain an overview of marketing instruments in banking operations and are able to demonstrate the effectiveness of individual parameters. Students will also be able to describe the structure of a sales strategy and the main tasks involved in sales management. They are able to analyze essential steps in the sales process (e.g. customer acquisition, sales channels, product individualization/flexibilization, customer retention, customer recovery) and integrate planning as well as market and customer analyses into the consideration. Based on variance analyses, students are able to critically evaluate the effectiveness of individual sales measures. They grasp the far-reaching possibilities and characteristics in the design of different sales channels (omni-channel approach) and also acquire important sales competencies.</p> <p>Students will be able to characterize the canon of digital points of contact in banking. In doing so, they differentiate between different customer groups, also within private banking and corporate banking. Based on this, students will be able to identify innovation and development potential for the banking market and its various business models and participants involved.</p>
<b>Methodological competence</b>	<p>Students become aware that bank sales and digitization are mutually dependent and subject to permanent change. For this reason, their knowledge must be constantly updated and expanded. You will be able to quickly gain an overview of new topics and changes and take a critical stance based on your previous experience.</p> <p>Furthermore, they can present topics in an understandable and structured manner and support the bank's management in strategic decision-making through targeted analyses.</p> <p>You can independently develop analyses and assessments of individual issues, e.g. in the context of sales management.</p>
<b>Personal and social competence</b>	<p>The module provides students with comprehensive insights into the complex interrelationships in the area of bank sales and the effects of dynamically increasing digitalization from a banking and macroeconomic perspective. Students will be able to weigh up the economic requirements and necessary legal framework conditions in bank sales.</p> <p>In the course of dealing with digitalization in the customer business, students develop sensitivity for the different lifeworlds of different customers or customer groups. The teaching and learning unit Sales Management enables students to assert themselves in the field of tension of bank sales and to critically analyze and assess sales measures. Furthermore, students have an awareness of the needs of their customers and are aware of their high responsibility when advising customers.</p>
<b>Overarching action competence</b>	<p>With regard to weighing up opportunities and risks for their bank, students always act responsibly. In doing so, they have an overview of the complex interrelationships between the actions of individuals and the success of the bank as a whole.</p> <p>In the area of sales management, students understand the central importance of sales for the bank and can evaluate individual measures and place them in the overall context. With regard to digitalization, students are able to analyze customer-related starting points in digital banking and evaluate these individually for different customer groups and business models. In doing so, they incorporate general profitability considerations, thoughts on the integration of partners as well as possible feedback effects on the overall strategic corporate management.</p>

## Learning units and contents

Teaching and learning units	Presence time	Self-study
<b>Selected topics on bank sales and digitalization</b>	<b>50,0</b>	<b>100,0</b>
Bank strategy - bank marketing - impact of regulation on sales processes - Bank/sales management (e.g. branch management) - Sales controlling - Bank costing from a sales perspective (e.g. product costing) - Digital living environments - Digital customer strategies - Digital customer processes - Digital competitive structures - Digitization and multi-/ omni-channel management - Innovation potential through digitization - Automation - Artificial intelligence - Platform-based ecosystems (e.g. cloud computing, mobility)		
<b>Sales Management</b>	<b>50,0</b>	<b>100,0</b>
Sales management consulting process - product individualization/flexibilization - sales channels - sales strategy - sales process - sales competence/communication in sales (e.g. negotiation) - sales planning - market and customer analyses in sales - sales measures - sales strategy specifics in international banking		

## Special features and requirements

### Special features

Exam duration refers to the exam only.

### Requirements

Modules Fundamentals of Banking, Digitalization and IT in Banking Operations

### Literature

- Alt, R., Puschmann, T.: Digitalisierung der Finanzindustrie, Berlin, Heidelberg: Springer Gabler Verlag.
- Brunner, W.: Erfolgsfaktoren im Bankmarketing, Wiesbaden: Gabler Verlag.
- Everling, O./Lempka, R. (Eds.); Financial Service Providers of the Next Generation: Megatrend Digitalization: Strategies and Business Models, Frankfurt: Frankfurt School Verlag.
- Everling, O./Lempka, R. (Eds.); Next Generation Financial Service Providers: Megatrend Digitalization: The New Digital Power of Customers, Frankfurt: Frankfurt School Verlag.
- Gruber, J., Bouché, G.: Banking & Innovation 2017, Wiesbaden: Gabler Verlag.
- Hellenkamp, D.: Handbuch Bankvertrieb, Theorie und Praxis im Zukunftsdialog, Wiesbaden: Springer Gabler Verlag.
- Hildebrandt, A., Landhäußer, W.: CSR und Digitalisierung, Wiesbaden: Gabler Verlag.
- Moormann, J.: Wertschöpfungsmanagement in Banken, Frankfurt: Frankfurt School Verlag.
- Schierenbeck, H.: Ertragsorientiertes Bankmanagement, Band 1: Grundlagen, Marktzinsmethode und Rentabilitäts-Controlling, Wiesbaden: Gabler Verlag.
- Schierenbeck, H. / Lister, M. / Kirmße, S.: Ertragsorientiertes Bankmanagement, Band 2: Risiko-Controlling und integrierte Rendite-/Risikosteuerung, Wiesbaden: Gabler Verlag.
- Ziegler, S.: Modern bank sales in the service of the customer, Wiesbaden: Gabler Verlag.

from current Orga unit

## Building society - management processes (W3BW\_BK353)

### "Bauspar" System - Management Processes

Formal details of the module			
Module name	Module number	Language	Module responsibility
Building society - management processes	W3BW_BK353	German/English	Prof. Dr. Marcus Vögtle

Location of the module in the course of study	
Academic	yearModule duration in semesters
3rd year of study	2

Teaching and examination methods used
Lecture, Exercise, Project, Case Study, Inverted Classroom

Audit performance	Exam size (in minutes)	Grading
Written exam or portfolio	180	yes

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
300,0	100,0	200,0	10

Qualification goals and competencies	
<b>Expertise</b>	Students will be familiar with the basics of designing operational processes in building societies in line with strategy. They are able to identify and analyze processes, implement changes and document them accordingly. They know the determinants of interest rate and liquidity risks as well as the instruments and measures for risk management.
<b>Methodological competence</b>	Upon completion of the module, students are able to analyze operational processes methodically, operationalize change objectives, systematically search for change measures and evaluate them with regard to the achievement of objectives. They develop the ability to recognize possible resistance during implementation and apply measures to overcome it. In addition, they are able to determine and measure interest rate and liquidity risks using appropriate analytical methods, to manage them by applying appropriate instruments and to monitor the results. Students will be able to assess the limits of the methods used.
<b>Personal and social competence</b>	-
<b>Overarching action competence</b>	Students will be able to analyze and design business processes and financial risks.

Learning units and contents		
Teaching and learning units	Attendance time	Self-study
<b>Process and change management</b>	50,0	100,0
Process management (strategy-compliant design, control and further development of operational processes in building societies) - Change management (general management and change in building societies, tasks and instruments, success factors and resistance)		
<b>Risk management</b>	50,0	100,0
Risk management (fundamentals of interest rate risk, fixed-interest balances, payment structure congruence) - Internal auditing (legal foundations, auditing standards, audit planning, audit execution, reporting)		

Special features and requirements
<b>Special features</b>
The duration of the exam refers only to the written exam.

Requirements
-

## Literature

- Buckingham, M. and C./Donald O.: Discover your strengths now, Frankfurt/New York: Campus Verlag.
- Collins, J.: Der Weg zu den Besten, Frankfurt/New York: Campus Verlag.
- Drucker, P.: Die fünf entscheidenden Fragen des Managements, Weinheim: Wiley-VCH Verlag.
- Everling, O./Theodore, S. S. (eds.): Bank Risk Management: Minimum requirements, instruments and strategies for banks, Wiesbaden: Gabler Verlag.
- Kotter, J.: Leading Change, Munich: Vahlen.
- Kühn, F./Hirzel, M. (Eds.): Prozessmanagement in der Praxis, Wiesbaden: Springer Gabler Verlag.
- Parchert, R.: Validierung von Risikomanagementsystemen, Handbuch Basel II, Stuttgart: Schäffer/Poeschel.
- Posluschny, P.: Praxishandbuch Prozessmanagement, Konstanz: UVK Verlag.

from current Orga unit

## Corporate & Investment Banking - Mergers & Acquisitions and Structured Financing (W3BW\_BK355)

### Corporate & Investment Banking - Mergers & Acquisitions and Structured Finance

Formal details of the module			
Module name	Module number	Language	Module responsibility
Corporate & Investment Banking - Mergers & Acquisitions and structured financing	W3BW_BK355	German/English	Prof. Dr. Marcus Vögtle

Location of the module in the course of studies	
Academic year	Module duration in semesters
3rd year of study	2

Teaching and examination methods used
Lecture, Exercise, Project, Case Study, Inverted Classroom

Audit performance	Exam size (in minutes)	Grading
Written exam or portfolio	180	yes

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
300,0	100,0	200,0	10

Qualification goals and competencies	
<b>Expertise</b>	The students know the theoretical background, essential processes, tasks and framework conditions of mergers and acquisitions and can contribute with their acquired knowledge to the solution of typical questions in this field. Students are able to analyze and work through complex problems from the field of structured finance in such a way that they are able to propose appropriate solutions. They obtain the relevant information for the solution, carry out the analysis and, if necessary, calculation independently and provide critical information on the resilience of their results.
<b>Methodological competence</b>	Upon completion of the module, students will be able to select and apply an appropriate method for complex issues in mergers and acquisitions and their financing. Thus, they are able to assess the possibilities, practicability and limitations of the method used and are able to identify alternative courses of action.
<b>Personal and social competence</b>	By independently working on and presenting case studies in groups, students improve their personal and social skills, especially their ability to work in a team, reasoning, ability to work under pressure and personal responsibility.
<b>Overarching action competence</b>	Students will be able to competently deal with issues in the field of corporate finance and capital markets.

Learning units and contents		
Teaching and learning units	Attendance time	Self-study
<b>Mergers &amp; Acquisitions</b>	<b>50,0</b>	<b>100,0</b>
Mergers & Acquisitions (market, strategies, processes, transaction structures, due diligence, public takeovers, hostile takeovers, private equity transactions, legal framework, tax aspects) - Assessment of business models, business plans and financial statements - Financial reporting		
<b>Structured finance with interest rate and currency management</b>	<b>50,0</b>	<b>100,0</b>
Structured finance such as acquisition finance, project finance, securitization (parties involved, legal framework, organization, syndication, contract design, cash flow orientation, key figures) - Interest rate and currency management (interest rate and currency risks, methods and products for forecasting, measuring and hedging interest rate and currency risks, forward transactions, financial derivatives)		

## Special features and requirements

### Special features

Exam duration refers to the exam only.

### Requirements

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## Literature

- Berk, J./DeMarzo, P.: Grundlagen der Finanzwirtschaft, Hallbergmoos: Pearson Studium.
- Brealey, R.A./Myers, S.C./ Marcus, A.J.: Fundamentals of Corporate Finance, Columbus, OH: McGraw-Hill.
- Bruner, J.F.: Applied Mergers & Acquisitions, Weinheim: Wiley-VCH Verlag.
- Coenenberg, A. G. et al: Jahresabschluss und Jahresabschlussanalyse: Betriebswirtschaftliche, handelsrechtliche, steuerliche und internationale Grundlagen - HGB, IAS/IFRS, US-GAAP, DRS, Stuttgart: Schäffer Poeschel.
- DePamphilis D.M.: Mergers, Acquisitions, and other Restructuring Activities - An Integrated Approach to Processes, Tools, Cases, and Solutions, London/Oxford/Boston/New York/San Diego: Academic Press.
- Grunewald, B./ Schlitt, M. (eds.): Einführung in das Kapitalmarktrecht, Munich: C.H.Beck Verlag
- Guserl, R./Pernsteiner, H.: Finanzmanagement. Fundamentals - Concepts - Implementation, Wiesbaden: Springer Gabler Verlag
- Hölters, W./Bauer, J.-H. (Eds.): Handbuch Unternehmenskauf: Bewertung, Finanzierung, Steuern, Arbeitsrecht, Kartellrecht, Vertragsgestaltung, öffentliche Übernahmen, Cologne: Otto Schmidt Verlag
- Picot, G. (Ed.): Handbuch Mergers & Acquisitions: Planung, Durchführung, Integration, Stuttgart: Schäffer/Poeschel
- Starobom, H.: Corporate Finance Part 1: Fundamentals, Interest and Currency Management, Calculation Program, Wiesbaden: Springer Gabler Verlag
- Stocker, K.: Management of international financial and currency risks, Wiesbaden: Springer Gabler Verlag

from current Orga unit

## Digital Finance - Business Models and Processes (W3BW\_BK356)

### Digital Finance - Business Models and Processes

Formal details of the module			
Module name	Module number	Language	Module responsibility
Digital Finance - Business Models and Processes	W3BW_BK356	German/English	Prof. Dr. Marcus Vögtle

Location of the module in the course of study	
Academic	yearModule duration in semesters
3rd year of study	2

Teaching and examination methods used
Lecture, Exercise, Project, Case Study, Inverted Classroom

Audit performance	Exam size (in minutes)	Grading
Written exam or portfolio	180	yes

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
300,0	100,0	200,0	10

Qualification goals and competencies	
<b>Expertise</b>	Upon completion of the module, students should be able to extract knowledge from digital images of the business processes in their companies and/or other external data to formulate suggestions for improving their own business models and processes. Building on this acquired knowledge, they should be able to develop concrete solution approaches for the implementation of automated or manual processes.
<b>Methodological competence</b>	Students are taught the current state of the art of methods, concepts and software solutions currently used for automated decisions and processes in the financial sector.
<b>Personal and social competence</b>	-
<b>Overarching action competence</b>	The aim of the module is to provide students who are comprehensively trained in banking issues with state-of-the-art technical skills as well. They should thus be able to competently recognize trend-setting technical issues and answer them using the appropriate methods of current research. A benchmark for these competencies acquired in this way can therefore only be the successful solution of real-life problems from the environment of a rapidly changing financial sector.

Learning units and contents		
Teaching and learning units	Attendance time	Self-study
<b>Digitization of business processes</b>	<b>50,0</b>	<b>100,0</b>
Business Process Management - Disruptive Change in Business Processes		
<b>Digital Finance Business Models</b>	<b>50,0</b>	<b>100,0</b>
Digitization strategies - forward-looking business models in the financial sector		

Special features and requirements
<b>Special features</b>
Exam duration refers to the exam only.

Requirements
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Literature
- Alt, R./Puschmann, T.: Digitalisierung der Finanzindustrie - Grundlagen der Fintech-Evolution, Wiesbaden: Springer Gabler Verlag.
- Everling, O./Lempka R. (eds.): Finanzdienstleister der nächsten Generation - Die neue digitale Macht der Kunden, Frankfurt am Main: Frankfurt School Verlag.
- Everling, O./Lempka R. (eds.): Next Generation Financial Service Providers - Megatrend Digitalization: Strategies and Business Models, Frankfurt am Main: Frankfurt School Publisher.

- Kreutzer, R. T./Land, K.-H.: Digital Darwinism: The Silent Attack on Your Business Model and Brand, Wiesbaden: Springer Gabler Verlag.
- Kreutzer, R. T./Neugebauer, T./Pattloch, A.: Digital Business Leadership: Digital Transformation - Business Model Innovation - Agile Organization - Change Management, Wiesbaden: Springer Gabler Verlag.
- McQuivey, J.: Digital Disruption: Unleashing the Next Wave of Innovation: Amazon Publishing.
- Rogers, D. L.: Digital Transformation Playbook: Rethink Your Business for the Digital Age, New York, NY: Columbia University Press.
- Rosing, M. von/Scheer, A.-W./Scheel, H. von: The Complete Business Process Handbook: Body of Knowledge from Process Modeling to BPM, Burlington, MA: Morgan Kaufmann Publishers.



from current Orga unit

## Alternative Approaches in Financial Business (W3BW\_BK358)

### Alternative Approaches in Banking and Finance

Formal details of the module			
Module name	Module number	Language	Module responsibility
Alternative approaches in the financial business	W3BW_BK358	German/English	Prof. Dr. habil. Dieter Gramlich

Location of the module in the course of study	
Academic	yearModule duration in semesters
3rd year of study	2

Teaching and examination methods used
Lecture, seminar, exercise, laboratory exercise, case study

Audit performance	Exam size (in minutes)	Grading
Written exam or portfolio	180	yes

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
300,0	100,0	200,0	10

Qualification goals and competencies	
<b>Expertise</b>	Students expand their awareness of the diversity and variety of customer- and product-related approaches in the financial markets. They gain in-depth knowledge of alternative forms of private and corporate banking, in particular their design potential as well as development and success factors.
<b>Methodological competence</b>	The presentation of the specifics of alternative approaches to financial business and their respective opportunity/risk structure promotes the students' competence to develop situation- and context-specific solutions. In the juxtaposition of different customer- and business-related conceptions and the possibility to transfer them, the ability for comparative analysis and decision-making is developed.
<b>Personal and social competence</b>	By comparing and connecting diverse forms of financial business, students develop their ability to differentiate and integrate.
<b>Overarching action competence</b>	On the basis of the knowledge acquired, students are in a position both to individually shape circumstances of the financial business and to combine them from a superordinate perspective. Knowledge of the variety of customer and business-related approaches promotes their awareness and ability to find innovative and future-oriented solutions. Their sovereignty is promoted to depict financial decision-making situations in a flexible and substantial manner and to derive holistic decisions from them.

Learning units and contents		
Teaching and learning units	Attendance time	Self-study
<b>Alternative Banking</b>	<b>50,0</b>	<b>100,0</b>
Art Banking - Sustainable Banking - Micro Finance - Hedge Funds - Commodities - Financial Planning - Private Equity - Estate Planning		
<b>Alternative Finance</b>	<b>50,0</b>	<b>100,0</b>
Structured Finance - Financial Supply Chain Management - Behavioral Finance - Macro Research - Financial Crisis Management - Venture Capital		

Special features and requirements
<b>Special features</b>
Exam duration refers to the exam only.

Requirements
-

Literature
- Buth, A./Hermanns, M. (eds.): Restrukturierung, Sanierung, Insolvenz, Munich: Beck.

- Daxhammer, R./Facsar, M.: Behavioral Finance, Stuttgart: Lucius.
- Gondring, H.: Immobilienwirtschaft. Handbook for study and practice, Munich: Vahlen.
- Hilpold, K./Kaiser, D.: Alternative Investment-Strategien, Weinheim: Wiley.
- Hockmann, H.-J./Thießen, F.: Investmentbanking, Stuttgart: Schäffer-Poeschel.
- Mostowfi, M./Meier, P.: Alternative Investments, Zurich: Neue Zürcher Zeitung.
- Schäfer, J./Conzen, G.: Praxishandbuch Immobilien-Investitionen, Munich: Beck.
- Schlütz, J./Beike, R./Ketzler, M.: Financial Planning. Complete Works in Four Volumes, Stuttgart: Schäffer-Poeschel.
- Schmidt, K./Uhlenbruck, W. (eds.): Die GmbH in Krise, Sanierung und Insolvenz, Cologne: Schmidt.

from current Orga unit

## Mathematical Approaches in Pricing and Risk Controlling (W3BW\_BK359)

### Mathematical Methods in Pricing and Risk Management

Formal details of the module			
Module name	Module number	Language	Module responsibility
Mathematical Approaches in Pricing and Risk Controlling	W3BW_BK359	German/English	Prof. Dr. Frank Ebeling

  

Location of the module in the course of study	
Academic	yearModule duration in semesters
3rd year of study	2

  

Teaching and examination methods used
Lecture, exercise, project

  

Audit performance	Exam size (in minutes)	Grading
Portfolio or Assignment	See examination regulations	yes

  

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
300,0	100,0	200,0	10

  

Qualification goals and competencies	
<b>Expertise</b>	<p>Students should be qualified with regard to the possibilities and limitations of data-based modeling of financial structures and processes. This includes advanced knowledge in mathematics, statistics as well as model building and model parameterization.</p> <p>Experience for parametric modeling of financial instruments and parameterization and simulation techniques in counterparty risk are taught and applied concretely. By applying the methods in Excel coding, the theories become plausible and comprehensible.</p>
<b>Methodological competence</b>	<p>Experience in parameter- and distribution-based modeling and simulation techniques in the field of finance is conveyed and applied concretely (pricing, VaR simulations, etc.). Through the teaching and understanding of quantitative approaches, the ability to abstract is further developed and a logical-analytical approach to problems is trained, so that a stronger ability can be created in the solution of complex problem areas.</p>
<b>Personal and social competence</b>	<p>To make more transparent to students, through greater knowledge in the area of quantitative computational capabilities, the far-reaching impact of individual decisions in modeling issues in finance and, implicitly, the responsibility of financial institutions to customers and society.</p>
<b>Overarching action competence</b>	<p>Competencies for the formation of models, their application and verification as well as the calculation itself (if necessary for alternative premises) are developed. Students are able to adequately apply their acquired competences and to take responsibility for calculating quantitative results in practice with the correct data and the appropriate modeling approaches, which can be used as the basis of a decision in risk controlling or in other financial areas.</p>

## Learning units and contents

Teaching and learning units	Presence time	Self-study
<b>Special mathematical structures for quantitative finance</b>	<b>25,0</b>	<b>50,0</b>
Supplements to analysis (partial differential calculus, differential equations) - Supplements to Linear algebra (linear dependence, determinants, eigenvalues and eigenvectors)		
<b>Statistical and stochastic structures for quantitative finance</b>	<b>25,0</b>	<b>50,0</b>
Inductive statistics - Random sampling methods - Hypothesis testing - Special distributions		
<b>Modeling of selected financial instruments</b>	<b>20,0</b>	<b>40,0</b>
Interest rates - Determination of forward and futures prices - Swaps - Option markets - Binomial trees - Wiener processes - Black-Scholes-Merton model		
<b>Parameterization and Portfolio Models in Counterparty Risk</b>	<b>12,0</b>	<b>24,0</b>
Parameters in Credit Risk - Portfolio Models - Credit Value at Risk - Credit Risk+ - Credit Metrics - Credit Portfolio View		
<b>Introduction to prototypical programming</b>	<b>18,0</b>	<b>36,0</b>
Data and data model in Excel - Simple implementation commands - Basics of programming - Application examples (with simple implementation examples for modeling).		

## Special features and requirements

### Special features

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### Requirements

-

## Literature

- Bley Müller, J./Gehlert, G./Gülicher, H.: Statistik für Wirtschaftswissenschaftler, Munich: Vahlen.
- Bungartz, Hans-Joachim et al.: Modellbildung und Simulation - eine anwendungsorientierte Einführung, Heidelberg: Springer.
- Cottin, C. / Döhler, S.: Risikoanalyse: Modellierung, Beurteilung und Management von Risiken mit Praxisbeispielen, Berlin: Springer Verlag.
- Hull, J.: Risikomanagement, Munich: Pearson Studium.
- Hull, John: Options, Futures and Other Derivatives, Munich: Pearson Studium.
- Köfler, M. / Nebelo, R.: Excel programmieren, Munich: Carl Hanser Verlag.
- Prexler et al.: Financial Modeling, Stuttgart: Schäffer Poeschel.
- Schierenbeck, H. / Lister, M. / Kirmße, S.: Ertragsorientiertes Bankmanagement, Band 1: Messung von Rentabilität und Risiko im Bankgeschäft. Wiesbaden: Gabler.
- Schwarze, J.: Mathematik für Wirtschaftswissenschaftler, Band 2 (Differential- und Integralrechnung), Herne: nwb.
- Schwarze, J.: Mathematik für Wirtschaftswissenschaftler, Band 3 (LA), Herne: nwb.
- Schwarze, J.: Grundlagen der Statistik 2 (induktive Statistik), Herne: nwb.
- Sibbertsen, P. / Lehne, H.: Statistics: Introduction for Economists and Social Scientists, Wiesbaden: Springer Gabler.
- Steiner, M. / Bruns, C. / Stöckl, S.: Wertpapiermanagement. Stuttgart: Schäffer-Poeschel.
- Sydsaeter, K. / Hammond, P. / Strom, A.: Mathematik für Wirtschaftswissenschaftler, Munich: Pearson Studium.
- Tietze, J.: Einführung in die angewandte Wirtschaftsmathematik, Berlin: Springer Spektrum.

from current Orga unit

## Private Banking - Holistic Consulting (W3BW\_BK360)

### Private Banking - Comprehensive Customer Advice

Formal details of the module			
Module name	Module number	Language	Module responsibility
Private Banking - Holistic advice	W3BW_BK360	German/English	Prof. Dr. Nils Bedke

Location of the module in the course of study	
Academic	yearModule duration in semesters
3rd year of study	2

Teaching and examination methods used
Lecture, Exercise, Project, Case Study, Inverted Classroom

Audit performance	Exam size (in minutes)	Grading
Written exam or portfolio	180	yes

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
300,0	100,0	200,0	10

Qualification goals and competencies	
<b>Expertise</b>	The module provides up-to-date in-depth knowledge of holistic consulting including pension provision. This includes, in particular, knowledge of retirement provision, wealth succession, asset management including foundations and family offices as well as private financial planning. The knowledge acquired so far is also deepened through current case studies. Students will also gain an insight into sales management and controlling in private banking.
<b>Methodological competence</b>	The students deepen their already acquired competencies for the independent development of logically consistent and also complex investment strategies, as they are required for holistic consulting in private banking. They will be able to apply asset management and support concepts in private banking on a client group-specific basis.
<b>Personal and social competence</b>	Upon completion of the module, students demonstrate that they can justify and sell complex investment strategies to a client, including special consideration of wealth succession.
<b>Overarching action competence</b>	Due to the practice-oriented knowledge transfer, students are enabled to independently transfer and apply theoretical knowledge to operational practice. On the one hand, they are able to critically analyze solution approaches and, on the other hand, to participate in the solution of practical problems in a goal-oriented manner. In this way, they learn to apply acquired competencies and to assume responsibility.

Learning units and contents		
Teaching and learning units	Presence time	Self-study
<b>Precaution</b>	50,0	100,0
Retirement planning - Estate planning (transfer of assets, inheritance, inheritance tax, execution of wills, foundations)		
<b>Holistic consulting and management of private banking</b>	50,0	100,0
Behavioral Finance - Financial Planning - Asset Management - Sales Management - Controlling		

Special features and requirements
<b>Special features</b>
Exam duration refers to the exam only.

Requirements
-

Literature
- Bechtolsheim, C. von/Rhein, A. (Eds.): Management komplexer Familienvermögen: Organisation, Strategie, Umsetzung, Wiesbaden: Gabler Verlag.

- Brost, H./Faust, M.: Private Banking und Wealth Management, Frankfurt am Main: Frankfurt School Verlag.
- Beike, R./Letzgus, O./Schlütz, J.: Financial Planning 1-4, Stuttgart: Schäffer Poeschel.
- Farkas-Richling, D./Fischer, T. R./Richter, A. (eds.): Private Banking und Family Office, Stuttgart: Schäffer Poeschel.
- Hottmann, J./Beckers, M./Schustek, H.: Grundkurs des Steuerrechts, Stuttgart: Schäffer Poeschel.
- Schmid, B.: Steuern in der Kapitalanlage, Bayreuth: Leitfaden Verlag.
- Spremann, K.: Vermögensverwaltung, Munich: Oldenbourg Wissenschaftsverlag.
- Steiner, M./Bruns, C.: Wertpapiermanagement: Professionelle Wertpapieranalyse und Portfoliostrukturierung, Stuttgart: Schäffer Poeschel.

from current Orga unit

## Auditing Credit Institutions - Audit Risk Management (W3BW\_BK361)

### Auditing Financial Institutions - Risk Management Audit

Formal details of the module			
Module name	Module number	Language	Module responsibility
Auditing Credit Institutions - Audit Risk Management	W3BW_BK361	German/English	Prof. Dr. Marcus Vögtle

Location of the module in the course of study	
Academic	yearModule duration in semesters
3rd year of study	2

Teaching and examination methods used
Lecture, Exercise, Project, Case Study, Inverted Classroom

Audit performance	Exam size (in minutes)	Grading
Written exam or portfolio	180	yes

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
300,0	100,0	200,0	10

Qualification goals and competencies	
<b>Expertise</b>	The students will deepen their knowledge of the problems of proper lending or overall bank management as well as the special risks of trading transactions. The courses are designed to provide in-depth knowledge of the development of a credit portfolio or individual loan-oriented risk profile of a credit institution, the risk profile of trading transactions and the risk profile of the bank as a whole, the preparation of an audit program specific to the audit field and the performance of corresponding audit procedures. In each case, students learn the legal and regulatory basis for this as well as the supplementary regulations (in particular professional regulations, such as the IDW standards) and apply them.
<b>Methodological competence</b>	Students will have a sound basis for developing both a borrower-specific and a bank-wide risk profile, as well as for drawing up audit programs for specific audit areas and performing the corresponding audit procedures. They are able to apply the appropriate methods in each case. This is discussed using the example of current developments in banking supervision law and on the basis of case studies.
<b>Personal and social competence</b>	Students have an awareness of the social consequences of faulty lending or banking crises. The students are able to assess the area of tension (return/growth vs. risk).
<b>Overarching action competence</b>	Students recognize that knowledge and expertise can quickly become outdated and that the practical relevance of existing knowledge also depends on the respective framework conditions. They can familiarize themselves with current topics and question current approaches.

Learning units and contents		
Teaching and learning units	Attendance time	Self-study
<b>Audit credit business</b>	<b>50,0</b>	<b>100,0</b>
Legal, regulatory and professional principles - Risk-oriented audit approach in the lending business (including structural and procedural organization, audit planning, individual case assessment, collateral valuation, corporate and retail loans, counterparty risks, construction financing, loan portfolio, credit derivatives, problem loan processing) - Regulatory requirements for the credit process (MaRisk regulations for the lending business) - Risk provisioning measures in commercial law - Real estate collateral - Audit technique - Special Requirements from the perspective of the internal audit department or the auditor - Crisis and risk indicators		
<b>Audit of overall bank management</b>	<b>50,0</b>	<b>100,0</b>
Legal, regulatory and professional principles - Core elements of overall bank management - Risk modeling, development of the overall risk profile of a credit institution - Risk-bearing capacity (esp. credit risks, operational risks, market risks) - Audit technique - Audit of trading transactions - Compliance regulations		

## Special features and requirements

### Special features

Exam duration refers to the exam only.

### Requirements

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## Literature

- Bantleon, U./Becker, A. (Eds.): Risikomanagement und Frühwarnverfahren, Stuttgart: Deutscher Sparkassenverlag.
- Bartetzky, P. et al: Praxis der Gesamtbanksteuerung: Methoden - Lösungen - Anforderungen der Aufsicht, Stuttgart: Schäffer Poeschel.
- Becker, A./Kastner, A. (eds.): Aufsichtsrecht für Prüfungen des Kreditgeschäfts, Frankfurt: Friedrich-Knapp-Verlag.
- DGRV (ed.): Die Kreditprüfung bei Kreditinstituten (DGRV-Schriftenreihe Band 29), Wiesbaden: Deutscher Genossenschaftsverlag.
- Falter, M. (ed.): Die Praxis des Kreditgeschäfts, Stuttgart: Deutscher Sparkassenverlag.
- Hannemann, R./Schneider, A./Hanenberg, L.: Mindestanforderungen an das Risikomanagement (MaRisk), Stuttgart: Schäffer Poeschel.
- IDW (Hrsg.): IDW Prüfungsstandards (Band I) / IDW Stellungnahme zur Rechnungslegung (Band II), Düsseldorf: IDW-Verlag.
- Rolfes, B.: Gesamtbanksteuerung: Risiken Ertragsorientiert steuern, Stuttgart: Schäffer Poeschel.



## High net worth individuals - investment products and strategies (W3BW\_BK362)

### Specifically Investment Products

Formal details of the module			
Module name	Module number	Language	Module responsibility
High net worth individuals - investment products and strategies	W3BW_BK362	German/English	Prof. Dr. Joachim Sprink

Location of the module in the course of study	
Academic	yearModule duration in semesters
3rd year of study	2

Teaching and examination methods used
Lecture, Exercise, Case Study

Audit performance	Exam size (in minutes)	Grading
Written exam or portfolio	180	yes

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
300,0	100,0	200,0	10

## Qualification goals and competencies

<b>Expertise</b>	<p>Students will have an overview of asset accumulation and distribution as central cornerstones of the consulting service "Financial Planning". Following on from the service elements of financial planning, including the principles of proper financial planning, the advantages and disadvantages of the holistic and cross-life-phase consulting concept are to be recognized and the status of implementation in practice reflected upon. Furthermore, students will become familiar with the basic stages of the financial planning process. Students will gain an in-depth insight into wealth management. They will be able to classify wealth management as a business field in terms of its importance and specifics. They will be able to differentiate between asset and support concepts.</p> <p>The students know in which business lines and with which objectives derivative products are used. The financial instruments addressed are analyzed and the elements contained therein are systematized and evaluated. Based on the sensitivity analyses, strategies for the optimal use of derivative instruments are developed.</p> <p>Students have an overview of the real estate market. They know the special features of this market and are able to evaluate real estate investments. Students will be able to analyze and present investment and financing alternatives in a structured manner.</p> <p>The students know the essential contents of family law and inheritance law. In addition to the basics, the main focus is on the bank-specific transfer. Subsequently, the focus is on wills and inheritance or succession. The students should be able to recognize the banking implications of the legal framework and advise on asset succession.</p> <p>Students have a comprehensive overview of the main investment strategies that can be used to manage portfolios. They can advise investors on the use of these strategies depending on the investor's attitude to risk and the assessment of the market situation.</p>
<b>Methodological competence</b>	Strategies and measures are to be developed which are suitable for increasing the degree of autonomy and self-determination and which make it possible to represent and shape interests in a self-responsible and self-determined manner. In addition, the development of personal competence is to be promoted, in particular through case studies.
<b>Personal and social competence</b>	<p>Individual goals for action are to be reflected and linked against the background of the attitudes and values of the company, the customer and society. The ability to cooperate with others (colleagues, customers, superiors, employees) should be strengthened and used for common goals.</p> <p>Students reflect on the arguments addressed in the module content with regard to the associated social, ethical and ecological responsibility. The ability to engage in dialog and communication is expanded, particularly in the context of banking-related reflections. They are able to work constructively and cooperatively in a working group.</p> <p>On the basis of decision- and system-oriented thinking via a fundamental pattern of analysis, they will be able to structure simple as well as complex problems in a goal-oriented manner and lead them to a solution in the further course of their studies. Their own competence development is further advanced independently through appropriate steps.</p>
<b>Overarching action competence</b>	Students master the essential capital investment concepts. They can assess the relevant alternative investments and use them adequately in the context of investment management. They are able to apply asset and support concepts in wealth management in a target group-specific manner. They are able to offer clients individual solutions that are appropriate to the client's risk position and attitude. You will be able to explain and apply the relevant instruments. They are able, on the one hand, to critically analyze solution approaches and, on the other hand, to participate in the solution of practical problems in a goal-oriented manner. In this way, they learn to apply acquired competencies and assume responsibility.

## Learning units and contents

Teaching and learning units	Presence time	Self-study
<b>Financial Planning/ Wealth Management</b>	<b>24,0</b>	<b>48,0</b>
Wealth development and distribution - Differentiation Financial Planning - Wealth Management - Principles of proper financial planning (GoF) - Overview of consulting concepts - Target group definitions - Wealth analysis and financial planning for private individuals - Overview of financial planning instruments and workflow processes - Implementation of financial planning - Product selection - Marketing strategies in private finance - Product management - Family office - Wealth management - Private banking markets		
<b>Real Estate</b>	<b>24,0</b>	<b>48,0</b>
Economic significance of the real estate industry and real estate markets - Real estate as an asset class - Object or project analysis - Location analysis - Real estate valuation		
<b>Derivative products</b>	<b>24,0</b>	<b>48,0</b>
Futures and options as instruments for portfolio optimization and as speculative instruments - Standard options and their optimal use - Performance maximization - Structured products - Certificates		
<b>Investment strategies</b>	<b>16,0</b>	<b>32,0</b>
Asset Allocation - Investment Strategies - Investment Styles - Portfolio Insurance		
<b>Asset succession</b>	<b>12,0</b>	<b>24,0</b>
Fundamentals of family law - Fundamentals of inheritance law - Succession and wills		

## Special features and requirements

### Special features

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### Requirements

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## Literature

- von Bechtolsheim, C. et al. (eds.): Managing Complex Family Assets: Organization, Strategy, Implementation, Wiesbaden: Springer Gabler.
- Berger, H./Legner, M.: Anlageberatung im Privatkundengeschäft, Frankfurt/M.: Frankfurt School Verlag.
- Brauer, K.-U. (Ed.): Grundlagen der Immobilienwirtschaft: Recht - Steuern - Finanzierung - Bestandsmanagement - Projektentwicklung, Wiesbaden: Springer Gabler.
- Buck-Heeb, P.: Kapitalmarktrecht, Heidelberg: C.F. Müller.
- Farkas-Richling, D. et al: Private Banking und Family Office: Markt, Geschäftsmodelle, Produkte, Stuttgart: Schäffer Poeschel.
- Francke H./Rehkugler, H.: Immobilienmärkte und Immobilienbewertung, Munich: Vahlen.
- Hilpold, D./Kaiser, D. G.: Innovative Investment Strategies: Trading techniques for optimized portfolio diversification, Wiesbaden: Springer.
- Schwenke, F.: Erbrecht. Kompaktwissen für Studierende, Herne: NWB Verlag.
- Steiner, M. et al: Wertpapiermanagement, Stuttgart: Schäffer Poeschel.

## Specific risk management (W3BW\_BK363)

### Specific Risk Management

Formal details of the module			
Module name	Module number	Language	Module responsibility
Specific risk management	W3BW_BK363	German/English	Prof. Dr. Steffen Rasch

Location of the module in the course of study	
Academic year	Module duration in semesters
3rd year of study	2

Teaching and examination methods used
Lecture, seminar, exercise, project, case study

Audit performance	Exam size (in minutes)	Grading
Written exam or portfolio	180	yes

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
300,0	100,0	200,0	10

Qualification goals and competencies	
<b>Expertise</b>	<p>Students know the basic structure of credit portfolio models and their common parameters. They will be able to describe the structures of credit risk transfer instruments and their regulatory mapping.</p> <p>Students are able to work on complex problems from the field of corporate and annual financial statement analysis. This includes the evaluation of information from external accounting as well as data from intra-year reporting. In addition, they are able to link the above-mentioned quantitative data with the findings of the interpretation of the applied accounting policy in order to produce a differentiating analysis.</p> <p>Students are familiar with the basic forms of structured products and the risks that basically arise. They will be able to identify, describe, calculate and combine the product components into complex solutions. The students are able to advise and use structured products, in particular with implicit options and futures, in an investor-friendly manner. The tax treatment and the tax effect can be presented by the students.</p>
<b>Methodological competence</b>	<p>Students have developed a basic understanding of the problems and approaches to modeling credit risk at the portfolio level. In the area of regulation of credit risk transfer, they are aware of the tension between incentive compatibility and effective risk removal.</p> <p>Students are able to apply quantitative and qualitative methods of analysis in individual and combined contexts in a way that is appropriate to the problem and relevant to the solution.</p> <p>The students master the necessary quantitative methods for risk calculation of derivatives. They are able to perform and critically review net asset developments (after tax) for structured products.</p>
<b>Personal and social competence</b>	<p>By working through group-based case studies on the topic, students acquire an increased level of both communication and interpersonal skills.</p> <p>Students will be able to communicate complex, structured products in an addressee-oriented manner, particularly with regard to the risk content for customers, specialist departments, business reports and banking supervision.</p>
<b>Overarching action competence</b>	<p>Students are able to critically analyze alternative approaches in credit portfolio models and evaluate their validity. By learning and using partially divergent analytical procedures, students expand their abilities to critically reflect on the value of science-based and practice-oriented schemes.</p> <p>Students are able to subject complex products to a holistic, risk-oriented analysis and critically evaluate product-related key figures. They understand the abstract structure of structured products and use it as a concrete design and management approach in investment advice, asset management and own investment management.</p>

## Learning units and contents

Teaching and learning units	Presence time	Self-study
<b>Credit Risk Management</b>	<b>50,0</b>	<b>100,0</b>
Credit risk management at the portfolio level - Fundamentals of credit portfolio models and instruments for active credit risk management - Advanced financial statement analysis - Intra-year analyses - Incorporation of balance sheet policy into quantitative analyses		
<b>Product Risk Management</b>	<b>50,0</b>	<b>100,0</b>
Product risk management at the individual and portfolio level - Quantitative methods for analyzing product risks - Risk measurement and valuation models, especially of options and futures - Risks of structured products with regard to implicit options - Tax treatment and tax effects for investment and deposit products		

## Special features and requirements

Special features
Exam duration refers to the exam only.

Requirements
Modules of the 1st and 2nd year of study in BWL-Bank

## Literature

- Coenenberg, A. G.: Jahresabschluss und Jahresabschlussanalyse, Landsberg am Lech: Moderne Industrie.
- Henking, A. / Bluhm, C. / Fahrmeir, L. : Credit Risk Measurement: Statistical Foundations, Methods and Modeling, Berlin: Springer.
- Hull, J. C.: Introduction to Futures and Options Markets, Munich: Oldenbourg.
- Rick, E. et. al: Lehrbuch Einkommensteuer, Herne: NWB Verlag.
- Rudolph et al.: Kreditrisikotransfer: Moderne Instrumente und Methoden, Berlin: Springer Gabler.
- Schmidt, M.: Derivative Finanzinstrumente, Stuttgart: Schaeffer Poeschel.
- Steiner, M. / Bruns, C.: Wertpapiermanagement, Stuttgart: Schaeffer Poeschel.

## Key Qualifications I (HDH) (W3BW\_BK701)

### Key Qualifications I

Formal details of the module			
Module name	Module number	Language	Module responsibility
Key qualifications I (HDH)	W3BW_BK701	German/English	Prof. Dr. Joachim Weber

Location of the module in the course of study	
Academic	yearModule duration in semesters
1st year of study	2

Teaching and examination methods used
Lecture, seminar, laboratory exercise, business game/simulation, role play

Audit performance	Exam size (in minutes)	Grading
Ungraded performance record	See examination regulations	Pass/ Fail

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
150,0	60,0	90,0	5

Qualification goals and competencies	
<b>Expertise</b>	Students have initial basic qualifications for scientific study and can critically assess their applicability to practical situations. Furthermore, they are able to work on an operational problem in a structured scientific approach.
<b>Methodological competence</b>	Students can <ul style="list-style-type: none"> <li>- Use methods and techniques in different situations in a reflective and competent manner in an appropriate manner,</li> <li>- Conduct literature searches and perform source-critical evaluations of the literature,</li> <li>- Select and apply appropriate scientific research methods and techniques.</li> </ul>
<b>Personal and social competence</b>	Students can <ul style="list-style-type: none"> <li>- communicate openly,</li> <li>- Recognize, critically analyze and assess their own and others' communication patterns,</li> <li>- autonomously and confidently represent own positions and understand other positions,</li> <li>- Use the methods learned in a rational, understanding, fair, and non-manipulative manner,</li> <li>- Manage conflicts in a balancing manner,</li> <li>- recognize the ethical implications and responsibilities of research,</li> <li>- Make sense of plurality of theories and methods.</li> </ul>
<b>Overarching action competence</b>	The students <ul style="list-style-type: none"> <li>- can quickly adapt to new situations, familiarize themselves with new tasks and integrate into teams and cultures,</li> <li>- convince as independently thinking and responsibly acting personalities with critical judgment ability in economy and society,</li> <li>- are characterized by sound technical knowledge, an understanding of overarching interrelationships and the ability to transfer theoretical knowledge into practice,</li> <li>- solve problems in the professional environment in a methodical and goal-oriented manner and act in a team-oriented manner.</li> </ul>

## Learning units and contents

Teaching and learning units	Attendance time	Self-study
<b>Fundamentals of scientific work</b>	<b>20,0</b>	<b>30,0</b>
<ul style="list-style-type: none"> <li>- Science, target spectrum of scientific work, scientific methods of human sciences</li> <li>- Requirements for scientific work (e.g. objectivity, honesty/credibility, verifiability, reliability, validity, logical argumentation, comprehensibility)</li> <li>- Basic process of dealing with a topic (initial situation: problem/question, analysis/precision, searching for and finding solutions, implementation, preparing results)</li> <li>- Processing phases of a scientific paper (choice of topic/objective, topic delimitation/precision, objective of the paper and derivation of the research question)</li> <li>- Scientific exposé</li> <li>- Project planning (communication with supervisors, time/resource planning, time management, job aids).</li> <li>- Familiarization phase (literature study, selection, research), main and compilation phase (design of introductory chapters, outline alternatives, final chapters), revision phase</li> <li>- Formal design (cover page/title page (including blocking note, if applicable), indexes, execution section, appendix, bibliography, honorary declaration), design elements</li> <li>- Citation (including types of citations, rules of citation, plagiarism), genres of literature, bibliography and references</li> </ul>		
<b>Presentation and communication skills</b>	<b>20,0</b>	<b>30,0</b>
<p>Presentation skills</p> <ul style="list-style-type: none"> <li>- Areas of application and objectives of a presentation</li> <li>- Content structure of a presentation/presentation dramaturgy</li> <li>- Use of media and visualization techniques (e.g. text images, graphics and symbols)</li> <li>- Presentation techniques</li> <li>- Voice work and rhetoric</li> <li>- Nonverbal communication: body language, facial expressions and gestures</li> <li>- Dealing with stage fright</li> <li>- Follow up of the presentation</li> <li>- Specifics of scientific presentations</li> <li>- Exercises with reference to the respective field of study</li> </ul> <p>Communication competence</p> <ul style="list-style-type: none"> <li>- Communication psychology research and communication theories</li> <li>- Communication and interaction</li> <li>- Rhetoric</li> <li>- Teaching communicative and rhetorical skills</li> <li>- Negotiation techniques</li> <li>- Active listening</li> <li>- Questioning technique</li> <li>- Communication disorders</li> <li>- Exercises against the background of current topics of the respective field of study with subsequent discussion</li> </ul>		
<b>Basic qualification technical language</b>	<b>20,0</b>	<b>30,0</b>
<ul style="list-style-type: none"> <li>- Business letters (inquiry letters, orders, complaint letters, etc.)</li> <li>- Reports and Proposals</li> <li>- Customer phone calls</li> <li>- Analysis of case studies</li> <li>- Presentation of the own company</li> <li>- Analysis and discussion of current economic topics, e.g. based on articles</li> <li>- Technical vocabulary from the respective field of study</li> <li>- Tense review</li> </ul>		

## Special features and requirements

### Special features

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### Requirements

none

## Literature

- Bortz, J./Döring, N.: Research Methods and Evaluation for Human and Social Scientists, Heidelberg: Springer.
- Kornmeier, M.: Wissenschaftstheorie und wissenschaftliches Arbeiten. Heidelberg: Physica
- Kromrey, H.: Empirical Social Research. Stuttgart: Lucius & Lucius
- Renner, H.-G. u. Strasmann, J. Das Outdoor-Seminar in der betrieblichen Praxis, Hamburg:Verlag Windmühle.
- Schnell, R./Hill, P. B. / Esser, E.: Methoden der empirischen Sozialforschung. Munich: Oldenbourg
- Schwaiger, M./Meyer, A.: Theories and methods of business administration. Munich: Vahlen
- Stichel-Wolf, C. /Wolf, J.: Wissenschaftliches Arbeiten und Lerntechniken, Wiesbaden: Gabler
- Theisen, M. R.: Wissenschaftliches Arbeiten. Munich: Vahlen





## Key Qualifications II (HDH) (W3BW\_BK702)

### Key Qualifications II

Formal details of the module			
Module name	Module number	Language	Module responsibility
Key qualifications II (HDH)	W3BW_BK702	German/English	Prof. Dr. Joachim Weber

Location of the module in the course of study	
Academic	yearModule duration in semesters
2nd year of study	2

Teaching and examination methods used
Lecture, seminar, laboratory exercise, business game/simulation, role play

Audit performance	Exam size (in minutes)	Grading
Ungraded performance record	See examination regulations	Pass/ Fail

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
150,0	55,0	95,0	5

Qualification goals and competencies	
<b>Expertise</b>	The students have extended qualifications for scientific studies and can critically assess their applicability for practical situations. Furthermore, they are able to work on an operational problem in a structured scientific approach.
<b>Methodological competence</b>	Students can - Use methods and techniques in different situations in a reflective and competent manner, - Conduct literature searches and perform source-critical evaluations of the literature, - Select and apply appropriate scientific research methods and techniques.
<b>Personal and social competence</b>	Students can - communicate openly, - Recognize, critically analyze and assess their own and others' communication patterns, - autonomously and confidently represent own positions and understand other positions, - Manage conflicts in a balancing manner, - recognize the ethical implications and responsibilities of research, - Use the methods learned in a rational, understanding, fair, and non-manipulative manner, - Make sense of plurality of theories and methods.
<b>Overarching action competence</b>	The students - can quickly adapt to new situations, familiarize themselves with new tasks and integrate into teams and cultures, - convince as independently thinking and responsibly acting personalities with critical judgment ability in economy and society, - are characterized by sound technical knowledge, an understanding of overarching interrelationships and the ability to transfer theoretical knowledge into practice, - solve problems in the professional environment in a methodical and goal-oriented manner and act in a team-oriented manner.

## Learning units and contents

Teaching and learning units	Presence time	Self-study
<b>Conversation and negotiation skills</b>	<b>28,0</b>	<b>48,0</b>
<p>Conversational</p> <ul style="list-style-type: none"> <li>- Psychological basics of conversation</li> <li>- Psychology of conversation and body language: non-verbal communication in conversations</li> <li>- Design and planning of customer meetings</li> <li>- Phases of the customer conversation</li> <li>- Conversational Strategies</li> <li>- Argumentation techniques</li> <li>- Questioning techniques</li> <li>- Listen</li> </ul> <p>Negotiation</p> <ul style="list-style-type: none"> <li>- Psychological basics of negotiation</li> <li>- Negotiation psychology and body language: non-verbal communication in negotiations</li> <li>- Phases of the negotiation process (preparation, implementation, conclusion, follow-up)</li> <li>- Elements of negotiation: negotiation strategies, negotiation techniques, negotiation tactics, negotiation styles</li> <li>- Development of holistic negotiation strategies</li> <li>- Development of creative negotiation options</li> <li>- Recognition of negotiating positions and negotiating interests</li> <li>- Development and testing of argumentation</li> <li>- Harvard Negotiation Model</li> </ul>		
<b>Deepening scientific work</b>	<b>27,0</b>	<b>47,0</b>
<ul style="list-style-type: none"> <li>- Scientific writing, argument chains/red thread, dealing with writer's block, reading strategies.</li> <li>- Scientific exposé</li> <li>- Advanced exercises in scientific work from SQ I</li> </ul>		

## Special features and requirements

Special features
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Requirements
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## Literature

- Bortz, J./Döring, N.: Research Methods and Evaluation for Human and Social Scientists, Heidelberg: Springer.
- Kornmeier, M.: Wissenschaftstheorie und wissenschaftliches Arbeiten. Heidelberg: Physica
- Kromrey, H.: Empirical Social Research. Stuttgart: Lucius & Lucius
- Opper, K.: Business Knigge International. Freiburg: Haufe
- Schneider, D.: Betriebswirtschaftslehre, Band 4: Geschichte und Methoden der Wirtschaftswissenschaften. Munich: Oldenbourg
- Schnell, R./Hill, P. B. / Esser, E.: Methoden der empirischen Sozialforschung. Munich: Oldenbourg
- Schwaiger, M./Meyer, A.: Theories and methods of business administration. Munich: Vahlen
- Stickel-Wolf, C. /Wolf, J.: Wissenschaftliches Arbeiten und Lerntechniken, Wiesbaden: Gabler
- Theisen, M. R.: Wissenschaftliches Arbeiten. Munich: Vahlen

## Key Qualifications III (HDH) (W3BW\_BK703)

### Key Qualifications III

Formal details of the module			
Module name	Module number	Language	Module responsibility
Key qualifications III (HDH)	W3BW_BK703	German/English	Prof. Dr. Joachim Weber

Location of the module in the course of study	
Academic	yearModule duration in semesters
3rd year of study	2

Teaching and examination methods used
Lecture, seminar, laboratory exercise, business game/simulation, role play

Audit performance	Exam size (in minutes)	Grading
Ungraded performance record	See examination regulations	Pass/ Fail

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
150,0	50,0	100,0	5

Qualification goals and competencies	
<b>Expertise</b>	Students have all the qualifications for scientific study and can critically assess their applicability to practical situations. Furthermore, they are able to work on an operational problem in a structured scientific approach.
<b>Methodological competence</b>	Students can <ul style="list-style-type: none"> <li>- Use methods and techniques in different situations in a reflective and competent manner in an appropriate manner,</li> <li>- Conduct literature searches and perform source-critical evaluations of the literature,</li> <li>- Select and apply appropriate scientific research methods and techniques.</li> </ul>
<b>Personal and social competence</b>	Students can <ul style="list-style-type: none"> <li>- communicate openly</li> <li>- Recognize, critically analyze and assess their own and others' communication patterns,</li> <li>- autonomously and confidently represent own positions and understand other positions,</li> <li>- Use the methods learned in a rational, understanding, fair, and non-manipulative manner,</li> <li>- Manage conflicts in a balancing manner,</li> <li>- recognize the ethical implications and responsibilities of research,</li> <li>- Make sense of plurality of theories and methods.</li> </ul>
<b>Overarching action competence</b>	The students <ul style="list-style-type: none"> <li>- can quickly adapt to new situations, familiarize themselves with new tasks and integrate into teams and cultures,</li> <li>- convince as independently thinking and responsibly acting personalities with critical judgment ability in economy and society,</li> <li>- are characterized by sound technical knowledge, an understanding of overarching interrelationships and the ability to transfer theoretical knowledge into practice,</li> <li>- solve problems in a professional environment in a methodical and goal-oriented manner and act in a team-oriented manner.</li> </ul>

## Learning units and contents

Teaching and learning units	Presence time	Self-study
<b>Industry-specific business simulation</b>	<b>25,0</b>	<b>50,0</b>
<p>In the context of industry-specific business simulation, holistic business-related simulations are carried out in particular in the context of the respective industry of the company in the form of board games or computer-based business games. The following aspects in particular are the subject of industry-specific simulation:</p> <ul style="list-style-type: none"> <li>- Development of corporate mission statements</li> <li>- Establishment of an efficient personnel, organizational and planning infrastructure</li> <li>- Performance strategy decisions (in relation to products and services)</li> <li>- Testing the quality of services</li> <li>- Situation-specific use of marketing instruments and coordination of marketing instruments with each other and with the requirements of other corporate functions</li> <li>- Inclusion of time constants in business decisions from a planning perspective</li> <li>- Recognizing and taking advantage of favorable times to enter and exit the market</li> <li>- Finance and accounting in the company (budgeting, financial planning, key figures)</li> <li>- Methods of efficient, constructive, communicative teamwork</li> </ul>		
<b>Case studies related to the field of study</b>	<b>25,0</b>	<b>50,0</b>
<p>Case studies with which the respective field of study can convey content and methods specific to the field of study that are important to it in a practical manner.</p>		

## Special features and requirements

Special features
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Requirements
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## Literature

- Bortz, J./Döring, N.: Research Methods and Evaluation for Human and Social Scientists, Heidelberg: Springer.
- Hollinger, T.: Leadership training with horses. Can people learn from animals? Hamburg: igel
- Kornmeier, M.: Wissenschaftstheorie und wissenschaftliches Arbeiten. Heidelberg: Physica
- Kromrey, H.: Empirical Social Research. Stuttgart: Lucius & Lucius
- Schneider, D.: Betriebswirtschaftslehre, Band 4: Geschichte und Methoden der Wirtschaftswissenschaften. Munich: Oldenbourg
- Schnell, R./Hill, P. B. / Esser, E.: Methoden der empirischen Sozialforschung. Munich: Oldenbourg
- Schwaiger, M./Meyer, A.: Theories and methods of business administration. Munich: Vahlen
- Stichel-Wolf, C. /Wolf, J.: Wissenschaftliches Arbeiten und Lerntechniken, Wiesbaden: Gabler
- Theisen, M. R.: Wissenschaftliches Arbeiten. Munich: Vahlen

## Key Qualifications I (KA) (W3BW\_BK704)

### Key Qualifications I

Formal details of the module			
Module name	Module number	Language	Module responsibility
Key qualifications I (KA)	W3BW_BK704	German/English	Prof. Dr. Joachim Weber

Location of the module in the course of study	
Academic	yearModule duration in semesters
1st year of study	2

Teaching and examination methods used
Lecture, seminar, laboratory exercise, business game/simulation, role play

Audit performance	Exam size (in minutes)	Grading
Ungraded performance record	See examination regulations	Pass/ Fail

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
150,0	60,0	90,0	5

Qualification goals and competencies	
<b>Expertise</b>	Students have initial basic qualifications for scientific study and can critically assess their applicability to practical situations. Furthermore, they are able to work on an operational problem in a structured scientific approach.
<b>Methodological competence</b>	Students can <ul style="list-style-type: none"> <li>- Use methods and techniques in different situations in a reflective and competent manner in an appropriate manner,</li> <li>- Conduct literature searches and perform source-critical evaluations of the literature,</li> <li>- Select and apply appropriate scientific research methods and techniques.</li> </ul>
<b>Personal and social competence</b>	Students can <ul style="list-style-type: none"> <li>- communicate openly,</li> <li>- Recognize, critically analyze and assess their own and others' communication patterns,</li> <li>- autonomously and confidently represent own positions and understand other positions,</li> <li>- Use the methods learned in a rational, understanding, fair, and non-manipulative manner,</li> <li>- Manage conflicts in a balancing manner,</li> <li>- recognize the ethical implications and responsibilities of research,</li> <li>- Make sense of plurality of theories and methods.</li> </ul>
<b>Overarching action competence</b>	The students <ul style="list-style-type: none"> <li>- can quickly adapt to new situations, familiarize themselves with new tasks and integrate into teams and cultures,</li> <li>- convince as independently thinking and responsibly acting personalities with critical judgment ability in economy and society,</li> <li>- are characterized by sound technical knowledge, an understanding of overarching interrelationships and the ability to transfer theoretical knowledge into practice,</li> <li>- solve problems in the professional environment in a methodical and goal-oriented manner and act in a team-oriented manner.</li> </ul>

## Learning units and contents

Teaching and learning units	Attendance time	Self-study
<b>Fundamentals of scientific work</b>	<b>20,0</b>	<b>30,0</b>
<ul style="list-style-type: none"> <li>- Science, target spectrum of scientific work, scientific methods of human sciences</li> <li>- Requirements for scientific work (e.g. objectivity, honesty/credibility, verifiability, reliability, validity, logical argumentation, comprehensibility)</li> <li>- Basic process of dealing with a topic (initial situation: problem/question, analysis/precision, searching for and finding solutions, implementation, preparing results)</li> <li>- Processing phases of a scientific paper (topic selection/objective setting, topic delimitation/precision, objective of the paper, and derivation of the research question).</li> <li>- Scientific exposé</li> <li>- Project planning (communication with supervisors, time/resource planning, time management, job aids).</li> <li>- Familiarization phase (literature study, selection, research), main and compilation phase (design of introductory chapters, outline alternatives, final chapters), revision phase</li> <li>- Formal design (cover page/title page (including blocking note, if applicable), indexes, execution section, appendix, bibliography, honorary declaration), design elements</li> <li>- Citation (including types of citations, rules of citation, plagiarism), genres of literature, bibliography and references</li> </ul>		
<b>Presentation and communication skills</b>	<b>20,0</b>	<b>30,0</b>
<p>Presentation skills</p> <ul style="list-style-type: none"> <li>- Areas of application and objectives of a presentation</li> <li>- Content structure of a presentation/presentation dramaturgy</li> <li>- Use of media and visualization techniques (e.g. text images, graphics and symbols)</li> <li>- Presentation techniques</li> <li>- Voice work and rhetoric</li> <li>- Nonverbal communication: body language, facial expressions and gestures</li> <li>- Dealing with stage fright</li> <li>- Follow up of the presentation</li> <li>- Specifics of scientific presentations</li> <li>- Exercises with reference to the respective field of study</li> </ul> <p>Communication competence</p> <ul style="list-style-type: none"> <li>- Communication psychology research and communication theories</li> <li>- Communication and interaction</li> <li>- Rhetoric</li> <li>- Teaching communicative and rhetorical skills</li> <li>- Negotiation techniques</li> <li>- Active listening</li> <li>- Questioning technique</li> <li>- Communication disorders</li> <li>- Exercises against the background of current topics of the respective field of study with subsequent discussion</li> </ul>		
<b>Basic qualification technical language</b>	<b>20,0</b>	<b>30,0</b>
<ul style="list-style-type: none"> <li>- Business letters (inquiry letters, orders, complaint letters, etc.)</li> <li>- Reports and Proposals</li> <li>- Customer phone calls</li> <li>- Analysis of case studies</li> <li>- Presentation of the own company</li> <li>- Analysis and discussion of current economic topics, e.g. based on articles</li> <li>- Technical vocabulary from the respective field of study</li> <li>- Tense review</li> </ul>		

## Special features and requirements

Special features
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Requirements
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## Literature

- Kornmeier, M.: Wissenschaftstheorie und wissenschaftliches Arbeiten. Heidelberg: Physica
- Kromrey, H.: Empirical Social Research. Stuttgart: Lucius & Lucius
- Renner, H.-G. u. Strasmann, J. Das Outdoor-Seminar in der betrieblichen Praxis, Hamburg:Verlag Windmühle.
- Schnell, R./Hill, P. B. / Esser, E.: Methoden der empirischen Sozialforschung. Munich: Oldenbourg
- Schwaiger, M./Meyer, A.: Theories and methods of business administration. Munich: Vahlen
- Stickel-Wolf, C. /Wolf, J.: Wissenschaftliches Arbeiten und Lerntechniken, Wiesbaden: Gabler
- Theisen, M. R.: Wissenschaftliches Arbeiten. Munich: Vahlen

## Key Qualifications II (KA) (W3BW\_BK705)

### Key Qualifications II

Formal details of the module			
Module name	Module number	Language	Module responsibility
Key qualifications II (KA)	W3BW_BK705	German/English	Prof. Dr. Joachim Weber

Location of the module in the course of study	
Academic	yearModule duration in semesters
2nd year of study	2

Teaching and examination methods used
Lecture, seminar, laboratory exercise, business game/simulation, role play

Audit performance	Exam size (in minutes)	Grading
Ungraded performance record	See examination regulations	Pass/ Fail

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
150,0	55,0	95,0	5

Qualification goals and competencies	
<b>Expertise</b>	The students have extended qualifications for scientific studies and can critically assess their applicability for practical situations. Furthermore, they are able to work on an operational problem in a structured scientific approach.
<b>Methodological competence</b>	Students can - Use methods and techniques in different situations in a reflective and competent manner, - Conduct literature searches and perform source-critical evaluations of the literature, - Select and apply appropriate scientific research methods and techniques.
<b>Personal and social competence</b>	Students can - communicate openly, - Recognize, critically analyze and assess their own and others' communication patterns, - autonomously and confidently represent own positions and understand other positions, - Manage conflicts in a balancing manner, - recognize the ethical implications and responsibilities of research, - Use the methods learned in a rational, understanding, fair, and non-manipulative manner, - Make sense of plurality of theories and methods.
<b>Overarching action competence</b>	The students - can quickly adapt to new situations, familiarize themselves with new tasks and integrate into teams and cultures, - convince as independently thinking and responsibly acting personalities with critical judgment ability in economy and society, - are characterized by sound technical knowledge, an understanding of overarching interrelationships and the ability to transfer theoretical knowledge into practice, - solve problems in the professional environment in a methodical and goal-oriented manner and act in a team-oriented manner.

## Learning units and contents

Teaching and learning units	Presence time	Self-study
<b>Function-specific enterprise simulation</b>	<b>28,0</b>	<b>48,0</b>
<p>In the context of function-specific business simulation, simulations related in particular to business functions or marketing instruments are carried out in the form of board games or computer-aided business games. The subject of industry-specific simulations can be, for example, simulations on the main topics listed below as examples:</p> <ul style="list-style-type: none"> <li>- Logistics</li> <li>- Marketing</li> <li>- Brand Management</li> <li>- Distribution</li> </ul>		
<b>Customer oriented conversation</b>	<b>27,0</b>	<b>47,0</b>
<ul style="list-style-type: none"> <li>- Overview of negotiation techniques, strategies and styles.</li> <li>- Negotiation process in different industries</li> <li>- Negotiation support</li> <li>- Negotiation processes as a task for internal consultants</li> <li>- Application of the Harvard concept for negotiations</li> <li>- key factors for negotiation success in different contexts</li> <li>- Psychological basics of the customer conversation</li> <li>- Design and planning of the customer meeting</li> <li>- Phases of the customer conversation</li> <li>- Role of verbal and non-verbal communication in customer conversations</li> <li>- Importance of the emotional level in the different industries</li> </ul>		

## Special features and requirements

Special features
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Requirements
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## Literature

- Bortz, J./Döring, N.: Research Methods and Evaluation for Human and Social Scientists, Heidelberg: Springer.
- Kornmeier, M.: Wissenschaftstheorie und wissenschaftliches Arbeiten. Heidelberg: Physica
- Kromrey, H.: Empirical Social Research. Stuttgart: Lucius & Lucius
- Oppel, K.: Business Knigge International. Freiburg: Haufe
- Schneider, D.: Betriebswirtschaftslehre, Band 4: Geschichte und Methoden der Wirtschaftswissenschaften. Munich: Oldenbourg
- Schnell, R./Hill, P. B. / Esser, E.: Methoden der empirischen Sozialforschung. Munich: Oldenbourg
- Schwaiger, M./Meyer, A.: Theories and methods of business administration. Munich: Vahlen
- Stichel-Wolf, C. /Wolf, J.: Wissenschaftliches Arbeiten und Lerntechniken, Wiesbaden: Gabler
- Theisen, M. R.: Wissenschaftliches Arbeiten. Munich: Vahlen



## Key Qualifications III (KA) (W3BW\_BK706)

### Key Qualifications III

Formal details of the module			
Module name	Module number	Language	Module responsibility
Key qualifications III (KA)	W3BW_BK706	German/English	Prof. Dr. Joachim Weber

Location of the module in the course of study	
Academic	yearModule duration in semesters
3rd year of study	2

Teaching and examination methods used
Lecture, seminar, laboratory exercise, business game/simulation, role play

Audit performance	Exam size (in minutes)	Grading
Ungraded performance record	See examination regulations	Pass/ Fail

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
150,0	50,0	100,0	5

Qualification goals and competencies	
<b>Expertise</b>	Students have all the qualifications for scientific study and can critically assess their applicability to practical situations. Furthermore, they are able to work on an operational problem in a structured scientific approach.
<b>Methodological competence</b>	Students can <ul style="list-style-type: none"> <li>- Use methods and techniques in different situations in a reflective and competent manner in an appropriate manner,</li> <li>- Conduct literature searches and perform source-critical evaluations of the literature,</li> <li>- Select and apply appropriate scientific research methods and techniques.</li> </ul>
<b>Personal and social competence</b>	Students can <ul style="list-style-type: none"> <li>- communicate openly</li> <li>- Recognize, critically analyze and assess their own and others' communication patterns,</li> <li>- autonomously and confidently represent own positions and understand other positions,</li> <li>- Use the methods learned in a rational, understanding, fair, and non-manipulative manner,</li> <li>- Manage conflicts in a balancing manner,</li> <li>- recognize the ethical implications and responsibilities of research,</li> <li>- Make sense of plurality of theories and methods.</li> </ul>
<b>Overarching action competence</b>	The students <ul style="list-style-type: none"> <li>- can quickly adapt to new situations, familiarize themselves with new tasks and integrate into teams and cultures,</li> <li>- convince as independently thinking and responsibly acting personalities with critical judgment ability in economy and society,</li> <li>- are characterized by sound technical knowledge, an understanding of overarching interrelationships and the ability to transfer theoretical knowledge into practice,</li> <li>- solve problems in the professional environment in a methodical and goal-oriented manner and act in a team-oriented manner.</li> </ul>

## Learning units and contents

Teaching and learning units	Presence time	Self-study
<b>Industry-specific business simulation</b>	<b>25,0</b>	<b>50,0</b>
<p>In the context of industry-specific business simulation, holistic business-related simulations are carried out in particular in the context of the respective industry of the company in the form of board games or computer-based business games. The following aspects in particular are the subject of industry-specific simulation:</p> <ul style="list-style-type: none"><li>- Development of corporate mission statements</li><li>- Establishment of an efficient personnel, organizational and planning infrastructure</li><li>- Performance strategy decisions (in relation to products and services)</li><li>- Testing the quality of services</li><li>- Situation-specific use of marketing instruments and coordination of marketing instruments with each other and with the requirements of other corporate functions</li><li>- Planning inclusion of time constants in business decisions</li><li>- Recognizing and taking advantage of favorable times to enter and exit the market</li><li>- Finance and accounting in the company (budgeting, financial planning, key figures)</li><li>- Methods of efficient, constructive, communicative cooperation in the team</li></ul>		
<b>Deepening scientific work</b>	<b>25,0</b>	<b>50,0</b>
<ul style="list-style-type: none"><li>- Scientific writing, argument chains/red thread, dealing with writer's block, reading strategies.</li><li>- Scientific exposé</li><li>- Advanced exercises in scientific work from SQ I</li></ul>		

## Special features and requirements

Special features
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Requirements
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## Literature

- Bortz, J./Döring, N.: Research Methods and Evaluation for Human and Social Scientists, Heidelberg: Springer.
- Hollinger, T.: Leadership training with horses. Can people learn from animals? Hamburg: igel
- Kornmeier, M.: Wissenschaftstheorie und wissenschaftliches Arbeiten. Heidelberg: Physica
- Kromrey, H.: Empirical Social Research. Stuttgart: Lucius & Lucius
- Schneider, D.: Betriebswirtschaftslehre, Band 4: Geschichte und Methoden der Wirtschaftswissenschaften. Munich: Oldenbourg
- Schnell, R./Hill, P. B. / Esser, E.: Methoden der empirischen Sozialforschung. Munich: Oldenbourg
- Schwaiger, M./Meyer, A.: Theories and methods of business administration. Munich: Vahlen
- Stickel-Wolf, C. /Wolf, J.: Wissenschaftliches Arbeiten und Lerntechniken, Wiesbaden: Gabler
- Theisen, M. R.: Wissenschaftliches Arbeiten. Munich: Vahlen

## Key Qualifications I (MA) (W3BW\_BK707)

### Key Qualifications I

Formal details of the module			
Module name	Module number	Language	Module responsibility
Key qualifications I (MA)	W3BW_BK707	German/English	Prof. Dr. Joachim Weber

Location of the module in the course of study	
Academic	yearModule duration in semesters
1st year of study	2

Teaching and examination methods used
Lecture, seminar, laboratory exercise, business game/simulation, role play

Audit performance	Exam size (in minutes)	Grading
Ungraded performance record	See examination regulations	Pass/ Fail

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
150,0	60,0	90,0	5

Qualification goals and competencies	
<b>Expertise</b>	Students have initial basic qualifications for scientific study and can critically assess their applicability to practical situations. Furthermore, they are able to work on an operational problem in a structured scientific approach.
<b>Methodological competence</b>	Students can <ul style="list-style-type: none"> <li>- Use methods and techniques in different situations in a reflective and competent manner in an appropriate manner,</li> <li>- Conduct literature searches and perform source-critical evaluations of the literature,</li> <li>- Select and apply appropriate scientific research methods and techniques.</li> </ul>
<b>Personal and social competence</b>	Students can <ul style="list-style-type: none"> <li>- communicate openly,</li> <li>- recognize, critically analyze and assess their own and others' communication patterns,</li> <li>- autonomously and confidently represent own positions and understand other positions,</li> <li>- Use the methods learned in a rational, understanding, fair, and non-manipulative manner,</li> <li>- Manage conflicts in a balancing manner,</li> <li>- recognize the ethical implications and responsibilities of research,</li> <li>- Make sense of plurality of theories and methods.</li> </ul>
<b>Overarching action competence</b>	The students <ul style="list-style-type: none"> <li>- can quickly adapt to new situations, familiarize themselves with new tasks and integrate into teams and cultures,</li> <li>- convince as independently thinking and responsibly acting personalities with critical judgment ability in economy and society,</li> <li>- are characterized by sound technical knowledge, an understanding of overarching interrelationships and the ability to transfer theoretical knowledge into practice,</li> <li>- solve problems in the professional environment in a methodical and goal-oriented manner and act in a team-oriented manner.</li> </ul>

## Learning units and contents

Teaching and learning units	Attendance time	Self-study
<b>Fundamentals of scientific work</b>	<b>20,0</b>	<b>30,0</b>
<ul style="list-style-type: none"> <li>- Science, target spectrum of scientific work, scientific methods of human sciences</li> <li>- Requirements for scientific work (e.g. objectivity, honesty/credibility, verifiability, reliability, validity, logical argumentation, comprehensibility)</li> <li>- Basic process of dealing with a topic (initial situation: problem/question, analysis/precision, searching for and finding solutions, implementation, preparing results)</li> <li>- Processing phases of a scientific paper (choice of topic/objective, topic delimitation/precision, objective of the paper and derivation of the research question)</li> <li>- Scientific exposé</li> <li>- Project planning (communication with supervisors, time/resource planning, time management, job aids).</li> <li>- Familiarization phase (literature study, selection, research), main and compilation phase (design of introductory chapters, outline alternatives, final chapters), revision phase</li> <li>- Formal design (cover page/title page (including blocking note, if applicable), indexes, execution section, appendix, bibliography, honorary declaration), design elements</li> <li>- Citation (including types of citations, rules of citation, plagiarism), genres of literature, bibliography and references</li> </ul>		
<b>Presentation and communication skills</b>	<b>20,0</b>	<b>30,0</b>
<p>Presentation skills</p> <ul style="list-style-type: none"> <li>- Areas of application and objectives of a presentation</li> <li>- Content structure of a presentation/presentation dramaturgy</li> <li>- Use of media and visualization techniques (e.g. text images, graphics and symbols)</li> <li>- Presentation techniques</li> <li>- Voice work and rhetoric</li> <li>- Nonverbal communication: body language, facial expressions and gestures</li> <li>- Dealing with stage fright</li> <li>- Follow up of the presentation</li> <li>- Specifics of scientific presentations</li> <li>- Exercises with reference to the respective field of study</li> </ul> <p>Communication competence</p> <ul style="list-style-type: none"> <li>- Communication psychology research and communication theories</li> <li>- Communication and interaction</li> <li>- Rhetoric</li> <li>- Teaching communicative and rhetorical skills</li> <li>- Negotiation techniques</li> <li>- Active listening</li> <li>- Questioning technique</li> <li>- Communication disorders</li> <li>- Exercises against the background of current topics of the respective field of study with subsequent discussion</li> </ul>		
<b>Basic qualification technical language</b>	<b>20,0</b>	<b>30,0</b>
<ul style="list-style-type: none"> <li>- Business letters (inquiry letters, orders, complaint letters, etc.)</li> <li>- Reports and Proposals</li> <li>- Customer phone calls</li> <li>- Analysis of case studies</li> <li>- Presentation of the own company</li> <li>- Analysis and discussion of current economic topics, e.g. based on articles</li> <li>- Technical vocabulary from the respective field of study</li> <li>- Tense review</li> </ul>		

## Special features and requirements

### Special features

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### Requirements

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## Literature

- Bortz, J./Döring, N.: Research Methods and Evaluation for Human and Social Scientists, Heidelberg: Springer.
- Kornmeier, M.: Wissenschaftstheorie und wissenschaftliches Arbeiten. Heidelberg: Physica
- Kromrey, H.: Empirical Social Research. Stuttgart: Lucius & Lucius
- Renner, H.-G. u. Strasmann, J. Das Outdoor-Seminar in der betrieblichen Praxis, Hamburg:Verlag Windmühle.
- Schnell, R./Hill, P. B. / Esser, E.: Methoden der empirischen Sozialforschung. Munich: Oldenbourg
- Schwaiger, M./Meyer, A.: Theories and methods of business administration. Munich: Vahlen
- Stichel-Wolf, C. /Wolf, J.: Wissenschaftliches Arbeiten und Lerntechniken, Wiesbaden: Gabler
- Theisen, M. R.: Wissenschaftliches Arbeiten. Munich: Vahlen



## Key Qualifications II (MA) (W3BW\_BK708)

### Key Qualifications II

Formal details of the module			
Module name	Module number	Language	Module responsibility
Key qualifications II (MA)	W3BW_BK708	German/English	Prof. Dr. Joachim Weber

Location of the module in the course of study	
Academic	yearModule duration in semesters
2nd year of study	2

Teaching and examination methods used
Lecture, seminar, laboratory exercise, business game/simulation, role play

Audit performance	Exam size (in minutes)	Grading
Ungraded performance record	See examination regulations	Pass/ Fail

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
150,0	55,0	95,0	5

Qualification goals and competencies	
<b>Expertise</b>	The students have extended qualifications for scientific studies and can critically assess their applicability for practical situations. Furthermore, they are able to work on an operational problem in a structured scientific approach.
<b>Methodological competence</b>	Students can - Use methods and techniques in different situations in a reflective and competent manner, - Conduct literature searches and perform source-critical evaluations of the literature, - Select and apply appropriate scientific research methods and techniques.
<b>Personal and social competence</b>	Students can - communicate openly, - Recognize, critically analyze and assess their own and others' communication patterns, - autonomously and confidently represent own positions and understand other positions, - Manage conflicts in a balancing manner, - recognize the ethical implications and responsibilities of research, - Use the methods learned in a rational, understanding, fair, and non-manipulative manner, - Make sense of plurality of theories and methods.
<b>Overarching action competence</b>	The students - can quickly adapt to new situations, familiarize themselves with new tasks and integrate into teams and cultures, - convince as independently thinking and responsibly acting personalities with critical judgment ability in economy and society, - are characterized by sound technical knowledge, an understanding of overarching interrelationships and the ability to transfer theoretical knowledge into practice, - solve problems in the professional environment in a methodical and goal-oriented manner and act in a team-oriented manner.

Learning units and contents		
Teaching and learning units	Presence time	Self-study
<b>Case studies related to the field of study</b>	<b>28,0</b>	<b>48,0</b>
Case studies with which the respective field of study can convey content and methods specific to the field of study that are important to it in a practical manner.		
<b>Deepening scientific work</b>	<b>27,0</b>	<b>47,0</b>
- Scientific writing, argument chains/red thread, dealing with writer's block, reading strategies. - Scientific exposé - Advanced exercises in scientific work from SQ I		

## Special features and requirements

### Special features

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### Requirements

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## Literature

- Bortz, J./Döring, N.: Research Methods and Evaluation for Human and Social Scientists, Heidelberg: Springer.
- Kornmeier, M.: Wissenschaftstheorie und wissenschaftliches Arbeiten. Heidelberg: Physica
- Kromrey, H.: Empirical Social Research. Stuttgart: Lucius & Lucius
- Opper, K.: Business Knigge International. Freiburg: Haufe
- Schneider, D.: Betriebswirtschaftslehre, Band 4: Geschichte und Methoden der Wirtschaftswissenschaften. Munich: Oldenbourg
- Schnell, R./Hill, P. B. / Esser, E.: Methoden der empirischen Sozialforschung. Munich: Oldenbourg
- Schwaiger, M./Meyer, A.: Theories and methods of business administration. Munich: Vahlen
- Stichel-Wolf, C. /Wolf, J.: Wissenschaftliches Arbeiten und Lerntechniken, Wiesbaden: Gabler
- Theisen, M. R.: Wissenschaftliches Arbeiten. Munich: Vahlen

## Key Qualifications III (MA) (W3BW\_BK709)

### Key Qualifications III

Formal details of the module			
Module name	Module number	Language	Module responsibility
Key qualifications III (MA)	W3BW_BK709	German/English	Prof. Dr. Joachim Weber

Location of the module in the course of study	
Academic	yearModule duration in semesters
3rd year of study	2

Teaching and examination methods used
Lecture, seminar, laboratory exercise, business game/simulation, role play

Audit performance	Exam size (in minutes)	Grading
Ungraded performance record	See examination regulations	Pass/ Fail

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
150,0	50,0	100,0	5

Qualification goals and competencies	
<b>Expertise</b>	Students have all the qualifications for scientific study and can critically assess their applicability to practical situations. Furthermore, they are able to work on an operational problem in a structured scientific approach.
<b>Methodological competence</b>	Students can <ul style="list-style-type: none"> <li>- Use methods and techniques in different situations in a reflective and competent manner in an appropriate manner,</li> <li>- Conduct literature searches and perform source-critical evaluations of the literature,</li> <li>- Select and apply appropriate scientific research methods and techniques.</li> </ul>
<b>Personal and social competence</b>	Students can <ul style="list-style-type: none"> <li>- communicate openly</li> <li>- Recognize, critically analyze and assess their own and others' communication patterns,</li> <li>- autonomously and confidently represent own positions and understand other positions,</li> <li>- Use the methods learned in a rational, understanding, fair, and non-manipulative manner,</li> <li>- Manage conflicts in a balancing manner,</li> <li>- recognize the ethical implications and responsibilities of research,</li> <li>- Make sense of plurality of theories and methods.</li> </ul>
<b>Overarching action competence</b>	The students <ul style="list-style-type: none"> <li>- can quickly adapt to new situations, familiarize themselves with new tasks and integrate into teams and cultures,</li> <li>- convince as independently thinking and responsibly acting personalities with critical judgment ability in economy and society,</li> <li>- are characterized by sound technical knowledge, an understanding of overarching interrelationships and the ability to transfer theoretical knowledge into practice,</li> <li>- solve problems in the professional environment in a methodical and goal-oriented manner and act in a team-oriented manner.</li> </ul>



## Learning units and contents

Teaching and learning units	Presence time	Self-study
<b>Project outline for the bachelor thesis</b>	<b>25,0</b>	<b>50,0</b>
<ul style="list-style-type: none"><li>- Independent planning of a research process and development of a research design (exposé) for a possible bachelor thesis topic (this does not have to be the later topic of the bachelor thesis)</li><li>- Choice of topic, problem definition and formulation of objectives, literature research and information gathering, selection and development of a research method, determination of the structure and the outline of the paper.</li></ul>		
<b>Industry-specific business simulation</b>	<b>25,0</b>	<b>50,0</b>
<p>In the context of industry-specific business simulation, holistic business-related simulations are carried out in particular in the context of the respective industry of the company in the form of board games or computer-based business games. The following aspects in particular are the subject of industry-specific simulation:</p> <ul style="list-style-type: none"><li>- Development of corporate mission statements</li><li>- Establishment of an efficient personnel, organizational and planning infrastructure</li><li>- Performance strategy decisions (in relation to products and services)</li><li>- Testing the quality of services</li><li>- Situation-specific use of marketing instruments and coordination of marketing instruments with each other and with the requirements of other corporate functions</li><li>- Inclusion of time constants in business decisions from a planning perspective</li><li>- Recognizing and taking advantage of favorable times to enter and exit the market</li><li>- Finance and accounting in the company (budgeting, financial planning, key figures)</li><li>- Methods of efficient, constructive, communicative cooperation in the team</li></ul>		

## Special features and requirements

### Special features

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### Requirements

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## Literature

- Bortz, J./Döring, N.: Research Methods and Evaluation for Human and Social Scientists, Heidelberg: Springer.
- Hollinger, T.: Leadership training with horses. Can people learn from animals? Hamburg: igel
- Kornmeier, M.: Wissenschaftstheorie und wissenschaftliches Arbeiten. Heidelberg: Physica
- Kromrey, H.: Empirical Social Research. Stuttgart: Lucius & Lucius
- Schneider, D.: Betriebswirtschaftslehre, Band 4: Geschichte und Methoden der Wirtschaftswissenschaften. Munich: Oldenbourg
- Schnell, R./Hill, P. B. / Esser, E.: Methoden der empirischen Sozialforschung. Munich: Oldenbourg
- Schwaiger, M./Meyer, A.: Theories and methods of business administration. Munich: Vahlen
- Stickel-Wolf, C. /Wolf, J.: Wissenschaftliches Arbeiten und Lerntechniken, Wiesbaden: Gabler
- Theisen, M. R.: Wissenschaftliches Arbeiten. Munich: Vahlen

## Key Qualifications I (MOS) (W3BW\_BK710)

### Key Qualifications I

Formal details of the module			
Module name	Module number	Language	Module responsibility
Key qualifications I (MOS)	W3BW_BK710	German/English	Prof. Dr. Joachim Weber

Location of the module in the course of study	
Academic	yearModule duration in semesters
1st year of study	2

Teaching and examination methods used
Lecture, seminar, laboratory exercise, business game/simulation, role play

Audit performance	Exam size (in minutes)	Grading
Ungraded performance record	See examination regulations	Pass/ Fail

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
150,0	60,0	90,0	5

Qualification goals and competencies	
<b>Expertise</b>	Students have initial basic qualifications for scientific study and can critically assess their applicability to practical situations. Furthermore, they are able to work on an operational problem in a structured scientific approach.
<b>Methodological competence</b>	Students can <ul style="list-style-type: none"> <li>- Use methods and techniques in different situations in a reflective and competent manner in an appropriate manner,</li> <li>- Conduct literature searches and perform source-critical evaluations of the literature,</li> <li>- Select and apply appropriate scientific research methods and techniques.</li> </ul>
<b>Personal and social competence</b>	Students can <ul style="list-style-type: none"> <li>- communicate openly,</li> <li>- Recognize, critically analyze and assess their own and others' communication patterns,</li> <li>- autonomously and confidently represent own positions and understand other positions,</li> <li>- Use the methods learned in a rational, understanding, fair, and non-manipulative manner,</li> <li>- Manage conflicts in a balancing manner,</li> <li>- recognize the ethical implications and responsibilities of research,</li> <li>- Make sense of plurality of theories and methods.</li> </ul>
<b>Overarching action competence</b>	The students <ul style="list-style-type: none"> <li>- can quickly adapt to new situations, familiarize themselves with new tasks and integrate into teams and cultures,</li> <li>- convince as independently thinking and responsibly acting personalities with critical judgment ability in economy and society,</li> <li>- are characterized by sound technical knowledge, an understanding of overarching interrelationships and the ability to transfer theoretical knowledge into practice,</li> <li>- solve problems in the professional environment in a methodical and goal-oriented manner and act in a team-oriented manner.</li> </ul>

## Learning units and contents

Teaching and learning units	Attendance time	Self-study
<b>Fundamentals of scientific work</b>	<b>20,0</b>	<b>30,0</b>
<ul style="list-style-type: none"> <li>- Science, target spectrum of scientific work, scientific methods of human sciences</li> <li>- Requirements for scientific work (e.g. objectivity, honesty/credibility, verifiability, reliability, validity, logical argumentation, comprehensibility)</li> <li>- Basic process of dealing with a topic (initial situation: problem/question, analysis/precision, searching for and finding solutions, implementation, preparing results)</li> <li>- Processing phases of a scientific paper (topic selection/objective setting, topic delimitation/precision, objective of the paper, and derivation of the research question).</li> <li>- Scientific exposé</li> <li>- Project planning (communication with supervisors, time/resource planning, time management, job aids).</li> <li>- Familiarization phase (literature study, selection, research), main and compilation phase (design of introductory chapters, outline alternatives, final chapters), revision phase</li> <li>- Formal design (cover page/title page (including blocking note, if applicable), indexes, execution section, appendix, bibliography, honorary declaration), design elements</li> <li>- Citation (including types of citations, rules of citation, plagiarism), genres of literature, bibliography and references</li> </ul>		
<b>Presentation and communication skills</b>	<b>20,0</b>	<b>30,0</b>
<p>Presentation skills</p> <ul style="list-style-type: none"> <li>- Areas of application and objectives of a presentation</li> <li>- Content structure of a presentation/presentation dramaturgy</li> <li>- Use of media and visualization techniques (e.g. text images, graphics and symbols)</li> <li>- Presentation techniques</li> <li>- Voice work and rhetoric</li> <li>- Nonverbal communication: body language, facial expressions and gestures</li> <li>- Dealing with stage fright</li> <li>- Follow up of the presentation</li> <li>- Specifics of scientific presentations</li> <li>- Exercises with reference to the respective field of study</li> </ul> <p>Communication competence</p> <ul style="list-style-type: none"> <li>- Communication psychology research and communication theories</li> <li>- Communication and interaction</li> <li>- Rhetoric</li> <li>- Teaching communicative and rhetorical skills</li> <li>- Negotiation techniques</li> <li>- Active listening</li> <li>- Questioning technique</li> <li>- Communication disorders</li> <li>- Exercises against the background of current topics of the respective field of study with subsequent discussion</li> </ul>		
<b>IT competence</b>	<b>20,0</b>	<b>30,0</b>
<ul style="list-style-type: none"> <li>- Spectrum of IT applications of the respective field of study</li> <li>- Application and practice with different tools</li> </ul>		

## Special features and requirements

Special features
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Requirements
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## Literature

- The students
- can quickly adapt to new situations, familiarize themselves with new tasks and integrate into teams and cultures,
  - convince as independently thinking and responsibly acting personalities with critical judgment ability in economy and society,
  - are characterized by sound technical knowledge, an understanding of overarching interrelationships and the ability to transfer theoretical knowledge into practice,
  - solve problems in the professional environment in a methodical and goal-oriented manner and act in a team-oriented manner.

## Key Qualifications II (MOS) (W3BW\_BK711)

### Key Qualifications II

Formal details of the module			
Module name	Module number	Language	Module responsibility
Key qualifications II (MOS)	W3BW_BK711	German/English	Prof. Dr. Joachim Weber

Location of the module in the course of study	
Academic	yearModule duration in semesters
2nd year of study	2

Teaching and examination methods used
Lecture, seminar, laboratory exercise, business game/simulation, role play

Audit performance	Exam size (in minutes)	Grading
Ungraded performance record	See examination regulations	Pass/ Fail

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
150,0	55,0	95,0	5

Qualification goals and competencies	
<b>Expertise</b>	The students have extended qualifications for scientific studies and can critically assess their applicability for practical situations. Furthermore, they are able to work on an operational problem in a structured scientific approach.
<b>Methodological competence</b>	Students can <ul style="list-style-type: none"> <li>- Use methods and techniques in different situations in a reflective and competent manner,</li> <li>- Conduct literature searches and perform source-critical evaluations of the literature,</li> <li>- Select and apply appropriate scientific research methods and techniques.</li> </ul>
<b>Personal and social competence</b>	Students can <ul style="list-style-type: none"> <li>- communicate openly,</li> <li>- Recognize, critically analyze and assess their own and others' communication patterns,</li> <li>- autonomously and confidently represent own positions and understand other positions,</li> <li>- Manage conflicts in a balancing manner,</li> <li>- recognize the ethical implications and responsibilities of research,</li> <li>- Use the methods learned in a rational, understanding, fair, and non-manipulative manner,</li> <li>- Make sense of plurality of theories and methods.</li> </ul>
<b>Overarching action competence</b>	The students <ul style="list-style-type: none"> <li>- can quickly adapt to new situations, familiarize themselves with new tasks and integrate into teams and cultures,</li> <li>- convince as independently thinking and responsibly acting personalities with critical judgment ability in economy and society,</li> <li>- are characterized by sound technical knowledge, an understanding of overarching interrelationships and the ability to transfer theoretical knowledge into practice,</li> <li>- solve problems in the professional environment in a methodical and goal-oriented manner and act in a team-oriented manner.</li> </ul>

## Learning units and contents

Teaching and learning units	Presence time	Self-study
<b>Philosophy of science and methods of empirical research</b>	<b>28,0</b>	<b>48,0</b>
<p>Philosophy of science:</p> <ul style="list-style-type: none"><li>- Science and philosophy of science, classification of disciplines</li><li>- Basic positions in the philosophy of science (e.g., rationalism, empiricism, critical rationalism, historical philosophy of science, constructivism).</li><li>- Basic concepts of the philosophy of science (e.g., proposition, axiom, hypothesis, model, theory).</li><li>- Research logic (induction, deduction, scientific explanatory models)</li><li>- Business administration as a science</li><li>- Ethics in economics</li></ul> <p>Methods of empirical social research:</p> <ul style="list-style-type: none"><li>- Typology of scientific papers (conceptual/modeling papers, empirical studies, metastudies) and methodology.</li><li>- Operationalize and measure</li><li>- Selection procedures (sampling, biases, weightings).</li><li>- Forms of investigation and data collection (observation, interview, content analysis, experiment)</li><li>- Data preparation and initial analysis (data preparation/coding, documentation, frequencies, cross tabulations, location measures).</li><li>- Advanced data analysis (scatter, correlations, multivariate methods, significance statements)</li><li>- Characteristics of qualitative social research, phases of the research process</li><li>- Principles of presentation and interpretation (visualization, interpretation, data sources)</li></ul>		
<b>Software applications related to the field of study</b>	<b>27,0</b>	<b>47,0</b>
<p>In the software applications specific to the field of study, content is taught using software specific to the field of study, which complements the core and elective modules of the field of study.</p>		

## Special features and requirements

Special features
-

Requirements
-

## Literature

- Bortz, J./Döring, N.: Research Methods and Evaluation for Human and Social Scientists, Heidelberg: Springer.
- Kornmeier, M.: Wissenschaftstheorie und wissenschaftliches Arbeiten. Heidelberg: Physica
- Kromrey, H.: Empirical Social Research. Stuttgart: Lucius & Lucius
- Opper, K.: Business Knigge International. Freiburg: Haufe
- Schneider, D.: Betriebswirtschaftslehre, Band 4: Geschichte und Methoden der Wirtschaftswissenschaften. Munich: Oldenbourg
- Schnell, R./Hill, P. B. / Esser, E.: Methoden der empirischen Sozialforschung. Munich: Oldenbourg
- Schwaiger, M./Meyer, A.: Theories and methods of business administration. Munich: Vahlen
- Stichel-Wolf, C. /Wolf, J.: Wissenschaftliches Arbeiten und Lerntechniken, Wiesbaden: Gabler
- Theisen, M. R.: Wissenschaftliches Arbeiten. Munich: Vahlen

## Key Qualifications III (MOS) (W3BW\_BK712)

### Key Qualifications III

Formal details of the module			
Module name	Module number	Language	Module responsibility
Key qualifications III (MOS)	W3BW_BK712	German/English	Prof. Dr. Joachim Weber

Location of the module in the course of study	
Academic	yearModule duration in semesters
3rd year of study	2

Teaching and examination methods used
Lecture, seminar, laboratory exercise, business game/simulation, role play

Audit performance	Exam size (in minutes)	Grading
Ungraded performance record	See examination regulations	Pass/ Fail

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
150,0	50,0	100,0	5

Qualification goals and competencies	
<b>Expertise</b>	Students have all the qualifications for scientific study and can critically assess their applicability to practical situations. Furthermore, they are able to work on an operational problem in a structured scientific approach.
<b>Methodological competence</b>	Students can <ul style="list-style-type: none"> <li>- Use methods and techniques in different situations in a reflective and competent manner in an appropriate manner,</li> <li>- Conduct literature searches and perform source-critical evaluations of the literature,</li> <li>- Select and apply appropriate scientific research methods and techniques.</li> </ul>
<b>Personal and social competence</b>	Students can <ul style="list-style-type: none"> <li>- communicate openly</li> <li>- Recognize, critically analyze and assess their own and others' communication patterns,</li> <li>- autonomously and confidently represent own positions and understand other positions,</li> <li>- Use the methods learned in a rational, understanding, fair, and non-manipulative manner,</li> <li>- Manage conflicts in a balancing manner,</li> <li>- recognize the ethical implications and responsibilities of research,</li> <li>- Make sense of plurality of theories and methods.</li> </ul>
<b>Overarching action competence</b>	The students <ul style="list-style-type: none"> <li>- can quickly adapt to new situations, familiarize themselves with new tasks and integrate into teams and cultures,</li> <li>- convince as independently thinking and responsibly acting personalities with critical judgment ability in economy and society,</li> <li>- are characterized by sound technical knowledge, an understanding of overarching interrelationships and the ability to transfer theoretical knowledge into practice,</li> <li>- solve problems in the professional environment in a methodical and goal-oriented manner and act in a team-oriented manner.</li> </ul>

## Learning units and contents

Teaching and learning units	Presence time	Self-study
<b>Function-specific enterprise simulation</b>	<b>25,0</b>	<b>50,0</b>
<p>In the context of function-specific business simulation, simulations related in particular to business functions or marketing instruments are carried out in the form of board games or computer-aided business games. The subject of industry-specific simulations can be, for example, simulations on the main topics listed below as examples:</p> <ul style="list-style-type: none"><li>- Logistics</li><li>- Marketing</li><li>- Brand Management</li><li>- Distribution</li></ul>		
<b>Industry-specific business simulation</b>	<b>25,0</b>	<b>50,0</b>
<p>In the context of industry-specific business simulation, holistic business-related simulations are carried out in particular in the context of the respective industry of the company in the form of board games or computer-based business games. The following aspects in particular are the subject of industry-specific simulation:</p> <ul style="list-style-type: none"><li>- Development of corporate mission statements</li><li>- Establishment of an efficient personnel, organizational and planning infrastructure</li><li>- Performance strategy decisions (in relation to products and services)</li><li>- Testing the quality of services</li><li>- Situation-specific use of marketing instruments and coordination of marketing instruments with each other and with the requirements of other corporate functions</li><li>- Inclusion of time constants in business decisions from a planning perspective</li><li>- Recognizing and taking advantage of favorable times to enter and exit the market</li><li>- Finance and accounting in the company (budgeting, financial planning, key figures)</li><li>- Methods of efficient, constructive, communicative cooperation in the team</li></ul>		

## Special features and requirements

Special features
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Requirements
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## Literature

- Bortz, J./Döring, N.: Research Methods and Evaluation for Human and Social Scientists, Heidelberg: Springer.
- Hollinger, T.: Leadership training with horses. Can people learn from animals? Hamburg: igel
- Kornmeier, M.: Wissenschaftstheorie und wissenschaftliches Arbeiten. Heidelberg: Physica
- Kromrey, H.: Empirical Social Research. Stuttgart: Lucius & Lucius
- Schneider, D.: Betriebswirtschaftslehre, Band 4: Geschichte und Methoden der Wirtschaftswissenschaften. Munich: Oldenbourg
- Schnell, R./Hill, P. B. / Esser, E.: Methoden der empirischen Sozialforschung. Munich: Oldenbourg
- Schwaiger, M./Meyer, A.: Theories and methods of business administration. Munich: Vahlen
- Stickel-Wolf, C. /Wolf, J.: Wissenschaftliches Arbeiten und Lerntechniken, Wiesbaden: Gabler
- Theisen, M. R.: Wissenschaftliches Arbeiten. Munich: Vahlen

## Key Qualifications I (RV) (W3BW\_BK713)

### Key Qualifications I

Formal details of the module			
Module name	Module number	Language	Module responsibility
Key qualifications I (RV)	W3BW_BK713	German/English	Prof. Dr. Joachim Weber

Location of the module in the course of study	
Academic	yearModule duration in semesters
1st year of study	2

Teaching and examination methods used
Lecture, seminar, laboratory exercise, business game/simulation, role play

Audit performance	Exam size (in minutes)	Grading
Ungraded performance record	See examination regulations	Pass/ Fail

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
150,0	60,0	90,0	5

Qualification goals and competencies	
<b>Expertise</b>	Students have initial basic qualifications for scientific study and can critically assess their applicability to practical situations. Furthermore, they are able to work on an operational problem in a structured scientific approach.
<b>Methodological competence</b>	Students can <ul style="list-style-type: none"> <li>- Use methods and techniques in different situations in a reflective and competent manner in an appropriate manner,</li> <li>- Conduct literature searches and perform source-critical evaluations of the literature,</li> <li>- Select and apply appropriate scientific research methods and techniques.</li> </ul>
<b>Personal and social competence</b>	Students can <ul style="list-style-type: none"> <li>- communicate openly,</li> <li>- Recognize, critically analyze and assess their own and others' communication patterns,</li> <li>- autonomously and confidently represent own positions and understand other positions,</li> <li>- Use the methods learned in a rational, understanding, fair, and non-manipulative manner,</li> <li>- Manage conflicts in a balancing manner,</li> <li>- recognize the ethical implications and responsibilities of research,</li> <li>- Make sense of plurality of theories and methods.</li> </ul>
<b>Overarching action competence</b>	The students <ul style="list-style-type: none"> <li>- can quickly adapt to new situations, familiarize themselves with new tasks and integrate into teams and cultures,</li> <li>- convince as independently thinking and responsibly acting personalities with critical judgment ability in economy and society,</li> <li>- are characterized by sound technical knowledge, an understanding of overarching interrelationships and the ability to transfer theoretical knowledge into practice,</li> <li>- solve problems in the professional environment in a methodical and goal-oriented manner and act in a team-oriented manner.</li> </ul>



## Learning units and contents

Teaching and learning units	Attendance time	Self-study
<b>Fundamentals of scientific work</b>	<b>20,0</b>	<b>30,0</b>
<ul style="list-style-type: none"> <li>- Science, target spectrum of scientific work, scientific methods of human sciences</li> <li>- Requirements for scientific work (e.g. objectivity, honesty/credibility, verifiability, reliability, validity, logical argumentation, comprehensibility)</li> <li>- Basic process of dealing with a topic (initial situation: problem/question, analysis/precision, searching for and finding solutions, implementation, preparing results)</li> <li>- Processing phases of a scientific paper (choice of topic/objective, topic delimitation/precision, objective of the paper and derivation of the research question)</li> <li>- Scientific exposé</li> <li>- Project planning (communication with supervisors, time/resource planning, time management, job aids).</li> <li>- Familiarization phase (literature study, selection, research), main and compilation phase (design of introductory chapters, outline alternatives, final chapters), revision phase</li> <li>- Formal design (cover page/title page (including blocking note, if applicable), indexes, execution section, appendix, bibliography, honorary declaration), design elements</li> <li>- Citation (including types of citations, rules of citation, plagiarism), genres of literature, bibliography and references</li> </ul>		
<b>Presentation and communication skills</b>	<b>20,0</b>	<b>30,0</b>
<p>Presentation skills</p> <ul style="list-style-type: none"> <li>- Areas of application and objectives of a presentation</li> <li>- Content structure of a presentation/presentation dramaturgy</li> <li>- Use of media and visualization techniques (e.g. text images, graphics and symbols)</li> <li>- Presentation techniques</li> <li>- Voice work and rhetoric</li> <li>- Nonverbal communication: body language, facial expressions and gestures</li> <li>- Dealing with stage fright</li> <li>- Follow up of the presentation</li> <li>- Specifics of scientific presentations</li> <li>- Exercises with reference to the respective field of study</li> </ul> <p>Communication competence</p> <ul style="list-style-type: none"> <li>- Communication psychology research and communication theories</li> <li>- Communication and interaction</li> <li>- Rhetoric</li> <li>- Teaching communicative and rhetorical skills</li> <li>- Negotiation techniques</li> <li>- Active listening</li> <li>- Questioning technique</li> <li>- Communication disorders</li> <li>- Exercises against the background of current topics of the respective field of study with subsequent discussion</li> </ul>		
<b>IT competence</b>	<b>20,0</b>	<b>30,0</b>
<ul style="list-style-type: none"> <li>- Spectrum of IT applications of the respective field of study</li> <li>- Application and practice with different tools</li> </ul>		

## Special features and requirements

Special features
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Requirements
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## Literature

- Bortz, J./Döring, N.: Research Methods and Evaluation for Human and Social Scientists, Heidelberg: Springer.
- Kornmeier, M.: Wissenschaftstheorie und wissenschaftliches Arbeiten. Heidelberg: Physica
- Kromrey, H.: Empirical Social Research. Stuttgart: Lucius & Lucius
- Renner, H.-G. u. Strasmann, J. Das Outdoor-Seminar in der betrieblichen Praxis, Hamburg:Verlag Windmühle.
- Schnell, R./Hill, P. B. / Esser, E.: Methoden der empirischen Sozialforschung. Munich: Oldenbourg
- Schwaiger, M./Meyer, A.: Theories and methods of business administration. Munich: Vahlen
- Stichel-Wolf, C. /Wolf, J.: Wissenschaftliches Arbeiten und Lerntechniken, Wiesbaden: Gabler
- Theisen, M. R.: Wissenschaftliches Arbeiten. Munich: Vahlen

## Key Qualifications II (RV) (W3BW\_BK714)

### Key Qualifications II

Formal details of the module			
Module name	Module number	Language	Module responsibility
Key qualifications II (RV)	W3BW_BK714	German/English	Prof. Dr. Joachim Weber

Location of the module in the course of studies	
Academic	yearModule duration in semesters
2nd year of study	2

Teaching and examination methods used
Lecture, seminar, laboratory exercise, business game/simulation, role play

Audit performance	Exam size (in minutes)	Grading
Ungraded performance record	See examination regulations	Pass/ Fail

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
150,0	55,0	95,0	5

Qualification goals and competencies	
<b>Expertise</b>	The students have extended qualifications for scientific studies and can critically assess their applicability for practical situations. Furthermore, they are able to work on an operational problem in a structured scientific approach.
<b>Methodological competence</b>	Students can <ul style="list-style-type: none"> <li>- Use methods and techniques in different situations in a reflective and competent manner,</li> <li>- Conduct literature searches and perform source-critical evaluations of the literature,</li> <li>- Select and apply appropriate scientific research methods and techniques.</li> </ul>
<b>Personal and social competence</b>	Students can <ul style="list-style-type: none"> <li>- communicate openly,</li> <li>- Recognize, critically analyze and assess their own and others' communication patterns,</li> <li>- autonomously and confidently represent own positions and understand other positions,</li> <li>- Manage conflicts in a balancing manner,</li> <li>- recognize the ethical implications and responsibilities of research,</li> <li>- Use the methods learned in a rational, understanding, fair, and non-manipulative manner,</li> <li>- Make sense of plurality of theories and methods.</li> </ul>
<b>Overarching action competence</b>	The students <ul style="list-style-type: none"> <li>- can quickly adapt to new situations, familiarize themselves with new tasks and integrate into teams and cultures,</li> <li>- convince as independently thinking and responsibly acting personalities with critical judgment ability in economy and society,</li> <li>- are characterized by sound technical knowledge, an understanding of overarching interrelationships and the ability to transfer theoretical knowledge into practice,</li> <li>- solve problems in the professional environment in a methodical and goal-oriented manner and act in a team-oriented manner.</li> </ul>

## Learning units and contents

Teaching and learning units	Presence time	Self-study
<b>Deepening scientific work</b>	<b>28,0</b>	<b>48,0</b>
<ul style="list-style-type: none"> <li>- Scientific writing, argument chains/red thread, dealing with writer's block, reading strategies.</li> <li>- Scientific exposé</li> <li>- Advanced exercises in scientific work from SQ I</li> </ul>		
<b>Conversation and negotiation skills</b>	<b>27,0</b>	<b>47,0</b>
<p>Conversational</p> <ul style="list-style-type: none"> <li>- Psychological basics of conversation</li> <li>- Psychology of conversation and body language: non-verbal communication in conversations</li> <li>- Design and planning of customer meetings</li> <li>- Phases of the customer conversation</li> <li>- Conversational Strategies</li> <li>- Argumentation techniques</li> <li>- Questioning techniques</li> <li>- Listen</li> </ul> <p>Negotiation</p> <ul style="list-style-type: none"> <li>- Psychological basics of negotiation</li> <li>- Negotiation psychology and body language: non-verbal communication in negotiations</li> <li>- Phases of the negotiation process (preparation, implementation, conclusion, follow-up)</li> <li>- Elements of negotiation: negotiation strategies, negotiation techniques, negotiation tactics, negotiation styles</li> <li>- Development of holistic negotiation strategies</li> <li>- Development of creative negotiation options</li> <li>- Recognition of negotiating positions and negotiating interests</li> <li>- Development and testing of argumentation</li> <li>- Harvard Negotiation Model</li> </ul>		

## Special features and requirements

Special features
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Requirements
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## Literature

- Bortz, J./Döring, N.: Research Methods and Evaluation for Human and Social Scientists, Heidelberg: Springer.
- Kornmeier, M.: Wissenschaftstheorie und wissenschaftliches Arbeiten. Heidelberg: Physica
- Kromrey, H.: Empirical Social Research. Stuttgart: Lucius & Lucius
- Oppel, K.: Business Knigge International. Freiburg: Haufe
- Schneider, D.: Betriebswirtschaftslehre, Band 4: Geschichte und Methoden der Wirtschaftswissenschaften. Munich: Oldenbourg
- Schnell, R./Hill, P. B. / Esser, E.: Methoden der empirischen Sozialforschung. Munich: Oldenbourg
- Schwaiger, M./Meyer, A.: Theories and methods of business administration. Munich: Vahlen
- Stickel-Wolf, C. /Wolf, J.: Wissenschaftliches Arbeiten und Lerntechniken, Wiesbaden: Gabler
- Theisen, M. R.: Wissenschaftliches Arbeiten. Munich: Vahlen

## Key Qualifications III (RV) (W3BW\_BK715)

### Key Qualifications III

Formal details of the module			
Module name	Module number	Language	Module responsibility
Key qualifications III (RV)	W3BW_BK715	German/English	Prof. Dr. Joachim Weber

Location of the module in the course of study	
Academic	yearModule duration in semesters
3rd year of study	2

Teaching and examination methods used
Lecture, seminar, laboratory exercise, business game/simulation, role play

Audit performance	Exam size (in minutes)	Grading
Ungraded performance record	See examination regulations	Pass/ Fail

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
150,0	50,0	100,0	5

Qualification goals and competencies	
<b>Expertise</b>	Students have all the qualifications for scientific study and can critically assess their applicability to practical situations. Furthermore, they are able to work on an operational problem in a structured scientific approach.
<b>Methodological competence</b>	Students can <ul style="list-style-type: none"> <li>- Use methods and techniques in different situations in a reflective and competent manner in an appropriate manner,</li> <li>- Conduct literature searches and perform source-critical evaluations of the literature,</li> <li>- Select and apply appropriate scientific research methods and techniques.</li> </ul>
<b>Personal and social competence</b>	Students can <ul style="list-style-type: none"> <li>- communicate openly</li> <li>- Recognize, critically analyze and assess their own and others' communication patterns,</li> <li>- autonomously and confidently represent own positions and understand other positions,</li> <li>- Use the methods learned in a rational, understanding, fair, and non-manipulative manner,</li> <li>- Manage conflicts in a balancing manner,</li> <li>- recognize the ethical implications and responsibilities of research,</li> <li>- Make sense of plurality of theories and methods.</li> </ul>
<b>Overarching action competence</b>	The students <ul style="list-style-type: none"> <li>- can quickly adapt to new situations, familiarize themselves with new tasks and integrate into teams and cultures,</li> <li>- convince as independently thinking and responsibly acting personalities with critical judgment ability in economy and society,</li> <li>- are characterized by sound technical knowledge, an understanding of overarching interrelationships and the ability to transfer theoretical knowledge into practice,</li> <li>- solve problems in the professional environment in a methodical and goal-oriented manner and act in a team-oriented manner.</li> </ul>

## Learning units and contents

Teaching and learning units	Presence time	Self-study
<b>Industry-specific business simulation</b>	<b>25,0</b>	<b>50,0</b>
<p>In the context of industry-specific business simulation, holistic business-related simulations are carried out in particular in the context of the respective industry of the company in the form of board games or computer-based business games. The following aspects in particular are the subject of industry-specific simulation:</p> <ul style="list-style-type: none"><li>- Development of corporate mission statements</li><li>- Establishment of an efficient personnel, organizational and planning infrastructure</li><li>- Performance strategy decisions (in relation to products and services)</li><li>- Testing the quality of services</li><li>- Situation-specific use of marketing instruments and coordination of marketing instruments with each other and with the requirements of other corporate functions</li><li>- Inclusion of time constants in business decisions from a planning perspective</li><li>- Recognizing and taking advantage of favorable times to enter and exit the market</li><li>- Finance and accounting in the company (budgeting, financial planning, key figures)</li><li>- Methods of efficient, constructive, communicative teamwork</li></ul>		
<b>Project outline for the bachelor thesis</b>	<b>25,0</b>	<b>50,0</b>
<ul style="list-style-type: none"><li>- Independent planning of a research process and development of a research design (exposé) for a possible bachelor thesis topic (this does not have to be the later topic of the bachelor thesis)</li><li>- Choice of topic, problem definition and formulation of objectives, literature research and information gathering, selection and development of a research method, determination of the structure and the outline of the paper.</li></ul>		

## Special features and requirements

Special features
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Requirements
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## Literature

- Bortz, J./Döring, N.: Research Methods and Evaluation for Human and Social Scientists, Heidelberg: Springer.
- Hollinger, T.: Leadership training with horses. Can people learn from animals? Hamburg: igel
- Kornmeier, M.: Wissenschaftstheorie und wissenschaftliches Arbeiten. Heidelberg: Physica
- Kromrey, H.: Empirical Social Research. Stuttgart: Lucius & Lucius
- Schneider, D.: Betriebswirtschaftslehre, Band 4: Geschichte und Methoden der Wirtschaftswissenschaften. Munich: Oldenbourg
- Schnell, R./Hill, P. B. / Esser, E.: Methoden der empirischen Sozialforschung. Munich: Oldenbourg
- Schwaiger, M./Meyer, A.: Theories and methods of business administration. Munich: Vahlen
- Stickel-Wolf, C. /Wolf, J.: Wissenschaftliches Arbeiten und Lerntechniken, Wiesbaden: Gabler
- Theisen, M. R.: Wissenschaftliches Arbeiten. Munich: Vahlen

## Key Qualifications I (STG) (W3BW\_BK716)

### Key Qualifications I

Formal details of the module			
Module name	Module number	Language	Module responsibility
Key qualifications I (STG)	W3BW_BK716	German/English	Prof. Dr. Joachim Weber

Location of the module in the course of study	
Academic	yearModule duration in semesters
1st year of study	2

Teaching and examination methods used
Lecture, seminar, laboratory exercise, business game/simulation, role play

Audit performance	Exam size (in minutes)	Grading
Ungraded performance record	See examination regulations	Pass/ Fail

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
150,0	60,0	90,0	5

Qualification goals and competencies	
<b>Expertise</b>	Students have initial basic qualifications for scientific study and can critically assess their applicability to practical situations. Furthermore, they are able to work on an operational problem in a structured scientific approach.
<b>Methodological competence</b>	Students can <ul style="list-style-type: none"> <li>- Use methods and techniques in different situations in a reflective and competent manner in an appropriate manner,</li> <li>- Conduct literature searches and perform source-critical evaluations of the literature,</li> <li>- Select and apply appropriate scientific research methods and techniques.</li> </ul>
<b>Personal and social competence</b>	Students can <ul style="list-style-type: none"> <li>- communicate openly,</li> <li>- Recognize, critically analyze and assess their own and others' communication patterns,</li> <li>- autonomously and confidently represent own positions and understand other positions,</li> <li>- Use the methods learned in a rational, understanding, fair, and non-manipulative manner,</li> <li>- Manage conflicts in a balancing manner,</li> <li>- recognize the ethical implications and responsibilities of research,</li> <li>- Make sense of plurality of theories and methods.</li> </ul>
<b>Overarching action competence</b>	The students <ul style="list-style-type: none"> <li>- can quickly adapt to new situations, familiarize themselves with new tasks and integrate into teams and cultures,</li> <li>- convince as independently thinking and responsibly acting personalities with critical judgment ability in economy and society,</li> <li>- are characterized by sound technical knowledge, an understanding of overarching interrelationships and the ability to transfer theoretical knowledge into practice,</li> <li>- solve problems in a professional environment in a methodical and goal-oriented manner and act in a team-oriented manner.</li> </ul>

## Learning units and contents

Teaching and learning units	Attendance time	Self-study
<b>Fundamentals of scientific work</b>	<b>20,0</b>	<b>30,0</b>
<ul style="list-style-type: none"> <li>- Science, target spectrum of scientific work, scientific methods of human sciences</li> <li>- Requirements for scientific work (e.g. objectivity, honesty/credibility, verifiability, reliability, validity, logical argumentation, comprehensibility)</li> <li>- Basic process of dealing with a topic (initial situation: problem/question, analysis/precision, searching for and finding solutions, implementation, preparing results)</li> <li>- Processing phases of a scientific paper (choice of topic/objective, topic delimitation/precision, objective of the paper and derivation of the research question)</li> <li>- Scientific exposé</li> <li>- Project planning (communication with supervisors, time/resource planning, time management, job aids).</li> <li>- Familiarization phase (literature study, selection, research), main and compilation phase (design of introductory chapters, outline alternatives, final chapters), revision phase</li> <li>- Formal design (cover page/title page (including blocking note, if applicable), indexes, execution section, appendix, bibliography, honorary declaration), design elements</li> <li>- Citation (including types of citations, rules of citation, plagiarism), genres of literature, bibliography and references</li> </ul>		
<b>Presentation and communication skills</b>	<b>20,0</b>	<b>30,0</b>
<p>Presentation skills</p> <ul style="list-style-type: none"> <li>- Areas of application and objectives of a presentation</li> <li>- Content structure of a presentation/presentation dramaturgy</li> <li>- Use of media and visualization techniques (e.g. text images, graphics and symbols)</li> <li>- Presentation techniques</li> <li>- Voice work and rhetoric</li> <li>- Nonverbal communication: body language, facial expressions and gestures</li> <li>- Dealing with stage fright</li> <li>- Follow up of the presentation</li> <li>- Specifics of scientific presentations</li> <li>- Exercises with reference to the respective field of study</li> </ul> <p>Communication competence</p> <ul style="list-style-type: none"> <li>- Communication psychology research and communication theories</li> <li>- Communication and interaction</li> <li>- Rhetoric</li> <li>- Teaching communicative and rhetorical skills</li> <li>- Negotiation techniques</li> <li>- Active listening</li> <li>- Questioning technique</li> <li>- Communication disorders</li> <li>- Exercises against the background of current topics of the respective field of study with subsequent discussion</li> </ul>		
<b>Basic qualification technical language</b>	<b>20,0</b>	<b>30,0</b>
<ul style="list-style-type: none"> <li>- Business letters (inquiry letters, orders, complaint letters, etc.)</li> <li>- Reports and Proposals</li> <li>- Customer phone calls</li> <li>- Analysis of case studies</li> <li>- Presentation of the own company</li> <li>- Analysis and discussion of current economic topics, e.g. based on articles</li> <li>- Technical vocabulary from the respective field of study</li> <li>- Tense review</li> </ul>		

## Special features and requirements

### Special features

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### Requirements

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## Literature

- Kornmeier, M.: Wissenschaftstheorie und wissenschaftliches Arbeiten. Heidelberg: Physica
- Kromrey, H.: Empirical Social Research. Stuttgart: Lucius & Lucius
- Renner, H.-G. u. Strasmann, J. Das Outdoor-Seminar in der betrieblichen Praxis, Hamburg:Verlag Windmühle.
- Schnell, R./Hill, P. B. / Esser, E.: Methoden der empirischen Sozialforschung. Munich: Oldenbourg
- Schwaiger, M./Meyer, A.: Theories and methods of business administration. Munich: Vahlen
- Stickel-Wolf, C. /Wolf, J.: Wissenschaftliches Arbeiten und Lerntechniken, Wiesbaden: Gabler
- Theisen, M. R.: Wissenschaftliches Arbeiten. Munich: Vahlen

## Key Qualifications II (STG) (W3BW\_BK717)

### Key Qualifications II

Formal details of the module			
Module name	Module number	Language	Module responsibility
Key qualifications II (STG)	W3BW_BK717	German/English	Prof. Dr. Joachim Weber

Location of the module in the course of study	
Academic	yearModule duration in semesters
2nd year of study	2

Teaching and examination methods used
Lecture, seminar, laboratory exercise, business game/simulation, role play

Audit performance	Exam size (in minutes)	Grading
Ungraded performance record	See examination regulations	Pass/ Fail

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
150,0	55,0	95,0	5

Qualification goals and competencies	
<b>Expertise</b>	The students have extended qualifications for scientific studies and can critically assess their applicability for practical situations. Furthermore, they are able to work on an operational problem in a structured scientific approach.
<b>Methodological competence</b>	Students can - Use methods and techniques in different situations in a reflective and competent manner, - Conduct literature searches and perform source-critical evaluations of the literature, - Select and apply appropriate scientific research methods and techniques.
<b>Personal and social competence</b>	Students can - communicate openly, - Recognize, critically analyze and assess their own and others' communication patterns, - autonomously and confidently represent own positions and understand other positions, - Manage conflicts in a balancing manner, - recognize the ethical implications and responsibilities of research, - Use the methods learned in a rational, understanding, fair, and non-manipulative manner, - Make sense of plurality of theories and methods.
<b>Overarching action competence</b>	The students - can quickly adapt to new situations, familiarize themselves with new tasks and integrate into teams and cultures, - convince as independently thinking and responsibly acting personalities with critical judgment ability in economy and society, - are characterized by sound technical knowledge, an understanding of overarching interrelationships and the ability to transfer theoretical knowledge into practice, - solve problems in the professional environment in a methodical and goal-oriented manner and act in a team-oriented manner.



## Learning units and contents

Teaching and learning units	Presence time	Self-study
<b>Conversation and negotiation skills</b>	<b>28,0</b>	<b>48,0</b>
<p>Conversational</p> <ul style="list-style-type: none"> <li>- Psychological basics of conversation</li> <li>- Psychology of conversation and body language: non-verbal communication in conversations</li> <li>- Design and planning of customer meetings</li> <li>- Phases of the customer conversation</li> <li>- Conversational Strategies</li> <li>- Argumentation techniques</li> <li>- Questioning techniques</li> <li>- Listen</li> </ul> <p>Negotiation</p> <ul style="list-style-type: none"> <li>- Psychological basics of negotiation</li> <li>- Negotiation psychology and body language: non-verbal communication in negotiations</li> <li>- Phases of the negotiation process (preparation, implementation, conclusion, follow-up)</li> <li>- Elements of negotiation: negotiation strategies, negotiation techniques, negotiation tactics, negotiation styles</li> <li>- Development of holistic negotiation strategies</li> <li>- Development of creative negotiation options</li> <li>- Recognition of negotiating positions and negotiating interests</li> <li>- Development and testing of argumentation</li> <li>- Harvard Negotiation Model</li> </ul>		
<b>Social skills related to the field of study</b>	<b>27,0</b>	<b>47,0</b>
<p>In the course, study-direction-related social competencies are taught, which go beyond the subject, method and social competencies taught in the core and elective modules and complement them. The seminars can also be conducted in the form of outdoor seminars.</p>		

## Special features and requirements

Special features
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Requirements
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## Literature

- Bortz, J./Döring, N.: Research Methods and Evaluation for Human and Social Scientists, Heidelberg: Springer.
- Kornmeier, M.: Wissenschaftstheorie und wissenschaftliches Arbeiten. Heidelberg: Physica
- Kromrey, H.: Empirical Social Research. Stuttgart: Lucius & Lucius
- Oppel, K.: Business Knigge International. Freiburg: Haufe
- Schneider, D.: Betriebswirtschaftslehre, Band 4: Geschichte und Methoden der Wirtschaftswissenschaften. Munich: Oldenbourg
- Schnell, R./Hill, P. B. / Esser, E.: Methoden der empirischen Sozialforschung. Munich: Oldenbourg
- Schwaiger, M./Meyer, A.: Theories and methods of business administration. Munich: Vahlen
- Stickle-Wolf, C. /Wolf, J.: Wissenschaftliches Arbeiten und Lerntechniken, Wiesbaden: Gabler
- Theisen, M. R.: Wissenschaftliches Arbeiten. Munich: Vahlen

## Key Qualifications III (STG) (W3BW\_BK718)

### Key Qualifications III

Formal details of the module			
Module name	Module number	Language	Module responsibility
Key qualifications III (STG)	W3BW_BK718	German/English	Prof. Dr. Joachim Weber

Location of the module in the course of study	
Academic	yearModule duration in semesters
3rd year of study	2

Teaching and examination methods used
Lecture, seminar, laboratory exercise, business game/simulation, role play

Audit performance	Exam size (in minutes)	Grading
Ungraded performance record	See examination regulations	Pass/ Fail

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
150,0	50,0	100,0	5

Qualification goals and competencies	
<b>Expertise</b>	Students have all the qualifications for scientific study and can critically assess their applicability to practical situations. Furthermore, they are able to work on an operational problem in a structured scientific approach.
<b>Methodological competence</b>	Students can <ul style="list-style-type: none"> <li>- Use methods and techniques in different situations in a reflective and competent manner in an appropriate manner,</li> <li>- Conduct literature searches and perform source-critical evaluations of the literature,</li> <li>- Select and apply appropriate scientific research methods and techniques.</li> </ul>
<b>Personal and social competence</b>	Students can <ul style="list-style-type: none"> <li>- communicate openly</li> <li>- Recognize, critically analyze and assess their own and others' communication patterns,</li> <li>- autonomously and confidently represent own positions and understand other positions,</li> <li>- Use the methods learned in a rational, understanding, fair, and non-manipulative manner,</li> <li>- Manage conflicts in a balancing manner,</li> <li>- recognize the ethical implications and responsibilities of research,</li> <li>- Make sense of plurality of theories and methods.</li> </ul>
<b>Overarching action competence</b>	The students <ul style="list-style-type: none"> <li>- can quickly adapt to new situations, familiarize themselves with new tasks and integrate into teams and cultures,</li> <li>- convince as independently thinking and responsibly acting personalities with critical judgment ability in economy and society,</li> <li>- are characterized by sound technical knowledge, an understanding of overarching interrelationships and the ability to transfer theoretical knowledge into practice,</li> <li>- solve problems in the professional environment in a methodical and goal-oriented manner and act in a team-oriented manner.</li> </ul>

## Learning units and contents

Teaching and learning units	Presence time	Self-study
<b>Industry-specific business simulation</b>	<b>25,0</b>	<b>50,0</b>
<p>In the context of industry-specific business simulation, holistic business-related simulations are carried out in particular in the context of the respective industry of the company in the form of board games or computer-based business games. The following aspects in particular are the subject of industry-specific simulation:</p> <ul style="list-style-type: none"><li>- Development of corporate mission statements</li><li>- Establishment of an efficient personnel, organizational and planning infrastructure</li><li>- Performance strategy decisions (in relation to products and services)</li><li>- Testing the quality of services</li><li>- Situation-specific use of marketing instruments and coordination of marketing instruments with each other and with the requirements of other corporate functions</li><li>- Inclusion of time constants in business decisions from a planning perspective</li><li>- Recognizing and taking advantage of favorable times to enter and exit the market</li><li>- Finance and accounting in the company (budgeting, financial planning, key figures)</li><li>- Methods of efficient, constructive, communicative cooperation in the team</li></ul>		
<b>Project outline for the bachelor thesis</b>	<b>25,0</b>	<b>50,0</b>
<ul style="list-style-type: none"><li>- Independent planning of a research process and development of a research design (exposé) for a possible bachelor thesis topic (this does not have to be the later topic of the bachelor thesis)</li><li>- Choice of topic, problem definition and formulation of objectives, literature research and information gathering, selection and development of a research method, determination of the structure and the outline of the paper.</li></ul>		

## Special features and requirements

Special features
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Requirements
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## Literature

- Bortz, J./Döring, N.: Research Methods and Evaluation for Human and Social Scientists, Heidelberg: Springer.
- Hollinger, T.: Leadership training with horses. Can people learn from animals? Hamburg: igel
- Kornmeier, M.: Wissenschaftstheorie und wissenschaftliches Arbeiten. Heidelberg: Physica
- Kromrey, H.: Empirical Social Research. Stuttgart: Lucius & Lucius
- Schneider, D.: Betriebswirtschaftslehre, Band 4: Geschichte und Methoden der Wirtschaftswissenschaften. Munich: Oldenbourg
- Schnell, R./Hill, P. B. / Esser, E.: Methoden der empirischen Sozialforschung. Munich: Oldenbourg
- Schwaiger, M./Meyer, A.: Theories and methods of business administration. Munich: Vahlen
- Stickel-Wolf, C. / Wolf, J.: Wissenschaftliches Arbeiten und Lerntechniken, Wiesbaden: Gabler
- Theisen, M. R.: Wissenschaftliches Arbeiten. Munich: Vahlen

## Key Qualifications I (VS) (W3BW\_BK719)

### Key Qualifications I

Formal details of the module			
Module name	Module number	Language	Module responsibility
Key qualifications I (VS)	W3BW_BK719	German/English	Prof. Dr. Joachim Weber

Location of the module in the course of study	
Academic	yearModule duration in semesters
1st year of study	2

Teaching and examination methods used
Lecture, seminar, laboratory exercise, business game/simulation, role play

Audit performance	Exam size (in minutes)	Grading
Ungraded performance record	See examination regulations	Pass/ Fail

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
150,0	60,0	90,0	5

Qualification goals and competencies	
<b>Expertise</b>	Students have initial basic qualifications for scientific study and can critically assess their applicability to practical situations. Furthermore, they are able to work on an operational problem in a structured scientific approach.
<b>Methodological competence</b>	Students can <ul style="list-style-type: none"> <li>- Use methods and techniques in different situations in a reflective and competent manner in an appropriate manner,</li> <li>- Conduct literature searches and perform source-critical evaluations of the literature,</li> <li>- Select and apply appropriate scientific research methods and techniques.</li> </ul>
<b>Personal and social competence</b>	Students can <ul style="list-style-type: none"> <li>- communicate openly,</li> <li>- Recognize, critically analyze and assess their own and others' communication patterns,</li> <li>- autonomously and confidently represent own positions and understand other positions,</li> <li>- Use the methods learned in a rational, understanding, fair, and non-manipulative manner,</li> <li>- Manage conflicts in a balancing manner,</li> <li>- recognize the ethical implications and responsibilities of research,</li> <li>- Make sense of plurality of theories and methods.</li> </ul>
<b>Overarching action competence</b>	The students <ul style="list-style-type: none"> <li>- can quickly adapt to new situations, familiarize themselves with new tasks and integrate into teams and cultures,</li> <li>- convince as independently thinking and responsibly acting personalities with critical judgment ability in economy and society,</li> <li>- are characterized by sound technical knowledge, an understanding of overarching interrelationships and the ability to transfer theoretical knowledge into practice,</li> <li>- solve problems in the professional environment in a methodical and goal-oriented manner and act in a team-oriented manner.</li> </ul>

## Learning units and contents

Teaching and learning units	Attendance time	Self-study
<b>Fundamentals of scientific work</b>	<b>20,0</b>	<b>30,0</b>
<ul style="list-style-type: none"> <li>- Science, target spectrum of scientific work, scientific methods of human sciences</li> <li>- Requirements for scientific work (e.g. objectivity, honesty/credibility, verifiability, reliability, validity, logical argumentation, comprehensibility)</li> <li>- Basic process of dealing with a topic (initial situation: problem/question, analysis/precision, searching for and finding solutions, implementation, preparing results)</li> <li>- Processing phases of a scientific paper (topic selection/objective setting, topic delimitation/precision, objective of the paper, and derivation of the research question).</li> <li>- Scientific exposé</li> <li>- Project planning (communication with supervisors, time/resource planning, time management, job aids).</li> <li>- Familiarization phase (literature study, selection, research), main and compilation phase (design of introductory chapters, outline alternatives, final chapters), revision phase</li> <li>- Formal design (cover page/title page (including blocking note, if applicable), indexes, execution section, appendix, bibliography, honorary declaration), design elements</li> <li>- Citation (including types of citations, rules of citation, plagiarism), genres of literature, bibliography and references</li> </ul>		
<b>Presentation and communication skills</b>	<b>20,0</b>	<b>30,0</b>
<p>Presentation skills</p> <ul style="list-style-type: none"> <li>- Areas of application and objectives of a presentation</li> <li>- Content structure of a presentation/presentation dramaturgy</li> <li>- Use of media and visualization techniques (e.g. text images, graphics and symbols)</li> <li>- Presentation techniques</li> <li>- Voice work and rhetoric</li> <li>- Nonverbal communication: body language, facial expressions and gestures</li> <li>- Dealing with stage fright</li> <li>- Follow up of the presentation</li> <li>- Specifics of scientific presentations</li> <li>- Exercises with reference to the respective field of study</li> </ul> <p>Communication competence</p> <ul style="list-style-type: none"> <li>- Communication psychology research and communication theories</li> <li>- Communication and interaction</li> <li>- Rhetoric</li> <li>- Teaching communicative and rhetorical skills</li> <li>- Negotiation techniques</li> <li>- Active listening</li> <li>- Questioning technique</li> <li>- Communication disorders</li> <li>- Exercises against the background of current topics of the respective field of study with subsequent discussion</li> </ul>		
<b>IT_Compotence</b>	<b>20,0</b>	<b>30,0</b>
<p>Spectrum of IT applications of the respective field of study</p> <ul style="list-style-type: none"> <li>- Application and practice with different tools</li> </ul>		

## Special features and requirements

Special features
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Requirements
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## Literature

- Bortz, J./Döring, N.: Research Methods and Evaluation for Human and Social Scientists, Heidelberg: Springer.
- Kornmeier, M.: Wissenschaftstheorie und wissenschaftliches Arbeiten. Heidelberg: Physica
- Kromrey, H.: Empirical Social Research. Stuttgart: Lucius & Lucius
- Renner, H.-G. u. Strasmann, J. Das Outdoor-Seminar in der betrieblichen Praxis, Hamburg:Verlag Windmühle.
- Schnell, R./Hill, P. B. / Esser, E.: Methoden der empirischen Sozialforschung. Munich: Oldenbourg
- Schwaiger, M./Meyer, A.: Theories and methods of business administration. Munich: Vahlen
- Stichel-Wolf, C. /Wolf, J.: Wissenschaftliches Arbeiten und Lerntechniken, Wiesbaden: Gabler
- Theisen, M. R.: Wissenschaftliches Arbeiten. Munich: Vahlen

## Key Qualifications II (VS) (W3BW\_BK720)

### Key Qualifications II

Formal details of the module			
Module name	Module number	Language	Module responsibility
Key qualifications II (VS)	W3BW_BK720	German/English	Prof. Dr. Joachim Weber

Location of the module in the course of study	
Academic	yearModule duration in semesters
2nd year of study	2

Teaching and examination methods used
Lecture, seminar, laboratory exercise, business game/simulation, role play

Audit performance	Exam size (in minutes)	Grading
Ungraded performance record	See examination regulations	Pass/ Fail

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
150,0	55,0	95,0	5

Qualification goals and competencies	
<b>Expertise</b>	The students have extended qualifications for scientific studies and can critically assess their applicability for practical situations. Furthermore, they are able to work on an operational problem in a structured scientific approach.
<b>Methodological competence</b>	Students can - Use methods and techniques in different situations in a reflective and competent manner, - Conduct literature searches and perform source-critical evaluations of the literature, - Select and apply appropriate scientific research methods and techniques.
<b>Personal and social competence</b>	Students can - communicate openly, - Recognize, critically analyze and assess their own and others' communication patterns, - autonomously and confidently represent own positions and understand other positions, - Manage conflicts in a balancing manner, - recognize the ethical implications and responsibilities of research, - Use the methods learned in a rational, understanding, fair, and non-manipulative manner, - Make sense of plurality of theories and methods.
<b>Overarching action competence</b>	The students - can quickly adapt to new situations, familiarize themselves with new tasks and integrate into teams and cultures, - convince as independently thinking and responsibly acting personalities with critical judgment ability in economy and society, - are characterized by sound technical knowledge, an understanding of overarching interrelationships and the ability to transfer theoretical knowledge into practice, - solve problems in the professional environment in a methodical and goal-oriented manner and act in a team-oriented manner.

## Learning units and contents

Teaching and learning units	Presence time	Self-study
<b>Case studies specific to the field of study</b>	<b>28,0</b>	<b>48,0</b>
Case studies with which the respective field of study can convey content and methods specific to the field of study that are important to it in a practical manner.		
<b>Philosophy of science and methods of empirical research</b>	<b>27,0</b>	<b>47,0</b>
<p>Philosophy of science:</p> <ul style="list-style-type: none"> <li>- Science and philosophy of science, classification of disciplines</li> <li>- Basic positions in the philosophy of science (e.g., rationalism, empiricism, critical rationalism, historical philosophy of science, constructivism).</li> <li>- Basic concepts of the philosophy of science (e.g., proposition, axiom, hypothesis, model, theory).</li> <li>- Research logic (induction, deduction, scientific explanatory models)</li> <li>- Business administration as a science</li> <li>- Ethics in economics</li> </ul> <p>Methods of empirical social research:</p> <ul style="list-style-type: none"> <li>- Typology of scientific papers (conceptual/modeling papers, empirical studies, metastudies) and methodology.</li> <li>- Operationalize and measure</li> <li>- Selection procedures (sampling, biases, weightings).</li> <li>- Forms of investigation and data collection (observation, interview, content analysis, experiment)</li> <li>- Data preparation and initial analysis (data preparation/coding, documentation, frequencies, cross tabulations, location measures).</li> <li>- Advanced data analysis (scatter, correlations, multivariate methods, significance statements)</li> <li>- Characteristics of qualitative social research, phases of the research process</li> <li>- Principles of presentation and interpretation (visualization, interpretation, data sources)</li> </ul>		

## Special features and requirements

Special features
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Requirements
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## Literature

- Bortz, J./Döring, N.: Research Methods and Evaluation for Human and Social Scientists, Heidelberg: Springer.
- Kornmeier, M.: Wissenschaftstheorie und wissenschaftliches Arbeiten. Heidelberg: Physica
- Kromrey, H.: Empirical Social Research. Stuttgart: Lucius & Lucius
- Opper, K.: Business Knigge International. Freiburg: Haufe
- Schneider, D.: Betriebswirtschaftslehre, Band 4: Geschichte und Methoden der Wirtschaftswissenschaften. Munich: Oldenbourg
- Schnell, R./Hill, P. B. / Esser, E.: Methoden der empirischen Sozialforschung. Munich: Oldenbourg
- Schwaiger, M./Meyer, A.: Theories and methods of business administration. Munich: Vahlen
- Stichel-Wolf, C. /Wolf, J.: Wissenschaftliches Arbeiten und Lerntechniken, Wiesbaden: Gabler
- Theisen, M. R.: Wissenschaftliches Arbeiten. Munich: Vahlen

## Key Qualifications III (VS) (W3BW\_BK721)

### Key Qualifications III

Formal details of the module			
Module name	Module number	Language	Module responsibility
Key qualifications III (VS)	W3BW_BK721	German/English	Prof. Dr. Joachim Weber

Location of the module in the course of study	
Academic	yearModule duration in semesters
3rd year of study	2

Teaching and examination methods used
Lecture, seminar, laboratory exercise, business game/simulation, role play

Audit performance	Exam size (in minutes)	Grading
Ungraded performance record	See examination regulations	Pass/ Fail

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
150,0	50,0	100,0	5

Qualification goals and competencies	
<b>Expertise</b>	Students have all the qualifications for scientific study and can critically assess their applicability to practical situations. Furthermore, they are able to work on an operational problem in a structured scientific approach.
<b>Methodological competence</b>	Students can <ul style="list-style-type: none"> <li>- Use methods and techniques in different situations in a reflective and competent manner in an appropriate manner,</li> <li>- Conduct literature searches and perform source-critical evaluations of the literature,</li> <li>- Select and apply appropriate scientific research methods and techniques.</li> </ul>
<b>Personal and social competence</b>	Students can <ul style="list-style-type: none"> <li>- communicate openly</li> <li>- Recognize, critically analyze and assess their own and others' communication patterns,</li> <li>- autonomously and confidently represent own positions and understand other positions,</li> <li>- Use the methods learned in a rational, understanding, fair, and non-manipulative manner,</li> <li>- Manage conflicts in a balancing manner,</li> <li>- recognize the ethical implications and responsibilities of research,</li> <li>- Make sense of plurality of theories and methods.</li> </ul>
<b>Overarching action competence</b>	The students <ul style="list-style-type: none"> <li>- can quickly adapt to new situations, familiarize themselves with new tasks and integrate into teams and cultures,</li> <li>- convince as independently thinking and responsibly acting personalities with critical judgment ability in economy and society,</li> <li>- are characterized by sound technical knowledge, an understanding of overarching interrelationships and the ability to transfer theoretical knowledge into practice,</li> <li>- solve problems in the professional environment in a methodical and goal-oriented manner and act in a team-oriented manner.</li> </ul>



## Learning units and contents

Teaching and learning units	Presence time	Self-study
<b>Industry-specific business simulation</b>	<b>25,0</b>	<b>50,0</b>
<p>In the context of industry-specific business simulation, holistic business-related simulations are carried out in particular in the context of the respective industry of the company in the form of board games or computer-based business games. The following aspects in particular are the subject of industry-specific simulation:</p> <ul style="list-style-type: none"><li>- Development of corporate mission statements</li><li>- Establishment of an efficient personnel, organizational and planning infrastructure</li><li>- Performance strategy decisions (in relation to products and services)</li><li>- Testing the quality of services</li><li>- Situation-specific use of marketing instruments and coordination of marketing instruments with each other and with the requirements of other corporate functions</li><li>- Inclusion of time constants in business decisions from a planning perspective</li><li>- Recognize and take advantage of favorable times to enter and exit the market</li><li>- Finance and accounting in the company (budgeting, financial planning, key figures)</li><li>- Methods of efficient, constructive, communicative cooperation in the team</li></ul>		
<b>Seminars specific to the field of study</b>	<b>25,0</b>	<b>50,0</b>
<p>In the subject-specific seminars, content is taught that complements the core and elective modules of the field of study. In particular, these can be seminars on software specific to the field of study as well as on the teaching of technical, methodological and social skills specific to the field of study. The seminars can also be conducted in the form of outdoor seminars.</p>		

## Special features and requirements

Special features
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Requirements
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## Literature

- Bortz, J./Döring, N.: Research Methods and Evaluation for Human and Social Scientists, Heidelberg: Springer.
- Hollinger, T.: Leadership training with horses. Can people learn from animals? Hamburg: igel
- Kornmeier, M.: Wissenschaftstheorie und wissenschaftliches Arbeiten. Heidelberg: Physica
- Kromrey, H.: Empirical Social Research. Stuttgart: Lucius & Lucius
- Schneider, D.: Betriebswirtschaftslehre, Band 4: Geschichte und Methoden der Wirtschaftswissenschaften. Munich: Oldenbourg
- Schnell, R./Hill, P. B. / Esser, E.: Methoden der empirischen Sozialforschung. Munich: Oldenbourg
- Schwaiger, M./Meyer, A.: Theories and methods of business administration. Munich: Vahlen
- Stickel-Wolf, C. /Wolf, J.: Wissenschaftliches Arbeiten und Lerntechniken, Wiesbaden: Gabler
- Theisen, M. R.: Wissenschaftliches Arbeiten. Munich: Vahlen

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## Practical Module I (W3BW\_BK801)

### Practical Module I

Formal details of the module			
Module name	Module number	Language	Module responsibility
Practical module I	W3BW_BK801	German/English	Prof. Dr. Joachim Weber

Location of the module in the course of studies	
Academic year	Module duration in semesters
1st year of study	2

Teaching and examination methods used
Project

Audit performance	Exam size (in minutes)	Grading
Project work	See examination regulations	Pass/ Fail
Report on the process and reflection of the practical module	See examination regulations	Pass/ Fail

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
600,0	,0	600,0	20

Qualification goals and competencies	
<b>Expertise</b>	The students have an overview of their training company with regard to all important business, legal and social circumstances. They understand the purpose of the company and have an overview of the relevant market environment. They are able to grasp the complexity of practical problems under guidance, analyze them and, building on this, develop proposals for solutions with the help of the course content taught.
<b>Methodological competence</b>	Upon completion of the module, students will be able to select and apply appropriate methods for complex practical applications under guidance. They can assess the possibilities, practicability and limitations of the methods used after instructive discussion.
<b>Personal and social competence</b>	Students are sensitized to dealing with expectations linked to their role in their work environment. Through their cooperative behavior in teams, they contribute to the achievement of common goals. They assume responsibility for assigned tasks to the greatest possible extent.
<b>Overarching action competence</b>	Under supervision, students are able to implement, control and, if necessary, modify goal-oriented action programs on the basis of largely independent situation analyses using their theoretical knowledge and skills.

Learning units and contents		
Teaching and learning units	Presence time	Self-study
<b>Practical module I - Project work I</b>	<b>,0</b>	<b>600,0</b>
From the following named focus areas of the framework training plan, content should be emphasized more or less depending on the business model of the financial institution: Securities and Investments: Deposits - Shares - Bonds - Investment funds - Derivatives Investment and wealth management advice: Investor-oriented consulting (customer segments/types of customers in investment consulting) - object-oriented consulting - investment strategies - asset allocation - asset management Digitalization and IT in banking operations: Impact of digitization on products and sales channels - IT strategies in banking operations - IT infrastructure and IT application architecture - Payment transactions Preparation of the project work I		
<b>Practical module I - Report on the process and reflection of the practical module.</b>	<b>,0</b>	<b>,0</b>
-		

## Special features and requirements

### Special features

Preparation of the project work I.

The contents of practical module I are based on the respective study direction-specific theoretical focal points in the individual semesters and serve as the basis for the company training plan. The content of the company training plan should be adapted to the specifics of the respective dual partner. It makes sense to set company priorities and make adjustments, and it is also possible to deviate from the time sequence of the framework plan.

### Requirements

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### Literature

- Bortz, J./Döring, N.: Research Methods and Evaluation for Human and Social Scientists, Heidelberg: Springer.
- Kornmeier, M.: Wissenschaftstheorie und wissenschaftliches Arbeiten. Heidelberg: Physica-
- Kromrey, H.: Empirical Social Research. Stuttgart: Lucius & Lucius-
- Schnell, R./Hill, P. B. / Esser, E.: Methoden der empirischen Sozialforschung. Munich: Oldenbourg-
- Schwaiger, M./Meyer, A.: Theories and methods of business administration. Munich: Vahlen-
- Stickel-Wolf, C./Wolf, J.: Wissenschaftliches Arbeiten und Lerntechniken, Wiesbaden: Gabler-
- Theisen, M. R.: Wissenschaftliches Arbeiten. Munich: Vahlen

## Practical Module II (W3BW\_BK802)

### Practical Module II

Formal details of the module			
Module name	Module number	Language	Module responsibility
Practical module II	W3BW_BK802	German/English	Prof. Dr. Joachim Weber

Location of the module in the course of study	
Academic	yearModule duration in semesters
2nd year of study	2

Teaching and examination methods used
Project

Audit performance	Exam size (in minutes)	Grading
Project work	See examination	y
presentation	regulations 30	e
Report on the process and reflection of the practical module	See examination regulations	s
		y
		e
		s
		Pass/ Fail

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
600,0	,0	600,0	20

Qualification goals and competencies	
<b>Expertise</b>	The students have in-depth insights into the areas relevant to the field of study in the context of social and digital challenges. They are able to grasp the complexity of practical problems and analyze them in order to develop solutions based on the course content taught.
<b>Methodological competence</b>	Upon completion of the module, students are able to select and apply appropriate methods for complex practical applications. They are able to assess the possibilities, practicability and limitations of the methods used.
<b>Personal and social competence</b>	Students are sensitized to dealing with expectations linked to their role in their work environment. They contribute to the achievement of common goals through their cooperative behavior in teams. They assume responsibility for assigned tasks.
<b>Overarching action competence</b>	Students are able to implement, control and, if necessary, modify goal-oriented action programs on the basis of largely independent situation analyses using their theoretical knowledge and skills.

## Learning units and contents

Teaching and learning units	Presence time	Self-study
<b>Practical module II - Project work II</b>	,0	600,0
<p>Depending on the business model of the financial institution, content from the following key areas of the framework training plan should be given greater or lesser emphasis:</p> <p>Credit and foreign business:            Types of credit in retail and corporate banking - Construction financing - Credit processes - Loan collateral - Non-documentary foreign payment transactions - Documentary foreign payment transactions - Types of foreign financing</p> <p>Specific Accounting:            Recording of money lending transactions in the accounting system - Recording of domestic and foreign banking transactions in the accounting system - Accounting for groups of companies</p> <p>Indoor operations (selected areas):            Organization - Human Resources - Controlling - Accounting - Internal Audit - Marketing</p> <p>Preparation of the project work II</p>		
<b>Practical module II - Presentation</b>	,0	,0
Technical placeholder		
<b>Practical module II - report on the process and reflection of the practical module.</b>	,0	,0
-		

## Special features and requirements

### Special features

Preparation of the project work II and presentation of the project work II.

The contents of practical module II are based on the theoretical focal points in the individual semesters and serve as the basis for the company training plan. The content of the company training plan should be adapted to the specifics of the respective training company. It makes sense to focus on specific areas in the company.

### Requirements

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## Literature

- Bortz, J./Döring, N.: Research Methods and Evaluation for Human and Social Scientists, Heidelberg: Springer.
- Kornmeier, M.: Wissenschaftstheorie und wissenschaftliches Arbeiten. Heidelberg: Physica
- Kromrey, H.: Empirical Social Research. Stuttgart: Lucius & Lucius
- Schnell, R. / Hill, P. B. / Esser, E.: Methoden der empirischen Sozialforschung. Munich: Oldenbourg
- Schwaiger, M. / Meyer, A.: Theories and methods of business administration. Munich: Vahlen
- Stickel-Wolf, C. / Wolf, J.: Wissenschaftliches Arbeiten und Lerntechniken, Wiesbaden: Gabler
- Theisen, M. R.: Wissenschaftliches Arbeiten. Munich: Vahlen

## Practical Module III (W3BW\_BK803)

### Practical Module III

Formal details of the module			
Module name	Module number	Language	Module responsibility
Practical module III	W3BW_BK803	German/English	Prof. Dr. Joachim Weber

Location of the module in the course of study	
Academic	yearModule duration in semesters
3rd year of study	2

Teaching and examination methods used
Project

Audit performance	Exam size (in minutes)	Grading
Oral examination	30	yes
Report on the process and reflection of the practical module	See examination regulations	Pass/ Fail

Workload and ECTS credits			
Total workload (in h)	thereof attendance time (in h)	thereof self-study (in h)	ECTS credits
240,0	,0	240,0	8

Qualification goals and competencies	
<b>Expertise</b>	The students have in-depth and comprehensive knowledge in the areas relevant to the field of study in the context of social and digital challenges, in particular also in the subject area of the elective modules taken. They are able to grasp the complexity of practical problems and analyze them in order to develop efficient and effective solutions based on the course content taught.
<b>Methodological competence</b>	Upon completion of the module, students are able to select and apply appropriate methods for complex practical applications. They are able to assess the possibilities, practicability and limitations of the methods used.
<b>Personal and social competence</b>	Students are sensitized to dealing with expectations linked to their role in their work environment. They contribute to the achievement of common goals through their cooperative behavior in teams. They assume responsibility for assigned tasks.
<b>Overarching action competence</b>	The students are able to implement, control and, if necessary, modify goal-oriented action programs on the basis of independently conducted situation analyses with the help of their theoretical knowledge and competencies.

Learning units and contents		
Teaching and learning units	Presence time	Self-study
<b>Practical module III - Oral examination</b>	<b>,0</b>	<b>240,0</b>
Within the framework of this requirement, students will be given the opportunity to work and train in selected departments of the training company, taking into account their future field of work, and to write their bachelor's thesis.		
<b>Practice module III - report on the process and reflection of the practice module.</b>	<b>,0</b>	<b>,0</b>
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## Special features and requirements

### Special features

The contents of practical module III are based on the theoretical focal points in the individual semesters and serve as the basis for the company training plan. The content of the company training plan should be adapted to the specifics of the respective training company. It makes sense to focus on specific areas in the company.

### Requirements

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## Literature

- Bortz, J./Döring, N.: Research Methods and Evaluation for Human and Social Scientists, Heidelberg: Springer.
- Kornmeier, M.: Wissenschaftstheorie und wissenschaftliches Arbeiten. Heidelberg: Physica-
- Kromrey, H.: Empirical Social Research. Stuttgart: Lucius & Lucius-
- Schnell, R./Hill, P. B. / Esser, E.: Methoden der empirischen Sozialforschung. Munich: Oldenbourg-
- Schwaiger, M./Meyer, A.: Theories and methods of business administration. Munich: Vahlen-
- Stichel-Wolf, C./Wolf, J.: Wissenschaftliches Arbeiten und Lerntechniken, Wiesbaden: Gabler-
- Theisen, M. R.: Wissenschaftliches Arbeiten. Munich: Vahlen