

Modulhandbuch

M.Sc. Management

TUM School of Management
Technische Universität München

www.tum.de/
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Allgemeine Informationen und Lesehinweise zum Modulhandbuch

Zu diesem Modulhandbuch:

Ein zentraler Baustein des Bologna-Prozesses ist die Modularisierung der Studiengänge, das heißt die Umstellung des vormaligen Lehrveranstaltungssystems auf ein Modulsystem, in dem die Lehrveranstaltungen zu thematisch zusammenhängenden Veranstaltungsblöcken - also Modulen - gebündelt sind. Dieses Modulhandbuch enthält die Beschreibungen aller Module, die im Studiengang angeboten werden. Das Modulhandbuch dient der Transparenz und versorgt Studierende, Studieninteressierte und andere interne und externe Adressaten mit Informationen über die Inhalte der einzelnen Module, ihre Qualifikationsziele sowie qualitative und quantitative Anforderungen.

Wichtige Lesehinweise:

Aktualität

Jedes Semester wird der aktuelle Stand des Modulhandbuchs veröffentlicht. Das Generierungsdatum (siehe Fußzeile) gibt Auskunft, an welchem Tag das vorliegende Modulhandbuch aus TUMonline generiert wurde.

Rechtsverbindlichkeit

Modulbeschreibungen dienen der Erhöhung der Transparenz und der besseren Orientierung über das Studienangebot, sind aber nicht rechtsverbindlich. Einzelne Abweichungen zur Umsetzung der Module im realen Lehrbetrieb sind möglich. Eine rechtsverbindliche Auskunft über alle studien- und prüfungsrelevanten Fragen sind den Fachprüfungs- und Studienordnungen (FPSOen) der Studiengänge sowie der allgemeinen Prüfungs- und Studienordnung der TUM (APSO) zu entnehmen.

Wahlmodule

Wenn im Rahmen des Studiengangs Wahlmodule aus einem offenen Katalog gewählt werden können, sind diese Wahlmodule in der Regel nicht oder nicht vollständig im Modulhandbuch gelistet.

Verzeichnis Modulbeschreibungen (SPO-Baum)

Alphabetisches Verzeichnis befindet sich auf Seite 111

[20221] Management | Management

Grundlagen Basics	6
Betriebswirtschaftliche Grundlagen Basics in Management	6
[WI000258] Empirical Research in Economics and Management Empirical Research in Economics and Management	6 - 8
[WI001129] Marketing and Innovation Management (MiM) Marketing and Innovation Management (MiM)	9 - 11
[WI001130] Cost Accounting Cost Accounting	12 - 13
[WI001131] Production and Logistics (MiM) Production and Logistics (MiM)	14 - 16
[WI001137] Management Science (MiM) Management Science (MiM)	17 - 18
[WI001138] Investment and Financial Management (MiM) Investment and Financial Management (MiM)	19 - 20
[WI001139] Financial Accounting (MiM) Financial Accounting (MiM)	21 - 22
Volkswirtschaftliche Grundlagen Basics in Economics	23
[WI001056_1] Principles of Economics Principles of Economics	23 - 24
Rechtswissenschaftliche Grundlagen Basics in Law	25
[WI001122] Introduction to Business Law (MiM) Introduction to Business Law (MiM) [BusLawMiM]	25 - 26
Entrepreneurial, Strategic, and International Management Entrepreneurial, Strategic, and International Management	27
[WI001185] Entrepreneurial, Strategic, and International Management Entrepreneurial, Strategic, and International Management	27 - 30
Wirtschaftswissenschaftliche Wahlmodule Electives in Management	31
[WahlKat-EE] Wahlkatalog: Economics & Econometrics Catalogue of Elective Modules: Economics & Econometrics	31
[MGT001315] European Business Law European Business Law [EBL]	31 - 32
[MGT001317] World Trade Law World Trade Law [WTO]	33 - 34
[WI001250] Advanced Seminar Economics, Policy & Econometrics: Current Topics in Value Chain Economics Advanced Seminar Economics, Policy & Econometrics: Current Topics in Value Chain Economics [Seminar VCE]	35 - 37
[WahlKat-EM] Wahlkatalog: Energy Markets Catalogue of Elective Modules: Modules Energy Markets	38
[MGT001365] Advanced Seminar Energy Market: Applied Economic Analysis of Decarbonization Strategies: Firm's Perspective Advanced Seminar Energy Market: Applied Economic Analysis of Decarbonization Strategies: Firm's Perspective	38 - 40
[WI000946] Energy Markets I Energy Markets I	41 - 43
[WI001125] Energy Markets II Energy Markets II	44 - 46
[WI001145] Energy Economics Energy Economics	47 - 48

[WahlKat-FA] Wahlkatalog: Finance & Accounting Catalogue of Elective Modules: Finance and Accounting	49
[MGT001315] European Business Law European Business Law [EBL]	49 - 50
[MGT001398] Bank- und Kapitalmarktrecht Banking and Financial Markets Law	51 - 52
[MGT001402] Advanced Seminar Finance & Accounting: Asset Management Advanced Seminar Finance & Accounting: Asset Management	53 - 54
[WIB06771] Advanced Seminar Finance & Accounting: Cases in Finance Advanced Seminar Finance & Accounting: Cases in Finance	55 - 56
[WIB23006] Advanced Seminar Finance & Accounting: Strategy Planning and Steering Advanced Seminar Finance & Accounting: Strategy Planning and Steering	57 - 58
[WahlKat-IE] Wahlkatalog: Innovation & Entrepreneurship Catalogue of Elective Modules: Innovation & Entrepreneurship	59
[MGT001315] European Business Law European Business Law [EBL]	59 - 60
[MGT001394] Advanced Seminar Innovation & Entrepreneurship: Entrepreneurship for a Cause Advanced Seminar Innovation & Entrepreneurship: Entrepreneurship for a Cause	61 - 63
[WI001166] Entrepreneurial Prototyping Entrepreneurial Prototyping	64 - 66
[WI001180] Tech Challenge Tech Challenge	67 - 70
[WahlKat-LSMP] Wahlkatalog: Life Sciences Management & Policy Catalogue of Elective Modules: Life Sciences Management & Policy	71
[MGT001345] Advanced Seminar Life Sciences, Management & Policy: Food Governance, Fairness and Sustainability Scientific Writing and Exploratory Research Methods Advanced Seminar Life Sciences, Management & Policy: Food Governance, Fairness and Sustainability Scientific Writing and Exploratory Research Methods	71 - 73
[WIB14002] Advanced Seminar Life Sciences, Management & Policy: Sustainable Entrepreneurship - Theoretical Foundations Advanced Seminar Life Sciences, Management & Policy: Sustainable Entrepreneurship - Theoretical Foundations	74 - 76
[WI000948] Food Economics Food Economics	77 - 78
[WZ0043] Risk Theory and Modeling Risk Theory and Modeling	79 - 80
[WahlKat-MM] Wahlkatalog: Management & Marketing Catalogue of Elective Modules: Management & Marketing	81
[MGT001384] Marketing Mobility Marketing Mobility	81 - 82
[WIB08001] Advanced Seminar Marketing, Strategy, Leadership & Management: Advances in Consumer Research Advanced Seminar Marketing, Strategy, Leadership & Management: Advances in Consumer Research	83 - 84
[WI001140] Luxury Marketing Luxury Marketing	85 - 87

[WI001175] Consumer Behavior Research Methods Consumer Behavior Research Methods	88 - 89
[WahlKat-OSCM] Wahlkatalog: Operations & Supply Chain Management Catalogue of Elective Modules: Operations & Supply Chain Management	90
[WIB22964] Advanced Seminar Operations & Supply Chain Management: Logistics and Supply Chain Management Advanced Seminar Operations & Supply Chain Management: Logistics and Supply Chain Management	90 - 92
[WIB34001] Advanced Seminar Operations & Supply Chain Management: Operations Research Advanced Seminar Operations & Supply Chain Management: Operations Research [Advanced Seminar Operations & Supply Chain Management]	93 - 94
[WI000976] Logistics and Operations Strategy Logistics and Operations Strategy	95 - 97
[WI000979] Inventory Management Inventory Management	98 - 100
Projektstudium Project Studies	101
[WI900684] Project Studies (Master in Management) Project Studies (Master in Management)	101 - 103
Sonstige wirtschaftswissenschaftlich Wahlmodule Other Electives in Management	104
[BV130021] Immobilienmärkte und Immobilieninvestoren Real Estate Markets and Investors [ImmoM&Inv]	104 - 105
[WI001181] Advanced International Experience Advanced International Experience	106 - 108
Masterarbeit Master's Thesis	109
[WI900261] Master's Thesis Master's Thesis	109 - 110

Grundlagen | Basics

Betriebswirtschaftliche Grundlagen | Basics in Management

Modulbeschreibung

WI000258: Empirical Research in Economics and Management | Empirical Research in Economics and Management

Modulbeschreibungsversion: Gültig ab Sommersemester 2021

Modulniveau: Master	Sprache: Englisch	Semesterdauer: Einsemestrig	Häufigkeit: Wintersemester/ Sommersemester
Credits:* 6	Gesamtstunden: 180	Eigenstudiums- stunden: 120	Präsenzstunden: 60

* Die Zahl der Credits kann in Einzelfällen studiengangsspezifisch variieren. Es gilt der im Transcript of Records oder Leistungsnachweis ausgewiesene Wert.

Beschreibung der Studien-/ Prüfungsleistungen:

The final written exam (120 minutes) is a means to assess students' understanding of the basic and advanced theories of empirical research in economics and management research. Students have to show that they understand different research designs. They have to prove that they are familiar with the basic concepts of different empirical methods, therefore they have to analyze data as well as to interpret the results of these different methods.

The exam is 100% based on multiple choice questions.

Students may use a non-programmable calculator and a non-electronic dictionary for the exam.

Students have the possibility to improve their final grade by taking a voluntarily midterm assignment. The final grade can be improved by 0,3. The midterm assignment consists of handing in two practice sheets. The completion of the practice sheets is not mandatory, but highly recommended. The exercise sheets are a means to assess students' understanding learning progress of the basic theories of empirical research for the further course of the module.

Wiederholungsmöglichkeit:

Folgesemester

(Empfohlene) Voraussetzungen:

none

Inhalt:

This module prepares students for qualitative and quantitative research (e.g. for their Master's Thesis) by introducing them to basic and advanced topics of empirical research.

Amongst others, the topics are:

- Experiment design
- Correlation analysis
- Linear and multiple regression models
- Qualitative methods
- Factor- and cluster analysis
- Conjoint analysis

The acquired skills are important for students' Master's Thesis but are equally important to understand and analyze data and statistics in their future career and everyday life.

Lernergebnisse:

After the successful participation in the module Empirical Research in Economics and Management, students will be able to understand the most important methods of empirical research, covering basic as well as advanced aspects of research design, data collection, data analysis, and interpretation. Students will learn how to understand and analyze academic empirical research and be in a position to critically question in-press reports which refer to empirical studies. Students will learn to apply basic methods of empirical research. Students will learn the basics of how to plan, set up, and conduct an empirical research project themselves (e.g., for their seminar paper or their final thesis). Finally, students will learn to interpret empirical research results.

Lehr- und Lernmethoden:

The module consists of lectures and integrated exercises (both will be recorded on Lecturio - but active participation is recommended).

The lectures serve to build a thorough theoretical understanding of the related scientific concepts and methods.

In the exercises students learn to apply the methods, they have learned in the lectures, in concrete analyses and interpretations. In addition to the examples of the integrated exercises, two practice sheets are provided on which the student can practice individually. The practice sheets include various topics, such as regression analysis, factor analysis, cluster analysis, and conjoint analysis, which are relevant for the exam. Both practice sheets will be discussed in detail during the tutorial sessions.

Medienform:

Lecture slides are available via Moodle.

Literatur:

- Eisenhardt, K (1989). Building Theory from Case Study Research. The Academy of Management Review, 14(4), 532-550.
- Singleton Jr, R., Straits, B. C., Straits, M. M., & McAllister, R. J. (2010). Approaches to social research. Oxford University Press.
- Stock, J., M, Watson (2007) Introduction to Econometrics - Chapter 10: Regression with Panel Data,
- Stock, J., M, Watson (2007) Introduction to Econometrics - Chapter 14: Introduction to Time Series Regression and Forecasting.

Modulverantwortliche(r):

Hirsch, Stefan; Prof. Dr. agr.

Lehrveranstaltungen (Lehrform, SWS) Dozent(in):

Empirical Research in Economics and Management - Exercise (WIHN0258) (MiM Campus Heilbronn) (Übung, 2 SWS)
Förderer J

Empirical Research in Economics and Management - Lecture (WIHN0258) (MiM Campus Heilbronn) (Vorlesung, 2 SWS)
Förderer J, Kircher T

Empirical Research in Management and Economics (WI000258) (Vorlesung, 2 SWS)
Pachur T, Erben A, Abdelaal M, Octavianus E

Empirical Research in Management and Economics (WI000258) - Exercise (Übung, 2 SWS)
Pachur T, Zilker V, Hof L, Abdelaal M, Erben A, Octavianus E
Für weitere Informationen zum Modul und seiner Zuordnung zum Curriculum klicken Sie bitte campus.tum.de oder [hier](#).

Modulbeschreibung

WI001129: Marketing and Innovation Management (MiM) | Marketing and Innovation Management (MiM)

Modulbeschreibungsversion: Gültig ab Sommersemester 2021

Modulniveau: Master	Sprache: Englisch	Semesterdauer: Einsemestrig	Häufigkeit: Sommersemester
Credits:* 6	Gesamtstunden: 180	Eigenstudiums- stunden: 120	Präsenzstunden: 60

* Die Zahl der Credits kann in Einzelfällen studiengangsspezifisch variieren. Es gilt der im Transcript of Records oder Leistungsnachweis ausgewiesene Wert.

Beschreibung der Studien-/ Prüfungsleistungen:

The grading will be based on a written exam (120 min). By answering multiple choice questions students have to show that they have understood and can apply models and concepts related to markets aspects of innovation and to the organization of the innovation process. The questions also assess whether students can explain and analyze marketing basics (including key terms, theories, frameworks, the use of marketing strategies and marketing mix instruments, and their interrelationship with core concepts in marketing). The questions may require calculations. Students may use a non-programmable calculator to do these calculations.

Wiederholungsmöglichkeit:

Folgesemester

(Empfohlene) Voraussetzungen:

keine

Inhalt:

Market aspects of innovation:

- Innovation: Examples and particularities,
- Innovation and the development of industries,
- Sources of innovation,
- Innovation strategy: Analysis of the market, technology and competition,
- Acquisition of technology: Market, cooperation and networks

Organizing the innovation process:

- The innovation process within the firm,
- R&D, production and marketing,

- Cooperation for innovation?
- Motivation and incentive systems,
- Promoters and champions,
- Roles in the innovation process,
- Opposition against innovation within the firm,
- Integrating customers into the innovation process,
- Measuring and controlling innovation.

Marketing management:

- Principles of marketing,
- Marketing strategy and environment,
- Creating customer value, satisfaction, and loyalty,
- Information management and market research,
- Analyzing consumer and business markets,
- Competition and differentiation from competitors,
- Segmenting, targeting, and positioning,
- Creating and managing products and services, brand management,
- Pricing,
- Marketing communications, marketing channels, and service P's.

Lernergebnisse:

At the end of the module, students will be able to (1) recognize and apply models and concepts related to the market aspects of innovation (e.g., modes of acquisition of technology) and to the organization of the innovation process (e.g., promoters and champions in the innovation process), (2) identify how they can be concretely used in companies, (3) evaluate which models and concepts are most useful in a given situation, (4) remember and understand the key terms used in marketing (e.g., customer lifetime value, segmenting, targeting, and positioning, marketing mix instruments), (5) explain common marketing theories and frameworks (e.g., service-dominant logic, decision-making styles), (6) describe and justify the use of both marketing strategies and marketing mix instruments, and (7) relate the strategies and use of instruments to core concepts in marketing, such as customer-perceived value, satisfaction, and loyalty, and (8) evaluate existing innovation and marketing concepts in terms of their strengths and weaknesses in theory and practice.

Lehr- und Lernmethoden:

The module consists of two lecture series, each of which include two sessions held by guest speakers to refer to state of the art examples of marketing and innovation. Students will be asked to read the literature before the lecture and prepare for each lecture using texts and slides that are provided. Students will be enabled to relate the material to decision making in practice, by means of examples and cases. In a group project, students can elect to apply key innovation concepts and develop their own case examples, which will subsequently be shared in a wiki format. Students will also be encouraged to discuss the material in online forums that are provided to the students between lectures.

Medienform:

Lecture slides are available via Moodle. Presentation slides, online discussion forum

Literatur:

- Afuah - Innovation Management. strategies, implementation, and profits
- Dodgson, Gann, Salter - The Management of Technological Innovation (Chapter 4)
- Teece - Profiting from Technological Innovation: Implications for integration, collaboration, licensing and public policy
- Stamm - Structured Processes for Developing New Products
- Hauschildt, Kirchmann - Teamwork for innovation - the "troika" of promoters
- Kotler/Keller/Brady/Goldman/Hansen (2012): Marketing Management, 2nd European ed., Pearson: Harlow.
- Kotler/Armstrong (2014): Principles of Marketing, 15th ed., Pearson: Harlow.
- Homburg (2015): Marketingmanagement. Strategie - Instrumente - Umsetzung - Unternehmensführung, 5. Aufl., Gabler: Wiesbaden.

Modulverantwortliche(r):

Henkel, Joachim; Prof. Dr. rer. pol.

Lehrveranstaltungen (Lehrform, SWS) Dozent(in):

Technology and Innovation Management: Introduction (WI001129, englisch) (MiM) (Vorlesung, 2 SWS)

Latifi G

Marketing (MiM) (WI001129, englisch) (Vorlesung, 2 SWS)

Schnurr B, Ungemach C

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Modulbeschreibung

WI001130: Cost Accounting | Cost Accounting

Modulbeschreibungsversion: Gültig ab Sommersemester 2021

Modulniveau: Master	Sprache: Englisch	Semesterdauer: Einsemestrig	Häufigkeit: Sommersemester
Credits:* 6	Gesamtstunden: 180	Eigenstudiums- stunden: 120	Präsenzstunden: 60

* Die Zahl der Credits kann in Einzelfällen studiengangsspezifisch variieren. Es gilt der im Transcript of Records oder Leistungsnachweis ausgewiesene Wert.

Beschreibung der Studien-/ Prüfungsleistungen:

Students take a 60 minutes written exam. The only aid permitted is a non-programmable calculator. The questions in the written exam refer to the topics of managerial cost accounting. Each intended learning outcome is addressed by several questions in the exam: By answering these questions, students show to what extent they are able to (1) remember and understand the basic concepts of managerial cost accounting systems, (2) analyze accounting problems and (3) apply the newly acquired knowledge to solve these problems

Wiederholungsmöglichkeit:

Folgesemester

(Empfohlene) Voraussetzungen:

none

Inhalt:

The module introduces students to managerial cost accounting. It covers topics such as job costing, activity-based costing, process costing, allocation of support-department costs, inventory costing and capacity analysis, cost behavior, and cost-volume-profit analysis.

Lernergebnisse:

The intended learning outcomes of this module are: (1) students will be able to remember and understand the standard concepts of managerial cost accounting systems, which are internationally used (e.g., job costing, activity-based costing, process costing); (2) they will be able to assess and thoroughly analyze real-world accounting problems; (3) they will be able to evaluate and compare multiple tools of cost accounting and apply them in the most appropriate way to solve specific problems.

Lehr- und Lernmethoden:

The module consists of a lecture and an exercise. In the lecture, the lecturer presents the concepts of cost accounting to the students to introduce them to the material. Students then apply these concepts to solve accounting problems interactively in class. Students also read literature suggested to them, which is then discussed in class. In the exercises, students use the acquired knowledge to solve problem sets and case studies.

Medienform:

presentations, text books, lecture notes, exercises

Literatur:

Hornigren, C./Datar, S./Rajan, M.: Cost Accounting. A Managerial Emphasis (Global Edition), 15th ed., Pearson, 2015.

Modulverantwortliche(r):

Friedl, Gunther; Prof. Dr.

Lehrveranstaltungen (Lehrform, SWS) Dozent(in):

Cost Accounting (WI001130, englisch) (MiM) (Vorlesung, 2 SWS)

Friedl G [L], Friedl G, Höfer T, Mehrer M

Cost Accounting: Exercise (WI001130, englisch) (MiM) (Übung, 2 SWS)

Friedl G [L], Mehrer M

Cost Accounting (WIHN1130): MiM Heilbronn (Vorlesung mit integrierten Übungen, 4 SWS)

Pflitsch M

Für weitere Informationen zum Modul und seiner Zuordnung zum Curriculum klicken Sie bitte campus.tum.de oder [hier](#).

Modulbeschreibung

WI001131: Production and Logistics (MiM) | Production and Logistics (MiM)

Modulbeschreibungsversion: Gültig ab Sommersemester 2021

Modulniveau: Master	Sprache: Deutsch/Englisch	Semesterdauer: Einsemestrig	Häufigkeit: Sommersemester
Credits:* 6	Gesamtstunden: 180	Eigenstudiums- stunden: 120	Präsenzstunden: 60

* Die Zahl der Credits kann in Einzelfällen studiengangsspezifisch variieren. Es gilt der im Transcript of Records oder Leistungsnachweis ausgewiesene Wert.

Beschreibung der Studien-/ Prüfungsleistungen:

The assessment takes place in form of a written exam (120 min) at the end of the semester. In the exam students demonstrate that they are able to explain, discuss and critically evaluate various concepts of production management and logistics. Furthermore, they proof that they can apply the discussed quantitative approaches for operations and supply chain management, critically evaluate them and discuss the results. The answers involve own formulations, as well as calculations or mathematical modelling.

Wiederholungsmöglichkeit:

Folgesemester

(Empfohlene) Voraussetzungen:

keine

Inhalt:

This is an introductory module, providing an overview on planning problems in (1) production and (2) logistics and on methods to solve these.

(1) In the production part, students become acquainted with different planning hierarchies (strategic, tactical and operational) and the planning problems on the respective level:

- At the beginning, strategic planning problems such as site location planning are covered.
- Then, in the tactical planning level, we discuss questions concerning the infrastructure of production systems.
- In the second part of the lecture, operational planning decisions are treated.
- We introduce demand forecasting techniques and examine master planning problems.
- After giving attention to material requirements planning, we proceed to production planning issues where we focus on lot sizing questions, machine scheduling and sequencing in flow lines.

(2) The logistics part of the module discusses questions along the supply chain:

- Beginning with transport logistics and the corresponding planning problems on the determination of tours, routes and packing schemes.
- Afterwards, within the area of material logistics, inventory control policies and their extension to the stochastic case are elaborated.
- The strategic design of the logistics network is dealt with when talking about planning problems of supply chain management.
- Then, the interfaces to the predecessor resp. successor companies in the supply chain are explained. Within the procurement stage, methods for the selection of suppliers and within the distribution stage, the installment of a suitable distribution network and the processes in the warehouse are discussed.

In order to deal with the arising decision problems in production and logistics, simple heuristics as well as simple linear programming and mixed integer programming models are discussed and applied.

Lernergebnisse:

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

- understand the relation between different planning problems in production and logistics
- analyze specific planning problems on the strategic, tactical and operational level in detail. Apply respective solution methods approaches. Understand how these solution methods are derived and motivated.
- understand the main problem settings in production and logistics planning and explain resulting strategic decision making and managerial tasks
- identify, quantify and evaluate the main economic trade-offs in decision making in production and logistics (e.g. holding vs. setup costs, costs vs. service) and their implication on supply chain performance.
- select and apply the solution approaches taught in this course to specific industry problem settings in production and logistics. Understand how the problem structure dictates the ideal solution framework.
- critically evaluate the theoretical frameworks and their potential applications
- analyze novel solution approaches for cross-disciplinary issues from industry

Lehr- und Lernmethoden:

The lecture 'Production Management' will take place in form of a flipped classroom. The students will prepare the announced topic using the lecture material and the learning videos provided. During the classes, questions regarding the topic will be discussed and selected exercises are used to gain a deeper understanding of the prepared topic.

The lecture 'Logistics und Supply Chain Management' is a recorded class room lecture (Lecturio) and supported by tutorials. Students are expected to study the supplementary reading material and use the video recordings of the lecture to gain a comprehensive understanding of the course content.

Medienform:

Presentations, Script (Production and Supply Chain Management), Recordings of lecture (Supply Chain Management)

Literatur:

Günther, H.O., Tempelmeier, H. (2012), Produktion und Logistik, 9. Auflage, Springer
Ghiani, G., Laporte, G., Musmanno R. (2013), Introduction to Logistics Systems Management, 2. Aufl., Wiley

Modulverantwortliche(r):

Grunow, Martin; Prof. Dr.

Lehrveranstaltungen (Lehrform, SWS) Dozent(in):

Logistics and Supply Chain Management (WI001131,englisch) (MiM) (Vorlesung, 2 SWS)
Bloemer A, Minner S (Bloemer A)

Production Management (WI001131, englisch) (MiM) (Vorlesung, 2 SWS)
Grunow M [L], Grunow M, Karimian Hadi Ardebili Y

Production and Logistics MIM Heilbronn (WIHN1131) (Vorlesung, 4 SWS)
Marlenova B, Mohadikar M, Wuttke D

Für weitere Informationen zum Modul und seiner Zuordnung zum Curriculum klicken Sie bitte campus.tum.de oder [hier](#).

Modulbeschreibung

WI001137: Management Science (MiM) | Management Science (MiM)

Modulbeschreibungsversion: Gültig ab Sommersemester 2021

Modulniveau: Master	Sprache: Englisch	Semesterdauer: Einsemestrig	Häufigkeit: Wintersemester
Credits:* 6	Gesamtstunden: 180	Eigenstudiums- stunden: 120	Präsenzstunden: 60

* Die Zahl der Credits kann in Einzelfällen studiengangsspezifisch variieren. Es gilt der im Transcript of Records oder Leistungsnachweis ausgewiesene Wert.

Beschreibung der Studien-/ Prüfungsleistungen:

Students mastery of the content taught in this module is checked with a 60 minutes written exam. Students are only allowed to use a non-programmable calculator. In the exam students have to answer questions, apply algorithms to solve management or business problems such as planning the optimal production mix, the optimal project portfolio or the cost minimal distribution route , create mathematical models for small example problems, and discuss presented results. By this the students demonstrate that they have understood and can apply the mathematical models and methods. The overall grade of the module is based on the result obtained in the written exam.

Wiederholungsmöglichkeit:

Folgesemester

(Empfohlene) Voraussetzungen:

Knowledge in Mathematics and Statistics at the level of a successful undergraduate degree in Natural Science, Engineering or Sport Science.

Inhalt:

Management Science is about modeling, solving and analyzing business administrations and management problems using mathematical concepts. Management Science is used across different industries, departments and organizations. The lecture will treat the Management Science approach to decision making in general and the following topics in particular: Linear Programming, Mixed-Integer Programming, Graph Theory, Network Flow, Dynamic Programming and Decision Theory.

Lernergebnisse:

After successful completion of the module students can use Operations Research methods used in Management Science in order to model business problems, to solve them to optimality and to analyze them. Students will in particular be enabled to model and solve linear programs, mixed-

integer programs, dynamic programs, find shortest as well as maximum flows in networks, model and solve decision matrices and decision trees, employ utility theory to model and solve risky decisions and use scoring models in order to model and solve multi-criteria decision problems. In contrast to the module for Bachelor-students, for Master students more emphasis will be put on the acquisition of modeling knowledge.

Lehr- und Lernmethoden:

The module consists of a weekly lecture, a weekly exercise course as well as a biweekly tutorial which is voluntary. In the lecture the content is introduced to the student. The exercise repeats and deepens the contents. In the tutorial students are solving exercises by themselves and in groups guided by a student teaching assistant. Groups are of no more than 20 students. The student teaching assistants will repeat concepts from the lecture and the exercise and they help students in undertaking the exercises.

Medienform:

Script, Presentation slides

Literatur:

Bradley, S.P., A.C. Hax und T.L. Magnanti: Applied Mathematical Programming, Addison-Wesley, 1977. Domschke W and A. Drexl: Einführung in Operations Research, 9th Ed., Springer, 2015. Hillier FS and Lieberman GJ: Introduction to Operations Research, 9th ed., McGraw-Hill, 2010. Winston WL: Operations Research, 5th Ed., Thomson, 2004.

Modulverantwortliche(r):

Kolisch, Rainer; Prof. Dr.

Lehrveranstaltungen (Lehrform, SWS) Dozent(in):

Management Science - Lecture (WIHN1137) (MiM Campus Heilbronn) (Vorlesung, 2 SWS)
Kiesmüller G

Management Science - Exercise (WIHN1137) (MiM Campus Heilbronn) (Übung, 2 SWS)
Kiesmüller G, Pham T, Sachs F

Management Science (WI001137): (MiM) (Vorlesung mit integrierten Übungen, 4 SWS)
Naber A

Für weitere Informationen zum Modul und seiner Zuordnung zum Curriculum klicken Sie bitte campus.tum.de oder [hier](#).

Modulbeschreibung

WI001138: Investment and Financial Management (MiM) | Investment and Financial Management (MiM)

Modulbeschreibungsversion: Gültig ab Sommersemester 2021

Modulniveau: Master	Sprache: Englisch	Semesterdauer: Einsemestrig	Häufigkeit: Sommersemester
Credits:* 6	Gesamtstunden: 180	Eigenstudiums- stunden: 120	Präsenzstunden: 60

* Die Zahl der Credits kann in Einzelfällen studiengangsspezifisch variieren. Es gilt der im Transcript of Records oder Leistungsnachweis ausgewiesene Wert.

Beschreibung der Studien-/ Prüfungsleistungen:

The grading is based on a written exam with a duration of 120 minutes. To test whether the students acquired the theoretical basics in financial analysis and investment planning, multiple choice questions are asked, where they have to find the correct or incorrect statement among several alternative statements. By using a calculator and the formulary issued by the chair, the students for example have to analyze investment projects, create the optimal capital structure of projects or firms, evaluate bonds, stocks, or equity options to demonstrate their ability to apply financial tools based on finance theory and to critically analyze different problem sets which finally results in a context-based conclusion.

Wiederholungsmöglichkeit:

Folgesemester

(Empfohlene) Voraussetzungen:

Keine

Inhalt:

The module will give students a broad understanding of the instruments to analyse and evaluate investment opportunities. Subsequent, a complete list of these methods:

- Financial Statement Analysis (balance sheet analysis, analysis of profit and loss account)
- Investment Analysis (net present value method, actuarial return)
- Capital Budgeting (determination of free cashflows, choosing between alternatives)
- Cost of Capital (equity costs, borrowing costs, capital costs)
- Capital Structure

Lernergebnisse:

Upon completion of this module students will be able to name and apply important measures of company performance indicators, create an optimal capital structure for companies and investment projects in a world without taxes (Modigliani-Miller) and with taxes (valuing the tax shield), which ultimately enables them to analyse and evaluate investment opportunities. Finally, students will be able to understand and analyse companies' investment decision making process and to create investment as well as capital budget plans. Furthermore, students will be able to remember and understand key theories of corporate finance and to apply fundamental methods of corporate finance which sets the fundamental basis for the overall module.

Lehr- und Lernmethoden:

The module will combine several learning methods.

- Weekly Lecture: Presentation of theoretical basics and applied examples, supported by slides. As a better learning effect is reached by a dynamic learning environment, the student can join in live surveys with onlineTED.
- Exercise available on several dates: Calculation of selected exercises from the set of exercises in small groups so the students can directly ask questions about the calculations.
- Set of exercises with applied examples for individual practising of exercises.

Medienform:

Presentations, exercises with solutions, onlineTED

Literatur:

Berk/DeMarzo, Corporate Finance, 3rd. Edition, Pearson.

Modulverantwortliche(r):

Loos, Benjamin; Prof. Dr. rer. pol.

Lehrveranstaltungen (Lehrform, SWS) Dozent(in):

Investment & Financial Management (WI001138, englisch): Exercise (MiM) (Übung, 2 SWS)

Braun R [L], Weik S

Investment & Financial Management (WI001138, englisch) (MiM) (Vorlesung, 2 SWS)

Braun R, Weik S

Investment and Financial Management (WIHN1138) MiM Heilbronn - Lecture (Vorlesung, 2 SWS)

Müller S

Investment and Financial Management (WIHN1138) MiM Heilbronn - Exercise (Übung, 2 SWS)

Müller S [L], Gong Z, Preissler F

Für weitere Informationen zum Modul und seiner Zuordnung zum Curriculum klicken Sie bitte campus.tum.de oder [hier](#).

Modulbeschreibung

WI001139: Financial Accounting (MiM) | Financial Accounting (MiM)

Modulbeschreibungsversion: Gültig ab Sommersemester 2021

Modulniveau: Master	Sprache: Englisch	Semesterdauer: Einsemestrig	Häufigkeit: Wintersemester
Credits:* 6	Gesamtstunden: 180	Eigenstudiums- stunden: 120	Präsenzstunden: 60

* Die Zahl der Credits kann in Einzelfällen studiengangsspezifisch variieren. Es gilt der im Transcript of Records oder Leistungsnachweis ausgewiesene Wert.

Beschreibung der Studien-/ Prüfungsleistungen:

The examination of the students success consists of a written exam (60 min, multiple choice). Students may use a non-programmable calculator as helping material. In the exam students show that they are able to correctly record financial transactions using double-entry bookkeeping. Moreover, in the exam students demonstrate that they can discuss accounting theories and new standards of IFRS as well as conduct financial statement analyses.

Wiederholungsmöglichkeit:

Folgesemester

(Empfohlene) Voraussetzungen:

none

Inhalt:

The first part of the module teaches the the technique of double-entry bookkeeping and of constructing financial statements at the end of the fiscal year. The second part introduces important standards under IFRS. The third part explains financial statement analysis.

Lernergebnisse:

Upon successful completion of this module, students are able to record business transactions or (re-)valuations using double-entry bookkeeping and to construct individual and consolidated financial statements according to International Financial Reporting Standards (IFRS). They can critically discuss the impact of new or revised accounting standards on financial statments and on managerial behavior. Students can evaluate important accounting theories. Moreover, they are able to identify leeway for earnings management, to evaluate its level in financial statements and its impact on current and future performance. Finally, they are able to analyse the financial position, the performance and the financial stability of firms using data from financial statements. Using these analyses students can compare international firms.

Lehr- und Lernmethoden:

The module consists of two parts. The first part is an online lecture and a corresponding exercise. In the lecture the relevant methods and theories are conveyed. In the exercise the content of the lecture and its understanding is deepened and extended by exercises and case studies in which real financial statements are discussed. The second part of the module is a regular lecture. The exercise is integrated in this lecture. Relevant scripts and exercises can be downloaded via Moodle.

Medienform:

Script, tutorials, case studies, moodle

Literatur:

Buchholz, Rainer: Grundzüge des Jahresabschlusses nach HGB und IFRS, 8. Aufl., München 2013

Meyer, Claus: Bilanzierung nach Handels-und Steuerrecht, 27. Auflage, Herne 2016.

IASB: International Financial Reporting Standards

Modulverantwortliche(r):

Ernstberger, Jürgen; Prof. Dr. rer. pol. habil.

Lehrveranstaltungen (Lehrform, SWS) Dozent(in):

Financial Accounting (WI001139) (MiM) (Vorlesung mit integrierten Übungen, 4 SWS)

Ernstberger J, Grottel B, Hertl I, Keiling M

Financial Accounting (WIHN1139) (MiM Campus Heilbronn) (Vorlesung mit integrierten Übungen, 4 SWS)

Stich M

Für weitere Informationen zum Modul und seiner Zuordnung zum Curriculum klicken Sie bitte campus.tum.de oder [hier](#).

Volkswirtschaftliche Grundlagen | Basics in Economics

Modulbeschreibung

WI001056_1: Principles of Economics | Principles of Economics

Modulbeschreibungsversion: Gültig ab Sommersemester 2021

Modulniveau: Master	Sprache: Englisch	Semesterdauer: Einsemestrig	Häufigkeit: Wintersemester
Credits:* 6	Gesamtstunden: 180	Eigenstudiums- stunden: 120	Präsenzstunden: 60

* Die Zahl der Credits kann in Einzelfällen studiengangsspezifisch variieren. Es gilt der im Transcript of Records oder Leistungsnachweis ausgewiesene Wert.

Beschreibung der Studien-/ Prüfungsleistungen:

Students receive credit for the module by passing a multiple choice exam (written, 120 minutes). The exam is a means to measure the participants' understanding of fundamental micro- and macroeconomic concepts and methods. Moreover the exam assesses the students' ability to apply economic theory to concrete problems.

Hereby, participants demonstrate their capacity for abstraction (thinking in economic models) and concretization (interpreting and applying the results of the model).

Wiederholungsmöglichkeit:

Folgesemester

(Empfohlene) Voraussetzungen:

Inhalt:

This module provides an introduction to the basic concepts of economics. It is divided into two parts: micro- and macroeconomics.

Microeconomics deals with the behavior of individual agents, such as households, firms, and public institutions and with their interaction on markets. How can market demand be derived from the consumption choices of households? How can market supply be derived from the production decisions of firms? Which mechanisms give rise to an equalization of demand and supply? What are the consequences of market failure, and what can the state do about it?

Macroeconomics takes an aggregated perspective; it analyzes the economy as a whole. How can economic activity, inflation, and unemployment be measured? What are the factors that determine economic growth? Which mechanisms give rise to economic fluctuations, and how can these fluctuations be mitigated through fiscal and monetary policy?

Lernergebnisse:

At the end of the module the students will be able to understand and explain the basic principles of economics.

On the micro level, this includes consumer behavior as well as firms' production decisions. The students will be able to analyze basic mechanisms that give rise to the equalization of supply and demand in competitive markets. Having attended the module, the students will be able to understand the interrelation between market power and social welfare and will be able to explain market failures. On the macro level, students will be able to identify and explain the main sources of growth, unemployment and inflation.

Moreover, they will be able to analyze the basic tools of monetary and fiscal policy.

Lehr- und Lernmethoden:

The module consists of a lecture as well as an integrated exercise. The lecture content will be conveyed to the students by means of a verbal presentation. In the exercise participants apply the acquired knowledge by solving exercises and implementing case studies. The course aims at encouraging students to independently deliberate the economic problems, which are discussed in the lecture and in the relevant literature.

Medienform:

text books, script

Literatur:

Mankiw, Gregory N. and Mark P. Taylor (2020): Economics. Cengage

Varian, Hal R. (2014): Intermediate Microeconomics. WW Norton & Company

Mankiw, Gregory N. (2022): Macroeconomics. Macmillan

Modulverantwortliche(r):

Feilcke, Christian; Dr. rer. pol.

Lehrveranstaltungen (Lehrform, SWS) Dozent(in):

Principles of Economics - Exercise (MIM Campus Heilbronn) (WIHN1056_1) (Übung, 2 SWS)
Baier H

Principles of Economics (WI001056_1) (Vorlesung mit integrierten Übungen, 4 SWS)
Feilcke C

Principles of Economics - Lecture (MIM Campus Heilbronn) (WIHN1056_1) (Vorlesung, 2 SWS)
Lergetporer P

Für weitere Informationen zum Modul und seiner Zuordnung zum Curriculum klicken Sie bitte campus.tum.de oder [hier](#).

Rechtswissenschaftliche Grundlagen | Basics in Law

Modulbeschreibung

WI001122: Introduction to Business Law (MiM) | Introduction to Business Law (MiM) [BusLawMiM]

Modulbeschreibungsversion: Gültig ab Sommersemester 2021

Modulniveau: Master	Sprache: Englisch	Semesterdauer: Einsemestrig	Häufigkeit: Sommersemester
Credits:* 6	Gesamtstunden: 180	Eigenstudiums- stunden: 120	Präsenzstunden: 60

* Die Zahl der Credits kann in Einzelfällen studiengangsspezifisch variieren. Es gilt der im Transcript of Records oder Leistungsnachweis ausgewiesene Wert.

Beschreibung der Studien-/ Prüfungsleistungen:

The final assessment will be held as a written exam of 120 minutes. The exam consists of two parts which count for approximately 50 per cent each and forming the overall mark.

In the first part of this exam, students will be asked theoretical questions. This will demonstrate to what extent they have memorized and understood principles of the law of contracts, torts, company law, IP and competition law. In the second part, students will also be asked to apply their knowledge to known and fictional cases. This demonstrates if students have developed the required legal analytical skills. Students also need to demonstrate their ability to apply their knowledge to fact settings not discussed in the lecture, and to evaluate the legal consequences.

Wiederholungsmöglichkeit:

Folgesemester

(Empfohlene) Voraussetzungen:

None

Inhalt:

This module covers the legal essentials of running a business in technology driven markets in Germany and in the European Union. It focuses on typical problems which entrepreneurs and employees might encounter in practice (scenario-based approach). Topics covered will be, inter alia, the formation and termination of contracts, selected types of contract (in particular, sale of goods), torts, property law, the law of business associations, intellectual property law, competition law.

Lernergebnisse:

At the end of this module students will be able

- (1.) to name and understand essentials of the legal framework for technology oriented businesses in Germany and in the European Union;
- (2.) to identify and avoid the problems presented by dealing with legal issues in a foreign language (in particular, English as the main business language) and/or in a transnational setting;
- (3.) to grasp and apply the legal principles regulating business activity, in particular regarding liability under tort, contract, company, intellectual property and competition law;
- (4.) to analyse legal implications of typical business situations and to identify their options;
- (5.) to present the results of their analysis in a written analysis.

Lehr- und Lernmethoden:

The lecture will cover the theoretical aspects of the module in a discussion with the lecturer. The exercise will focus on case studies. It will provide the opportunity to work individually or in groups on case scenarios (known and unknown), covering various issues of German and European law. The purpose is to repeat and to intensify the content discussed in the lecture and to review and evaluate legal issues from different areas of law in everyday situations. Students will develop the ability to present these findings in a concise and well-structured written analysis.

Medienform:

Presentations (PPT), Cases

Literatur:

Gerhard Robbers, "An Introduction to German Law", 6th edition 2016;
additional reading material will be made available on the course Moodle site prior to the start of the semester.

Modulverantwortliche(r):

Maume, Philipp; Prof. Dr.

Lehrveranstaltungen (Lehrform, SWS) Dozent(in):

Introduction to Business Law (WIHN1122) MIM Heilbronn - Exercise (Übung, 2 SWS)

Haag A

Introduction to Business Law (WIHN1122) MIM Heilbronn - Lecture (Vorlesung, 2 SWS)

Jung S, Rolsing N

Introduction to Business Law (WI001122): Exercise (Repetition) (MiM) (Übung, 2 SWS)

Katopodi E

Introduction to Business Law (WI001122, englisch) (MiM) (Vorlesung, 2 SWS)

Maume P

Für weitere Informationen zum Modul und seiner Zuordnung zum Curriculum klicken Sie bitte campus.tum.de oder [hier](#).

Entrepreneurial, Strategic, and International Management | Entrepreneurial, Strategic, and International Management

Modulbeschreibung

WI001185: Entrepreneurial, Strategic, and International Management | Entrepreneurial, Strategic, and International Management

Modulbeschreibungsversion: Gültig ab Sommersemester 2021

Modulniveau: Master	Sprache: Englisch	Semesterdauer: Einsemestrig	Häufigkeit: Wintersemester
Credits:* 6	Gesamtstunden: 180	Eigenstudiums- stunden: 120	Präsenzstunden: 60

* Die Zahl der Credits kann in Einzelfällen studiengangsspezifisch variieren. Es gilt der im Transcript of Records oder Leistungsnachweis ausgewiesene Wert.

Beschreibung der Studien-/ Prüfungsleistungen:

The grading of the module is based on a written exam (120 Minutes). First, the written form of the exam allows a comprehensive assessment of students' knowledge and understanding of the basic principles of entrepreneurship. They will answer questions about the concepts explaining the mindset of entrepreneurial individuals and the management of entrepreneurial firms as introduced in the lecture. They will also answer questions about basic definitions of specific types of entrepreneurship and entrepreneurial behavior. Second, the written exam requires students to show their ability to reproduce fundamental knowledge about strategic and international management by answering questions about theories, models and methods related to management as well as strategies of multinational enterprises. The exam also assesses students' ability to understand the fundamentals of strategic and international management as well as to identify and analyze challenges and problems of multinational firms because they will answer questions related to management concepts, stakeholder management, finance, market entry of firms etc. The written exam will include single choice questions. Resources such as books, course slides, personal notes, etc. are not allowed to answer the questions.

Wiederholungsmöglichkeit:

Folgesemester

(Empfohlene) Voraussetzungen:

Inhalt:

Entrepreneurship provides students with knowledge of the theoretical concepts and models of entrepreneurship. The set up of this first part is twofold:

(1) Students will acquire in-depth theoretical knowledge on:

- Definitions, regional aspects, and special forms of entrepreneurship in a complex and uncertain environment
- Entrepreneurial individuals, including their personality, creativity, idea development, cognition, opportunity recognition, decision making, and affect
- Entrepreneurial firms, including their growth strategies, strategic alliances, and resources.

(2) Beyond that, students will engage in break out group workshops to personally experience the process of opportunity recognition and development. In these workshops they will work in teams and apply theoretical models from academic literature to real world entrepreneurial problems.

Furthermore, students give presentations to the audience and discuss their results.

Strategic and international management targets long term decisions and the sustainable development of the company. In the course of globalization, it is crucial to consider the international dimension of management. Strategic and international management skills are not only important in the management of companies that are doing business across borders, but also within single business functions when shaping competitive strategy. In detail, this module discusses the following aspects:

- Foundations of management
- Stakeholders, objectives, and governance
- Strategic decision making and performance
- Strategy analysis
- Competitive strategies
- Strategy implementation

Lernergebnisse:

First, students will know and be able to explain basic concepts of entrepreneurship including basic definitions, psychological processes and characteristics of the person of the entrepreneur, and potential development paths of young firms. Second, students will transfer this basic knowledge to real world cases. Thus, students will be able to solve entrepreneurial problems in real world settings drawing on theoretical frameworks of the entrepreneurial process. Third, upon successful completion of this module, students are able to understand and reproduce fundamental knowledge about the management of multinational enterprises. Fourth students are able to explain and apply theories, models and methods related to international management as well as strategies of multinational enterprises. Finally, students are able to identify and analyze challenges and problems in multinational enterprises respectively; they are able to develop and outline solution approaches by applying theoretical concepts.

Lehr- und Lernmethoden:

The module will combine several learning methods.

- The basic knowledge as well as real world examples will be provided through lectures. Lectures will be done in class as well as in form of online lectures and interactive in-class lectures and online feedback sessions.
- During the lectures relevant concepts, approaches, theories, and empirical studies in the fields of entrepreneurship, strategic and international management are introduced and discussed.
- Discussions in the lecture and active participation are encouraged and will contribute to deepen the understanding of the concepts, theories and methods introduced as well as application to practical examples and case studies.
- Students will get additional background knowledge from the academic literature in private reading. The self-study of literature is part of the whole module.
- Moreover, students are encouraged to engage in individual exercises and small group assignments in order to look deeper into the course contents.

Medienform:

Presentations, exercises, case studies, online materials, Online video material (download)
Digitally retrievable script (download)
International academic literature (English)

Literatur:

Entrepreneurship:

Hisrich, R. D., Peters, M. P., & Shepherd, D. A. (2010). Entrepreneurship (8th ed.). New York: McGraw-Hill.

Read, S., Sarasvathy, S., Dew, N., Wiltbank, R. & Ohlsson, A.-V. (2010). Effectual Entrepreneurship. New York: Routledge Chapman & Hall.

Strategic and International Management:

Cyert, R.M., March, J.G. (1963). A Behavioral Theory of the Firm. Englewood Cliffs: Prentice-Hall. Chapter 3 "Organizational Goals".

Drucker, P. M., (1954). The practice of management. New York: Harper. Chapter 1-3.

Freeman, R.E. (1994). Strategic Management: A Stakeholder Approach. Cambridge: Cambridge University Press, Chapter 1 "The stakeholder approach".

Hambrick, D.C. & Fredrickson, J.W. (2005). Are you sure you have a strategy? Academy of Management Executive, 19(4), 51-62.

Johnson, G., Whittington, R., Scholes, K. (2014). Exploring Strategy. Text and Cases. Harlow: Pearson. Chapter 13, 430-461.

Noorderhaven, N. (1995). Strategic decision making. Addison-Wesley: 162-174.

Peng, M., Meyer, K., (2011). International Business. London: Cengage Learning. Chapter 1 and Chapter 12, 359-387.

Porter, M. (1996) What is Strategy? Harvard Business Review, No. 6, 61-78.

Rothaermel, F.T. (2013). Strategic Management, New York: Mc Graw-Hill. Chapter 1.

Van Horne, J.C., Wachowicz, J.M. (2008). Fundamentals of Financial Management, Edinburgh Gate: Pearson Education Limited, 13th edition. Chapter 1, 6, 15.

Modulverantwortliche(r):

Breugst, Nicola; Prof. Dr. rer. pol.

Lehrveranstaltungen (Lehrform, SWS) Dozent(in):

Entrepreneurship (WIHN1185) (MiM Campus Heilbronn) (Vorlesung, 2 SWS)

Bird M

Entrepreneurship (WI000984, WI900005, WI001185) (Vorlesung, 2 SWS)

Breugst N (Kirsch J)

Strategic and International Management (WI001114, WI900012, WI001185) (Master) (Vorlesung, 2 SWS)

Hutzschenreuter T [L], Hutzschenreuter T

Strategic International Management (WIHN1185) (MIM Campus Heilbronn) (Vorlesung, 2 SWS)

Li C

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Wirtschaftswissenschaftliche Wahlmodule | Electives in Management

WahlKat-EE: Wahlkatalog: Economics & Econometrics | Catalogue of Elective Modules: Economics & Econometrics

Modulbeschreibung

MGT001315: European Business Law | European Business Law [EBL]

Modulbeschreibungsversion: Gültig ab Sommersemester 2023

Modulniveau: Master	Sprache: Englisch	Semesterdauer: Einsemestrig	Häufigkeit: Wintersemester
Credits:* 6	Gesamtstunden: 180	Eigenstudiums- stunden: 120	Präsenzstunden: 60

* Die Zahl der Credits kann in Einzelfällen studiengangsspezifisch variieren. Es gilt der im Transcript of Records oder Leistungsnachweis ausgewiesene Wert.

Beschreibung der Studien-/ Prüfungsleistungen:

In the final assessment students will need to demonstrate to what extent they have met the Learning Objectives. This assessment will be held as a written exam of 60 minutes.

In this exam students will be asked theoretical questions. This will demonstrate to what extent they have memorised and understood principles of EU law. Students will also be asked to apply their knowledge to known and fictional cases. This second part demonstrates if students have developed the required legal analytical skills, as well as the ability to apply their knowledge to fact settings not discussed in the lecture and to evaluate the legal consequences.

Wiederholungsmöglichkeit:

Folgesemester

(Empfohlene) Voraussetzungen:

None

Inhalt:

This module provides an overview of the laws of the European Union that are relevant for national and international businesses.

Topics covered are the institutional framework of the EU, the relationship between the EU and national law, the concept of internal market & 5 freedoms, trade law, EU competition law, and EU IP & licensing agreements.

Lernergebnisse:

At the end of this course students will be able (1.) to name and understand the rules and principles of EU law which are most important for businesses, (2.) to grasp and explain the framework of EU economic policies, in particular the interaction between EU law and member state law, (3.) to identify and analyse restraints prescribed by EU law from the perspective of businesses and employees, (4.) to assess real life scenarios regarding their EU law implications and to present the results of their analyses in a written memorandum.

Lehr- und Lernmethoden:

The lecture will cover the theoretical aspects of the module in a discussion with the lecturer. It will also provide the opportunity to work individually or in groups on case scenarios covering issues EU law. The purpose is to repeat and to intensify the content discussed in the lecture and to review and evaluate legal issues. This application facilitates the students' abilities to present their findings in writing.

Medienform:

Presentations (PPT), Reader, Case studies (including model answers)

Literatur:

Chalmers, Davies & Monti, European Union Law, 3rd edition 2018, Cambridge University Press.

Modulverantwortliche(r):

Ann, Christoph; Prof. Dr.

Lehrveranstaltungen (Lehrform, SWS) Dozent(in):

European Business Law (MGT001315) (Vorlesung, 2 SWS)

Duque Lizarralde M

European Business Law - Exercise (MGT001315, englisch) (Übung, 2 SWS)

Duque Lizarralde M

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Modulbeschreibung

MGT001317: World Trade Law | World Trade Law [WTO]

Modulbeschreibungsversion: Gültig ab Sommersemester 2023

Modulniveau: Master	Sprache: Englisch	Semesterdauer: Einsemestrig	Häufigkeit: Wintersemester
Credits:* 6	Gesamtstunden: 90	Eigenstudiums- stunden: 60	Präsenzstunden: 30

* Die Zahl der Credits kann in Einzelfällen studiengangsspezifisch variieren. Es gilt der im Transcript of Records oder Leistungsnachweis ausgewiesene Wert.

Beschreibung der Studien-/ Prüfungsleistungen:

Die Prüfung dient der Feststellung, ob bzw. inwieweit die formulierten Lernergebnisse erreicht wurden. Dies wird im Rahmen einer einstündigen (60 Minuten) schriftlichen Klausur unter Zuhilfenahme der Gesetzes- und Vertragstexte ermittelt.

In der Klausur müssen die Studierenden im Rahmen abstrakter Fragen demonstrieren, dass sie die Grundsätze des Weltwirtschaftsrechts kennen und erklären können. Darüber hinaus beinhaltet die Klausur eine Fallbearbeitung, bei der die erworbenen Kenntnisse auf unbekannte Lebenssachverhalte angewendet werden müssen. Auf diese Weise wird ermittelt, ob die Studierenden konkrete Lebenssachverhalte unter rechtlichen Gesichtspunkten analysieren und hinsichtlich rechtlicher Folgen bewerten können.

Wiederholungsmöglichkeit:

Folgesemester

(Empfohlene) Voraussetzungen:

Grundkenntnisse in der Rechtsanwendung

Inhalt:

Das Welthandelsrecht ist für den grenzüberschreitenden Austausch von Waren und Dienstleistungen von zentraler Bedeutung. Es wird bestimmt durch internationale Organisationen (Welthandelsorganisation WTO, Internationaler Währungsfonds IWF, Weltbank) und völkerrechtliche Verträge (GATT, GATS, TRIPS, Freihandelsabkommen). Die WTO verfolgt das Ziel, Handelshemmnisse und Einfuhrbeschränkungen zu beseitigen und für den Waren- und Dienstleistungsverkehr sowie für die Beachtung gewerblicher Schutzrechte einheitliche Regeln und Streitbeilegungsverfahren zu schaffen.

Behandelt werden u.a.:

- Übereinkommen zur Errichtung der WTO (Organisation der WTO);
- Allgemeines Zoll- und Handelsabkommen (GATT)

- Übereinkommen über technische Handelshemmnisse (TBT);
- Allgemeine Übereinkommen über den Handel mit Dienstleistungen (GATS);
- Übereinkommen über handelsbezogene Aspekte der Rechte des geistigen Eigentums (TRIPS);
- Vereinbarung über Regeln und Verfahren zur Beilegung von Streitigkeiten (DSU)

Lernergebnisse:

Am Ende des Moduls werden die Studierenden in der Lage sein,

- (1.) das System der internationalen Organisationen und Verträge zum globalen Handel zu verstehen,
- (2.) den rechtlichen Rahmen wirtschaftlicher Betätigung beim grenzüberschreitenden Verkehr von Waren und Dienstleistungen zu erfassen,
- (3.) rechtliche Folgen zu identifizieren und daraus Gestaltungsmöglichkeiten abzuleiten,
- (4.) in schriftlicher Form in einem ausformulierten Gutachten konkrete Lebenssachverhalte rechtlich zu beurteilen.

Lehr- und Lernmethoden:

In der Vorlesung werden die Lerninhalte vom Vortragenden präsentiert und mit den Studierenden diskutiert.

Anhand von Fällen aus dem Bereich des grenzüberschreitenden Handels werden die vermittelten Inhalte in Einzel- oder Gruppenarbeit auf konkrete Lebenssachverhalte angewandt. Dies dient der Wiederholung und Vertiefung des Stoffs, der Einübung strukturierter Darstellung rechtlicher Probleme sowie der Verknüpfung verschiedener Problemkreise.

Medienform:

Vortrag, PowerPoint, Übungsblätter, Übungsaufgabensammlung

Literatur:

Bentley, van Damme, McRae & Neufeld, The Oxford Handbook of International Trade Law, 2009, Oxford University Press

Van den Bossche & Zdouc, The Law and Policy of the World Trade Organisation, 4th edition 2017, Cambridge University Press

Modulverantwortliche(r):

Ann, Christoph; Prof. Dr.

Lehrveranstaltungen (Lehrform, SWS) Dozent(in):

World Trade Law - Exercise (MGT001317, englisch) (Übung, 2 SWS)

Chinembiri W

World Trade Law (WTO) (MGT001317) (Vorlesung, 2 SWS)

Chinembiri W

Für weitere Informationen zum Modul und seiner Zuordnung zum Curriculum klicken Sie bitte campus.tum.de oder [hier](#).

Modulbeschreibung

WI001250: Advanced Seminar Economics, Policy & Econometrics: Current Topics in Value Chain Economics | Advanced Seminar Economics, Policy & Econometrics: Current Topics in Value Chain Economics [Seminar VCE]

Modulbeschreibungsversion: Gültig ab Sommersemester 2020

Modulniveau: Master	Sprache: Englisch	Semesterdauer: Einsemestrig	Häufigkeit: Wintersemester/ Sommersemester
Credits:* 6	Gesamtstunden: 180	Eigenstudiums- stunden: 120	Präsenzstunden: 60

* Die Zahl der Credits kann in Einzelfällen studiengangsspezifisch variieren. Es gilt der im Transcript of Records oder Leistungsnachweis ausgewiesene Wert.

Beschreibung der Studien-/ Prüfungsleistungen:

Die Benotung basiert auf einem Projekt mit Präsentation in Form von Teamarbeit. Die Ergebnisse des Projekts werden in einem schriftlichen Bericht (12-15 Seiten, 50% der Note) zusammengefasst und in einer mündlichen Präsentation (20 Min., 50% der Note) mit anschließender Diskussion berichtet.

Wiederholungsmöglichkeit:

Folgesemester

(Empfohlene) Voraussetzungen:

Kenntnisse in Mikroökonomie

Inhalt:

Das Modul befasst sich mit der wirtschaftlichen Leistung, Effizienz, Nachhaltigkeit und Fairness von Lebensmittelwertschöpfungsketten aus einer angewandten Perspektive. Zu den Schlüsselthemen des Moduls können gehören: Koordination von Lieferketten (Geschäftsbeziehungen zwischen verschiedenen Akteuren in Lieferketten: Rolle von Verträgen, hybriden Organisationen, Erzeugerorganisationen usw. Rolle von Kleinbetrieben und Landwirten in lokalen und globalen Lieferketten Markt und Verhandlungsmacht, (un) faire Geschäftspraktiken Rolle von Lebensmitteletiketten und Zertifizierung Aktuelle Trends und ihre wirtschaftlichen Auswirkungen. Beispiele sind die zunehmende Relevanz regionaler / lokaler Produkte, gesunder Produkte, Ernährungstrends, Maßnahmen auf europäischer und nationaler Ebene, die sich auf die Landwirtschaft auswirken. Wertschöpfungsketten für Lebensmittel.

Lernergebnisse:

Nach erfolgreichem Abschluss dieses Moduls verfügen die Studierenden über fundierte Kenntnisse in der Konzeption, Planung und Durchführung eines Forschungsprojekts zur Wertschöpfungskette von Lebensmitteln (und verwandten Bereichen) und ihrer Governance. Darüber hinaus können die Studierenden i) ein Forschungsthema identifizieren und strukturieren, ii) relevante Literatur beschaffen und überprüfen, iii) ein geeignetes wissenschaftliches Instrumentarium entwickeln; iv) einen wissenschaftlichen Forschungsbericht schreiben, iv) ihre Ergebnisse vor einem Studienkollegium präsentieren sowie v) eine wissenschaftliche Diskussion zu ihrem Thema führen und moderieren. Das Modul bereitet die Studierenden auf die in ihren Masterarbeiten durchgeführten wissenschaftlichen Analysen vor

Lehr- und Lernmethoden:

Das Modul ist ein Seminar und vermittelt den Studierenden fundierte Kenntnisse in der Ökonomie von Wertschöpfungsketten mit Schwerpunkt auf Wertschöpfungsketten für Lebensmittel. Das Seminar beginnt mit einer Reihe von Einführungsvorträgen zu einem oder mehreren ausgewählten aktuellen und politikrelevanten Themen. Vorrang haben aktuelle Themen, für die das Interesse und die Beteiligung externer Institutionen (z. B. der Gemeinsamen Forschungsstelle der Europäischen Union) versichert werden kann. Die Aktivitäten werden in der Regel parallel in Abstimmung mit anderen Universitäten durchgeführt, und die Studenten haben die Möglichkeit, mit Studenten dieser Universitäten zusammenzuarbeiten und sich auszutauschen. Von den Ausbildern durch den gesamten Prozess geführt, arbeiten die Schüler alleine und / oder in Gruppen, um ein themenspezifisches Forschungsprojekt zu planen und durchzuführen (z. B. Entwicklung einer Umfrage, Sammlung von Daten / Informationen). Zu den Aktivitäten gehören auch die Literaturrecherche und das wissenschaftliche Verfassen eines Projektberichts.

Medienform:

PowerPoint-Präsentationen, Wirtschaftslehrbücher, wissenschaftliche Artikel

Literatur:

Allain, M. L., & Chambolle, C. (2005). Loss-leaders banning laws as vertical restraints. *Journal of Agricultural & Food Industrial Organization*, 3(1).

Bonnet, C., & Dubois, P. (2010). Inference on vertical contracts between manufacturers and retailers allowing for nonlinear pricing and resale price maintenance. *The RAND Journal of Economics*, 41(1), 139-164.

Chauve, P., Parera, A., & Renckens, A. (2014). Agriculture, Food and Competition Law: Moving the Borders. *Journal of European Competition Law & Practice*, 5(5), 304-313.

European Parliament (2009) Fair revenues for farmers: A better functioning food supply chain in Europe, Resolution (2009/2237(INI))

Maertens, M., & Swinnen, J. F. (2008). Standards as barriers and catalysts for trade, growth and poverty reduction. *Journal of International Agricultural Trade and Development*, 4(1), 47-61.

Maglaras, G., Bourlakis, M., & Fotopoulos, C. (2015). Power-imbalanced relationships in the dyadic food chain: An empirical investigation of retailers' commercial practices with suppliers. *Industrial Marketing Management*, 48, 187-201.

Menapace, Luisa, and GianCarlo Moschini. "Quality certification by geographical indications, trademarks and firm reputation." *European Review of Agricultural Economics* 39.4 (2012): 539-566.

Ola, Oreoluwa, and Luisa Menapace. "A meta-analysis understanding smallholder entry into high-value markets." *World Development* 135 (2020): 105079.

Ola, Oreoluwa, and Luisa Menapace. "Revisiting constraints to smallholder participation in high-value markets: A best/worst scaling approach." *Agricultural Economics* (2020). Ronnen, U. (1991). Minimum quality standards, fixed costs, and competition. *The RAND Journal of economics*, 490-504.

Russo, C., Perito, M. A., & Di Fonzo, A. (2014). Using private food safety standards to manage complexity: a moral hazard perspective. *Agricultural Economics Review*, 15(389-2016-23512), 113-127.

Russo, C., Perito, M. A., & Di Fonzo, A. (2017). 8. The apparent paradox of unadvertised private food safety standards¹. It's a jungle out there—the strange animals of economic organization in agri-food value chains, 161.

Saitone, T. L. (2012). Are Minimum Quality Standards Imposed by Federal Marketing Orders Acting as Nontariff Trade Barriers?. *Agribusiness*, 28(4), 483-504.

Sexton R. (2017). Unfair Trading Practices in the Food Supply Chain: Defining the problem and the policy issues. In Marcantonio, F. Di and P. Ciaian (Editors), *Unfair trading practices in the food supply chain: A literature review on methodologies, impacts and regulatory aspects*, European Commission, Joint Research Centre.

Vaqué, L. G. (2014). Unfair Practices in the Food Supply Chain: A Cause for Concern in the European Union's Internal Market which Requires an Effective Harmonising Solution. *European Food and Feed Law Review*, 9(5), 293-301.

Von Schlippenbach, V., & Teichmann, I. (2012). The strategic use of private quality standards in food supply chains. *American Journal of Agricultural Economics*, 94(5), 1189-1201.

Modulverantwortliche(r):

Menapace, Luisa; Prof. Ph.D.

Lehrveranstaltungen (Lehrform, SWS) Dozent(in):

Für weitere Informationen zum Modul und seiner Zuordnung zum Curriculum klicken Sie bitte campus.tum.de oder [hier](#).

WahlKat-EM: Wahlkatalog: Energy Markets | Catalogue of Elective Modules: Modules Energy Markets

Modulbeschreibung

MGT001365: Advanced Seminar Energy Market: Applied Economic Analysis of Decarbonization Strategies: Firm's Perspective | Advanced Seminar Energy Market: Applied Economic Analysis of Decarbonization Strategies: Firm's Perspective

Modulbeschreibungsversion: Gültig ab Sommersemester 2022

Modulniveau: Master	Sprache: Englisch	Semesterdauer: Einsemestrig	Häufigkeit: Wintersemester
Credits:* 6	Gesamtstunden: 180	Eigenstudiums- stunden: 120	Präsenzstunden: 60

* Die Zahl der Credits kann in Einzelfällen studiengangsspezifisch variieren. Es gilt der im Transcript of Records oder Leistungsnachweis ausgewiesene Wert.

Beschreibung der Studien-/ Prüfungsleistungen:

The final grade is based on the presentation, which counts with 30%, and the report, assigned 70%.

Case study report: The final study team-report, written in English, should consist of max. 15 pages (excl. references and the title page). Students' work may be theoretical/analytical, empirical, or a literature survey but should include own thoughts and suggestions on the proposed solution. Giving a short (intro)overview regarding the relevant (and topical) literature is always required.

Final presentation: 30 minutes per presentation, 15-20 for a talk and 10 minutes for class-wide discussion.

Wiederholungsmöglichkeit:

Semesterende

(Empfohlene) Voraussetzungen:

Inhalt:

Students learn the problematics and frameworks for the energy transition analysis, considering challenges and solutions for individual firms across various industries, e.g. steel, power, O&G.

Lernergebnisse:

The aim of this seminar is to

1. Introduce and provide the understanding of: the decarbonisation; its associated challenges and problems (technical, economic, financial) faced by companies; and investment and market opportunities emerging in Germany and internationally;
2. Explain the scope 1, 2, 3 emissions, emission calculation, standards, and introduce possible decarbonization frameworks through examples;
3. Equip the students with the analytical tools and facts critical in making energy transition decisions and allow them to test their learned skills on the real-world problems.

Lehr- und Lernmethoden:

Project examples, Intro on analytical tools and important facts, Interactive workshop discussing case studies, Hand-on session about decarbonization modeling approaches, analysis frameworks, solution discussion, In-progress consultation

Medienform:

Literatur:

- Dejuán, Ó., Lenzen, M., & Cadarso, M. Á. (Eds.). (2017). Environmental and economic impacts of decarbonization: Input-output studies on the consequences of the 2015 Paris Agreements. Routledge.
- Johnston, R. J., Blakemore, R., & Bell, R. (2020). The role of oil and gas companies in the energy transition. Atlantic Council.
- Lenox, M., & Duff, R. (2021). The Decarbonization Imperative: Transforming the Global Economy by 2050. Stanford University Press.
- Peszko, G., Van Der Mensbrugghe, D., Golub, A., Ward, J., Marijs, C., Schopp, A., ... & Midgley, A. (2020). Diversification and cooperation in a decarbonizing world: climate strategies for fossil fuel-dependent countries. World Bank Publications.
- Harvey, H., Orvis, R., & Rissman, J. (2018). Designing climate solutions: a policy guide for low-carbon energy. Island Press.
- Ghosh, N., & Gupta, D. (2022). Decarbonization strategy of businesses, stock return performance and investment styles: a systematic review. Benchmarking: An International Journal.
- Jenkins, J. D., Luke, M., & Thernstrom, S. (2018). Getting to zero carbon emissions in the electric power sector. Joule, 2(12), 2498-2510.
- Green, J., Hadden, J., Hale, T., & Mahdavi, P. (2021). Transition, hedge, or resist? Understanding political and economic behavior toward decarbonization in the oil and gas industry. Review of International Political Economy, 1-28.
- De Cian, E., Dasgupta, S., Hof, A. F., van Sluisveld, M. A., Köhler, J., Pfluger, B., & van Vuuren, D. P. (2020). Actors, decision-making, and institutions in quantitative system modelling. Technological Forecasting and Social Change, 151, 119480.
- Rissman, J., Bataille, C., Masanet, E., Aden, N., Morrow III, W. R., Zhou, N., ... & Helseth, J. (2020). Technologies and policies to decarbonize global industry: Review and assessment of mitigation drivers through 2070. Applied Energy, 266, 114848.

- Eckerle, K., Whelan, T., DeNeve, B., Bhojani, S., Platko, J., & Wisniewski, R. (2020). Using the Return on Sustainability Investment (ROSI) Framework to Value Accelerated Decarbonization. *Journal of Applied Corporate Finance*, 32(2), 100-107.
- Rockström, J., Gaffney, O., Rogelj, J., Meinshausen, M., Nakicenovic, N., & Schellnhuber, H. J. (2017). A roadmap for rapid decarbonization. *Science*, 355(6331), 1269-1271.
- Peñasco, C., Anadón, L. D., & Verdolini, E. (2021). Systematic review of the outcomes and trade-offs of ten types of decarbonization policy instruments. *Nature Climate Change*, 11(3), 257-265.
- Skoczkowski, T., Verdolini, E., Bielecki, S., Kocharński, M., Korczak, K., & Węglarz, A. (2020). Technology innovation system analysis of decarbonisation options in the EU steel industry. *Energy*, 212, 118688.

Modulverantwortliche(r):

Ikonnikova, Svetlana; Prof. Ph.D.

Lehrveranstaltungen (Lehrform, SWS) Dozent(in):

Advanced Seminar Energy Market (MGT001365, englisch): Applied Economic Analysis of Decarbonization Strategies: Firm's Perspective (Limited places) (Seminar, 4 SWS)

Ikonnikova S

Für weitere Informationen zum Modul und seiner Zuordnung zum Curriculum klicken Sie bitte campus.tum.de oder [hier](#).

Modulbeschreibung

WI000946: Energy Markets I | Energy Markets I

Modulbeschreibungsversion: Gültig ab Sommersemester 2021

Modulniveau: Master	Sprache: Englisch	Semesterdauer: Einsemestrig	Häufigkeit: Wintersemester
Credits:* 6	Gesamtstunden: 180	Eigenstudiums- stunden: 120	Präsenzstunden: 60

* Die Zahl der Credits kann in Einzelfällen studiengangsspezifisch variieren. Es gilt der im Transcript of Records oder Leistungsnachweis ausgewiesene Wert.

Beschreibung der Studien-/ Prüfungsleistungen:

Die Prüfungsleistung wird in Form einer Klausur (schriftlich, 60 Minuten) erbracht. Zur bestmöglichen Überprüfung der erzielten Lernergebnisse besteht die Klausur aus einem Multiple Choice-Teil (20%) und einem Teil mit offenen Fragen (80%). Der Multiple Choice Teil gilt primär der Abfrage erlernten Fachwissens bzgl. der ökonomischen Besonderheiten von Energiemärkten. Durch die Beantwortung der offenen Fragen soll die Befähigung zu zielgerichteter Problemlösung und Abstraktion demonstriert werden. Die Studierenden zeigen, dass sie ökonomische Prinzipien auf die speziellen Anforderungen von Energiemärkten transferieren und energiepolitische Fragestellungen und aktuelle Entwicklungen analysieren und beurteilen können. Mathematische Fragen werden dabei um Aufgabenteile ergänzt, in denen die Anwendung ökonomischer Denkmuster im Vordergrund steht. Abgesehen von einem nicht-programmierbaren Taschenrechner sind zur Bearbeitung der Aufgaben keinerlei Hilfsmittel erlaubt.

Wiederholungsmöglichkeit:

Folgesemester

(Empfohlene) Voraussetzungen:

Grundkenntnisse VWL (Wettbewerbstheorie), Grundlagen Unternehmensstrategie (Porter etc.), idealerweise Industrieökonomik (Marktmacht, Oligopole, Eintrittsbarrieren, Transparenz etc.) und Handel (Call, Put, Forward, Future etc.).

Module:

- Investitions und Finanzmanagement
- Mikroökonomik (Economics I)
- Industrieökonomik (Industrial Economics)
- Introduction to Strategy and Organization

Inhalt:

Das Modul bietet einen breiten Überblick über die Energiemärkte und Industrien über alle Rohstoffe hinweg. Es deckt die gesamte Wertschöpfungskette ab, angefangen bei der primären Energieversorgung bis hin zur Energienachfrage und stellt die wichtigsten ökonomischen Konzepte vor. Der Fokus liegt dabei auf der Vorhersage der Energienachfrage, Exploration und Produktion der Primärenergie, Angebots- und Nachfragekurven, Merit Orders der unterschiedlichen Rohstoffe (ein Spezialmerkmal der Energiemärkte), Preisbildung und organisierter Energiehandel. Das Modul wird im Sommersemester durch das Folgemodul Energiemärkte 2 fortgesetzt, welches sich mit Erneuerbaren Energien und Netzregulierung befasst.

Lernergebnisse:

Nach erfolgreicher Teilnahme am Modul können die Studierenden ein breites Grundwissen hinsichtlich der ökonomischen Besonderheiten von Energiemärkten abrufen.

Des Weiteren können die Studierenden energiebezogene Problemstellungen mit Hilfe erlernter mathematischer Techniken, sowie vermittelter ökonomischer Intuition selbstständig lösen.

Die Teilnehmer sind zudem in der Lage, ökonomische Prinzipien auf die speziellen Anforderungen von Energiemärkten zu transferieren.

Durch das Studium der Literatur können die Studierenden energiepolitische Fragestellungen und aktuelle Entwicklungen analysieren und beurteilen.

Damit sind Studierende nach erfolgreicher Teilnahme an der Modulveranstaltung auch dazu in der Lage, Energiemärkte besser zu verstehen sowie Geschäftsprozesse und -modelle im Energiegeschäft zu entwickeln und einzuschätzen.

Lehr- und Lernmethoden:

Das Modul besteht aus einer Vorlesung und einer begleitenden Übung. Die Vorlesung vermittelt den Studierenden das Grundwissen hinsichtlich der ökonomischen Besonderheiten von Energiemärkten mit Hilfe von Vorträgen und Präsentationen. Studierende sollen zum selbständigen Studium der Literatur und der inhaltlichen Auseinandersetzung mit den Themen angeregt werden. In den Übungen werden energiepolitische Fragestellungen an ausgesuchten Beispielen bearbeitet. Dabei werden die Kursinhalte vertieft und die erlernten mathematischen Techniken, sowie die vermittelte ökonomische Intuition kommen zur Anwendung.

Medienform:

Folien-Skript und Übungsaufgaben

Literatur:

Erdmann, G. / Zweifel, P. (2010) Energy Economics: Theory and Applications; Springer 2017.

Ströbele, W. / Pfaffenberger, W. / Heuterkes, M. (2012) Energiewirtschaft - Einführung in Theorie und Politik; 3. Auflage; Oldenbourg 2012.

Bhattacharyya, S. (2011) Energy Economics - Concepts, Issues, Markets and Governance; Springer 2011.

Modulverantwortliche(r):

Wozabal, David; Prof. Dr. rer. soc.

Lehrveranstaltungen (Lehrform, SWS) Dozent(in):

Energy Markets I (WI000946) (Vorlesung, 2 SWS)

Ikonnikova S [L], Bieberbach F, Gatscher D

Energy Markets I - Exercise (WI000946) (Übung, 2 SWS)

Ikonnikova S [L], Gatscher D

Für weitere Informationen zum Modul und seiner Zuordnung zum Curriculum klicken Sie bitte campus.tum.de oder [hier](#).

Modulbeschreibung

WI001125: Energy Markets II | Energy Markets II

Modulbeschreibungsversion: Gültig ab Sommersemester 2016

Modulniveau: Master	Sprache: Englisch	Semesterdauer: Einsemestrig	Häufigkeit: Sommersemester
Credits:* 6	Gesamtstunden: 180	Eigenstudiums- stunden: 120	Präsenzstunden: 60

* Die Zahl der Credits kann in Einzelfällen studiengangsspezifisch variieren. Es gilt der im Transcript of Records oder Leistungsnachweis ausgewiesene Wert.

Beschreibung der Studien-/ Prüfungsleistungen:

The module examination is based on a written exam (60 minutes), which has two parts and is open-book. The first part of the written exam ($\leq 20\%$ of written exam) consists of multiple-choice questions, which tests the students' knowledge and understanding of the basic concepts and economic characteristics of energy markets.

The second part of the written exam ($\geq 80\%$ of written exam) consists of open questions and calculations. Here students have to show that they can explain how to trade energy commodities in energy markets and interpret the role of energy grids and their regulation. In answering the open questions students demonstrate their ability to analyze business models of utilities and their ability to make business decisions regarding management and investment in the electricity market in response to a changing environment. . Students may use a non-programmable calculator.

Additionally students have the possibility to improve their test score by 10 percentage points through a voluntary midterm assessment. This involves successfully taking part in the browser-based business game offered during the exercise course. The results of the midterm assessment are used only if they improve the overall grade of the written exam.

Wiederholungsmöglichkeit:

Folgesemester

(Empfohlene) Voraussetzungen:

Basic knowledge in economics (competition) and industrial economics (market power, oligopoly, entrance barriers, transparency).

Modules:

- Energy Markets I
- Economics I (Microeconomics)
- Industrial Economics

Inhalt:

In continuation of the lecture "Energy Markets I", students gain an overview of the more fundamental concepts of energy markets (eg. renewable energy promotion schemes, energy trading in wholesale markets). Thereto, the course covers the topics of renewable electricity production, introducing energy trading, a case study of the fracking industry and energy grids/networks. Transmission grid management and expansion are considered as the significant topic of energy grids.

Lernergebnisse:

Upon successful completion of this module, students are able to (1) name and (2) summarize the concepts and economic characteristics of all relevant fields of energy markets. Further, they can (3) explain how to trade energy commodities in energy markets. They are able to (4) interpret the role of energy grids and their regulation. Finally, they can (5) apply the aforementioned concepts and theoretical foundations presented in the module. Students are able to (6) analyze business models of utilities and make business decisions regarding management and investment in electricity markets in response to a changing environment.

Lehr- und Lernmethoden:

The module combines various learning methods:

- Basic knowledge, theoretical concepts and practical examples are provided through the lecture.
- Students are encouraged to get additional background knowledge from scientific literature in private reading.
- In the exercise course, students play a browser-based business game. In the course of the business game, the students slip into the role of the Chief Executive Officer of a utility company.

Medienform:

Presentation, white board, exercises, business game

Literatur:

Bhattacharyya, S. (2011) Energy Economics – Concepts, Issues, Markets and Governance; Springer 2011.

Erdmann, G. / Zweifel, P. (2010) Energieökonomik – Theorie und Anwendungen; 2. Auflage; Springer 2010.

Ströbele, W. / Pfaffenberger, W. / Heuterkes, M. (2010) Energiewirtschaft – Einführung in Theorie und Politik; 2. Auflage; Oldenbourg 2010.

Modulverantwortliche(r):

Schwenen, Sebastian; Prof. Dr.

Lehrveranstaltungen (Lehrform, SWS) Dozent(in):

Energy Markets II (WI001125, englisch) (Vorlesung, 2 SWS)

Bieberbach F, Gatscher D, Johannsen A

Energy Markets II (WI001125, englisch) - Exercise (Übung, 2 SWS)

Johannsen A

Für weitere Informationen zum Modul und seiner Zuordnung zum Curriculum klicken Sie bitte campus.tum.de oder [hier](#).

Modulbeschreibung

WI001145: Energy Economics | Energy Economics

Modulbeschreibungsversion: Gültig ab Sommersemester 2021

Modulniveau: Master	Sprache: Englisch	Semesterdauer: Einsemestrig	Häufigkeit: Wintersemester
Credits:* 6	Gesamtstunden: 180	Eigenstudiums- stunden: 120	Präsenzstunden: 60

* Die Zahl der Credits kann in Einzelfällen studiengangsspezifisch variieren. Es gilt der im Transcript of Records oder Leistungsnachweis ausgewiesene Wert.

Beschreibung der Studien-/ Prüfungsleistungen:

The module entails a final written exam (120 minutes). The exam is a closed-book exam. By answering the questions students show their ability to differentiate and evaluate different market structures (at wholesale, transportation and retail level) in energy markets, e.g. in gas, coal, oil and power markets. Moreover students show their ability to discuss and apply theoretical and empirical methods to selected topics in energy markets. They show that they are able to analyze and assess recent energy market developments, such as for instance the energy transition, using the theoretical and empirical tools they have acquired.

Wiederholungsmöglichkeit:

Folgesemester

(Empfohlene) Voraussetzungen:

Courses at TUM or elsewhere in microeconomics and introductory statistics or econometrics

Inhalt:

This module covers the following topics:

- Economics of energy markets
- Analysis of producer strategies
- Analysis of consumer behavior
- Fundamentals of primary energy markets
- Fundamentals of electricity markets
- Analysis of network industries
- Network regulation
- Microeconomics
- Game theory
- Econometrics
- Energy policy

Lernergebnisse:

Students are able to explain and to differentiate different market structures (at wholesale, transportation and retail level) in energy markets, e.g. in gas, coal, oil and power markets. Furthermore, they are able to summarize and compare different strategies and behavior of producers and consumers, as well as on different forms of regulation of network industries. Students are also able to discuss and apply theoretical and empirical methods to selected topics in energy markets. With these tools student will thus be able to analyze and assess recent energy market developments, such as for instance the energy transition.

Lehr- und Lernmethoden:

The module is a lecture consisting of PowerPoint presentations so as to offer and explain to students all different topics covered in this module. A guest lecture is planned in which practitioners present on selected topics in energy markets. The exercise course comprises different problem sets that discuss problems covered during the lecture. Problem sets are solved individually or in group work and, supported by a presentation, derived and solved jointly with the tutor.

Medienform:

PowerPoint, exercise sheets, whiteboard, reader

Literatur:

Viscusi, W. et al. (2005): Economics of Regulation and Antitrust, MIT Press. Stoff, S. (2002): Power System Economics, Wiley. Ausgewählte Fach-Artikel.

Modulverantwortliche(r):

Schwenen, Sebastian; Prof. Dr.

Lehrveranstaltungen (Lehrform, SWS) Dozent(in):

Energy Economics - Exercise (WI001145) (Übung, 2 SWS)

Schwenen S, Kiszka A

Energy Economics (WI001145) (Vorlesung, 2 SWS)

Schwenen S, Kiszka A

Für weitere Informationen zum Modul und seiner Zuordnung zum Curriculum klicken Sie bitte campus.tum.de oder [hier](#).

WahlKat-FA: Wahlkatalog: Finance & Accounting | Catalogue of Elective Modules: Finance and Accounting

Modulbeschreibung

MGT001315: European Business Law | European Business Law [EBL]

Modulbeschreibungsversion: Gültig ab Sommersemester 2023

Modulniveau: Master	Sprache: Englisch	Semesterdauer: Einsemestrig	Häufigkeit: Wintersemester
Credits:* 6	Gesamtstunden: 180	Eigenstudiums- stunden: 120	Präsenzstunden: 60

* Die Zahl der Credits kann in Einzelfällen studiengangsspezifisch variieren. Es gilt der im Transcript of Records oder Leistungsnachweis ausgewiesene Wert.

Beschreibung der Studien-/ Prüfungsleistungen:

In the final assessment students will need to demonstrate to what extent they have met the Learning Objectives. This assessment will be held as a written exam of 60 minutes.

In this exam students will be asked theoretical questions. This will demonstrate to what extent they have memorised and understood principles of EU law. Students will also be asked to apply their knowledge to known and fictional cases. This second part demonstrates if students have developed the required legal analytical skills, as well as the ability to apply their knowledge to fact settings not discussed in the lecture and to evaluate the legal consequences.

Wiederholungsmöglichkeit:

Folgesemester

(Empfohlene) Voraussetzungen:

None

Inhalt:

This module provides an overview of the laws of the European Union that are relevant for national and international businesses.

Topics covered are the institutional framework of the EU, the relationship between the EU and national law, the concept of internal market & 5 freedoms, trade law, EU competition law, and EU IP & licensing agreements.

Lernergebnisse:

At the end of this course students will be able (1.) to name and understand the rules and principles of EU law which are most important for businesses, (2.) to grasp and explain the framework of EU economic policies, in particular the interaction between EU law and member state law, (3.) to identify and analyse restraints prescribed by EU law from the perspective of businesses and employees, (4.) to assess real life scenarios regarding their EU law implications and to present the results of their analyses in a written memorandum.

Lehr- und Lernmethoden:

The lecture will cover the theoretical aspects of the module in a discussion with the lecturer. It will also provide the opportunity to work individually or in groups on case scenarios covering issues EU law. The purpose is to repeat and to intensify the content discussed in the lecture and to review and evaluate legal issues. This application facilitates the students' abilities to present their findings in writing.

Medienform:

Presentations (PPT), Reader, Case studies (including model answers)

Literatur:

Chalmers, Davies & Monti, European Union Law, 3rd edition 2018, Cambridge University Press.

Modulverantwortliche(r):

Ann, Christoph; Prof. Dr.

Lehrveranstaltungen (Lehrform, SWS) Dozent(in):

European Business Law - Exercise (MGT001315, englisch) (Übung, 2 SWS)

Duque Lizarralde M

European Business Law (MGT001315) (Vorlesung, 2 SWS)

Duque Lizarralde M

Für weitere Informationen zum Modul und seiner Zuordnung zum Curriculum klicken Sie bitte campus.tum.de oder [hier](#).

Modulbeschreibung

MGT001398: Bank- und Kapitalmarktrecht | Banking and Financial Markets Law

Modulbeschreibungsversion: Gültig ab Sommersemester 2023

Modulniveau: Master	Sprache: Deutsch	Semesterdauer: Einsemestrig	Häufigkeit: Wintersemester
Credits:* 6	Gesamtstunden: 180	Eigenstudiums- stunden: 120	Präsenzstunden: 60

* Die Zahl der Credits kann in Einzelfällen studiengangsspezifisch variieren. Es gilt der im Transcript of Records oder Leistungsnachweis ausgewiesene Wert.

Beschreibung der Studien-/ Prüfungsleistungen:

Die schriftliche Klausur dient der Feststellung, ob bzw. inwieweit die formulierten Lernziele erreicht wurden. Dies wird im Rahmen einer zweistündigen schriftlichen Prüfung ermittelt. Im ersten Teil der Prüfung müssen die Studierenden im Rahmen abstrakter Fragen demonstrieren, dass sie den Prüfungsstoff verstanden haben und die Inhalte wiedergeben können. Im zweiten Teil muss der Prüfungsstoff im Rahmen einer Fallbearbeitung angewendet werden. Auf diese Weise wird ermittelt, ob die Studierenden den Prüfungsstoff auf ihnen unbekannte Fallsituationen konkret anwenden können. Beide Teile haben eine Gewichtung von jeweils etwa 50%. Die genaue Gewichtung wird vom Dozenten vor der Klausur bekannt gegeben. Gleiches gilt für die für die Klausur notwendigen Gesetzesmaterialien.

Wiederholungsmöglichkeit:

Folgesemester

(Empfohlene) Voraussetzungen:

Der vorherige Besuch einer zivilrechtlichen Grundlagenveranstaltung (zB "Wirtschaftsprivatrecht" oder "Business Law") wird empfohlen.

Inhalt:

Grundlagen des Bank- und Zahlungsverkehrsrechts; Konten und Zahlungen; Bankgeschäfte, Erlaubnisverfahren und BaFin; Geldwäscherecht; Darlehensrecht; Kreditsicherung; Grundlagen der Kapitalmarktregulierung; Primärmarktpublizität und Prospekt; Kryptoregulierung; Wertpapiertransaktionen; Marktmissbrauchsrecht

Lernergebnisse:

Am Ende der Veranstaltung werden Studierende in der Lage sein, (1.) die Grundlagen der Rechtsbeziehungen zwischen Banken, Kunden und Investoren sowie die Formen von

Zahlungsdiensten und Finanzinstrumenten im rechtlichen Sinne zu beschreiben; (2.) Formen der Eigen- und Fremdkapitalfinanzierung zu identifizieren und zu analysieren und auf das konkrete Unternehmensbedürfnis anzuwenden; (3.) konkrete kapitalmarktrechtliche Gebote und Verbote abzuleiten und in die Unternehmenspraxis zu implementieren; (4.) Vor- und Nachteile der kapitalmarktbasierten Unternehmensfinanzierung im Kontrast mit der klassischen Bankenfinanzierung zu erfassen die Praktikabilität für das eigene Unternehmen zu beurteilen; (5.) die Ergebnisse ihrer Analysen in einem schriftlichen Gutachten zusammenzufassen.

Lehr- und Lernmethoden:

Die Vorlesung basiert auf zwei Kernelementen. Jedes Thema wird zunächst vom Dozenten im Wege eines interaktiven Vortrags präsentiert. Im Anschluss werden Fallstudien zu den jeweiligen Themen bearbeitet. Dies ermöglicht es den Teilnehmern in Einzel- oder Gruppenarbeit, ihre Kenntnisse zu testen und weiterzuentwickeln. Außerdem wird dabei strukturiertes Arbeiten geschult und so auf die schriftliche Präsentation in der Klausur vorbereitet.

Medienform:

Präsentationen, Skript, Fälle und Lösungen.

Literatur:

Wird in der Veranstaltung bekannt gegeben

Modulverantwortliche(r):

Maume, Philipp; Prof. Dr.

Lehrveranstaltungen (Lehrform, SWS) Dozent(in):

Für weitere Informationen zum Modul und seiner Zuordnung zum Curriculum klicken Sie bitte campus.tum.de oder [hier](#).

Modulbeschreibung

MGT001402: Advanced Seminar Finance & Accounting: Asset Management | Advanced Seminar Finance & Accounting: Asset Management

Modulbeschreibungsversion: Gültig ab Sommersemester 2023

Modulniveau: Master	Sprache: Englisch	Semesterdauer: Einsemestrig	Häufigkeit: Wintersemester
Credits:* 6	Gesamtstunden: 180	Eigenstudiums- stunden: 120	Präsenzstunden: 60

* Die Zahl der Credits kann in Einzelfällen studiengangsspezifisch variieren. Es gilt der im Transcript of Records oder Leistungsnachweis ausgewiesene Wert.

Beschreibung der Studien-/ Prüfungsleistungen:

The certificate of achievement is accomplished by the presentation of the group paper (verbal, 40%), the participation in class room discussions (verbal, 10%), and the written report (50%). In the presentation, the focus lies on the structure and content of the presented paper. In the discussion, students must challenge the presentations of other groups. In the written report, students have to apply finance theory to practical issues. Hereby, a crucial point is to address the feedback of the presentation and discussion.

Wiederholungsmöglichkeit:

Folgesemester

(Empfohlene) Voraussetzungen:

Students should be familiar with basics in capital market theory and empirical capital market research.

Inhalt:

This module enables students to apply finance theories to real asset management questions and issues. By trying to get to the bottom of the own research question and the critical discussion of other papers which are presented by the other teams, the seminar allows students to get in-depth knowledge of the following areas: - Information processing on capital markets, - Efficient market hypotheses, - Evaluation of investment strategies, - Implementation of investment strategies, - Risk assessment of investment strategies

Lernergebnisse:

After completion of the module students will be able to (1) identify challenges of real-world asset management problems. Moreover, they will be able to (2) operate with financial databases and carry out independent capital market research. Based on these skills, students will be able to (3) analyze asset management strategies, (4) evaluate investment decisions and (5) develop their own asset management recommendations. The module comprises scientific work methods and provides a direct preparation for the final thesis.

Lehr- und Lernmethoden:

Students are encouraged to study the literature, they are shown how to find and work with data as well as to be concerned with related topics in an initial kick-off meeting. The seminar is conducted as team work where specific issues are solved and discussed, students question research papers and present their findings to the group.

Medienform:

Books, papers, presentation slides

Literatur:

Will be updated every term

Modulverantwortliche(r):

Kaserer, Christoph; Prof. Dr. rer. pol. habil.

Lehrveranstaltungen (Lehrform, SWS) Dozent(in):

Für weitere Informationen zum Modul und seiner Zuordnung zum Curriculum klicken Sie bitte campus.tum.de oder [hier](#).

Modulbeschreibung

WIB06771: Advanced Seminar Finance & Accounting: Cases in Finance | Advanced Seminar Finance & Accounting: Cases in Finance

Cases in Finance (WS); Theory in Finance (SS)

Modulbeschreibungsversion: Gültig ab Wintersemester 2018/19

Modulniveau: Master	Sprache: Englisch	Semesterdauer: Einsemestrig	Häufigkeit: Wintersemester/ Sommersemester
Credits:* 6	Gesamtstunden: 180	Eigenstudiums- stunden: 120	Präsenzstunden: 60

* Die Zahl der Credits kann in Einzelfällen studiengangsspezifisch variieren. Es gilt der im Transcript of Records oder Leistungsnachweis ausgewiesene Wert.

Beschreibung der Studien-/ Prüfungsleistungen:

Die Prüfungsleistung wird durch die Präsentation der eigenen Fallstudienlösung (mündlich, 40%), die Diskussion der Fallstudienlösung einer anderen Gruppe (mündlich, 10%), sowie die Ausarbeitung einer Hausarbeit (50%) erbracht. Bei der Präsentation der Fallstudienlösung liegt der Fokus auf der Struktur und dem Inhalt der erarbeiteten Lösung. Bei der Diskussion der Fallstudienlösung geht es darum, das Vorgehen der anderen Gruppe kritisch zu hinterfragen. In der schriftlichen Ausarbeitung müssen die Studierenden zeigen, dass sie finanzwissenschaftliche Theorien auf praxisnahe Probleme anwenden können. Dabei ist es wichtig, dass die Studierenden Feedback aus der Präsentation und der Diskussion einarbeiten.

Wiederholungsmöglichkeit:

Folgesemester

(Empfohlene) Voraussetzungen:

Keine

Inhalt:

Das Modul erlaubt es Studenten, finanzwissenschaftliche Theorien und Bewertungsverfahren an tatsächlich aufgetretenen Fragestellungen anzuwenden. Durch die Einarbeitung in die eigene Fallstudie und die kritische Diskussion der Fallstudien, welche durch andere Gruppen vorgestellt werden, werden die Studenten detailliertes Wissen über die folgenden Aspekte erhalten:

- Unternehmensbewertung in verschiedenen Industrien und zu verschiedenen Zeitpunkten der Unternehmung
- Bewertung im Rahmen von Initial Public Offerings und Mergers & Acquisitions
- Probleme der Bewertung von Startups
- Bewältigung von Unternehmenskrisen

- Bedeutung der Kapitalstruktur, insbesondere bei Leveraged Buyouts
- Langfristige strategische Ausrichtung von Unternehmen
- Synergiepotenziale bei Unternehmenszusammenschlüssen
- Bewertung unterschiedlicher Risikofaktoren
- Projektfinanzierung

Lernergebnisse:

Nach der Teilnahme am Modul sind die Studierenden in der Lage, (1) die Herausforderungen von realen Geschäftsvorfällen zu identifizieren. Darüber hinaus können Sie (2) mit Finanzdatenbanken arbeiten, Unternehmensbewertungen sowie Event-Studien durchführen, und Hedging-Strategien anwenden. Mit Hilfe dieser Methoden, können die Studierenden (3) finanzwirtschaftliche Geschäftsvorfälle analysieren, (4) Managemententscheidungen bewerten und (5) eigene Handlungsempfehlungen ableiten. Das Modul umfasst Methoden des wissenschaftlichen Arbeitens und liefert eine direkte Vorbereitung für die Abschlussarbeit.

Lehr- und Lernmethoden:

Die Studierenden werden bei einer Einführungsveranstaltung zum Studium der Literatur, dem Auffinden und Arbeiten mit Daten sowie der inhaltlichen Auseinandersetzung mit den Themen angeregt. Beim Fallstudienseminar werden in Gruppenarbeit gemeinsam konkrete Fragestellungen beantwortet und diskutiert, beim Theorieseminar in Einzelarbeit wissenschaftliche Aufsätze erörtert und die Erkenntnisse in der Gruppe diskutiert.

Medienform:

Bücher, Fallbeschreibungen, wissenschaftliche Zeitschriftenbeiträge, Präsentationsfolien

Literatur:

- Koller et al. (2005). Valuation – Measuring and Managing the Value of Companies. John Wiley & Sons.
- Understanding Asset Prices: Scientific Background zum Nobelpreis 2013 (<https://www.nobelprize.org/uploads/2018/06/advanced-economicsciences2013-1.pdf>)

Modulverantwortliche(r):

Kaserer, Christoph; Prof. Dr. rer. pol. habil.

Lehrveranstaltungen (Lehrform, SWS) Dozent(in):

Advanced Seminar Finance & Accounting (WIB06771): Cases in Finance (Limited places)
(Seminar, 4 SWS)

Kaserer C, Treßel V

Für weitere Informationen zum Modul und seiner Zuordnung zum Curriculum klicken Sie bitte campus.tum.de oder [hier](#).

Modulbeschreibung

WIB23006: Advanced Seminar Finance & Accounting: Strategy Planning and Steering | Advanced Seminar Finance & Accounting: Strategy Planning and Steering

Strategische Planung & Steuerung

Modulbeschreibungsversion: Gültig ab Wintersemester 2016/17

Modulniveau: Master	Sprache: Deutsch	Semesterdauer: Einsemestrig	Häufigkeit: Wintersemester/ Sommersemester
Credits:* 6	Gesamtstunden: 180	Eigenstudiums- stunden: 120	Präsenzstunden: 60

* Die Zahl der Credits kann in Einzelfällen studiengangsspezifisch variieren. Es gilt der im Transcript of Records oder Leistungsnachweis ausgewiesene Wert.

Beschreibung der Studien-/ Prüfungsleistungen:

Die finale Note setzt sich aus einer schriftlichen Seminararbeit (max. 16 Seiten, 40%) und den Präsentationen (10 Minuten + 15 Minuten Diskussion, 60%) zu den Case Studies zusammen. Durch die Seminararbeit sollen die Studierenden zeigen, dass sie die Kernpunkte ihres Themas verstanden haben. Außerdem wird geprüft, ob die Studierenden sich kritisch mit dem Thema auseinandergesetzt haben. Bei der Präsentation der Ergebnisse müssen die Studierenden zeigen, dass sie das Thema verständlich und präzise vorstellen können sowie tiefergehende Fragen zu ihrem Thema beantworten können. Die Seminararbeit und die Präsentationen werden in Gruppen von 3-4 Studierenden bearbeitet, wobei jeweils die individuelle Leistung der Studierenden nachvollziehbar sein muss.

Wiederholungsmöglichkeit:

Folgesemester

(Empfohlene) Voraussetzungen:

Kenntnisse aus den Pflichtmodulen Grundlagen BWL

Inhalt:

Das Modul bietet den Teilnehmern einen Einblick in die Interaktion von Strategie-, Planungs- und Steuerungsprozessen und gibt ihnen die Möglichkeit, diese Aspekte näher zu untersuchen. Der Fokus liegt hierbei auf der Anwendung und Anpassung verschiedener Modelle und Philosophien auf reale Unternehmen unterschiedlicher Größe und Reife. Das Modul kann als Ausgangspunkt für weitere Forschung dienen. Zusätzlich werden die Teilnehmer auf Situationen und Fragestellungen vorbereitet, mit denen sie wahrscheinlich in ihrem Berufsleben konfrontiert werden. Der

Schwerpunkt des Moduls liegt auf der Entwicklung eines Strategie-/Businessmodells für ein Unternehmen, der Ableitung eines Strategieplans und dem Entwurf eines Steuerungsansatzes.

Lernergebnisse:

Nach der Teilnahme an dem Modul haben die Studierenden fundierte Kenntnisse über das Schwerpunktthema des gewählten Moduls. Nach dem Modul besitzen die Studierenden die Fähigkeit, eine Seminararbeit zu verfassen, die dazu nötige Literatur zu beschaffen, das Thema zu strukturieren, zu gliedern und eine wissenschaftliche Arbeit zu verfassen. Des Weiteren sind die Studierenden in der Lage, die Ergebnisse ihrer Arbeit vor einer Gruppe zu präsentieren, auf Fragen einzugehen und eine anschließende Diskussion zu moderieren.

Lehr- und Lernmethoden:

Das Modul ist ein Seminar.

- Bearbeitung von Fallstudien
- Bearbeitung wissenschaftlicher Artikel

Medienform:

Bücher, Fallstudien, wissenschaftliche Zeitschriftenbeiträge, Präsentationsfolien

Literatur:

- Müller-Stewens, G., Lechner, C.(2005): Strategisches Management. Wie strategische Initiativen zu Wandel führen, 3. Auflage, Stuttgart: Schäffer-Poeschel Verlag
- Ku#nzel, H. (2016). Erfolgsfaktor Performance Management: Leistungsbereitschaft einer aufgekla#rten Generation. Berlin: Springer Gabler

Modulverantwortliche(r):

Mohnen, Alwine; Prof. Dr.

Lehrveranstaltungen (Lehrform, SWS) Dozent(in):

Advanced Seminar Finance & Accounting (WIB23006): Strategy Planning & Steering (Seminar, 4 SWS)

Mohnen A, Stäglich J (Mitterer N)

Für weitere Informationen zum Modul und seiner Zuordnung zum Curriculum klicken Sie bitte campus.tum.de oder [hier](#).

WahlKat-IE: Wahlkatalog: Innovation & Entrepreneurship | Catalogue of Elective Modules: Innovation & Entrepreneurship

Modulbeschreibung

MGT001315: European Business Law | European Business Law [EBL]

Modulbeschreibungsversion: Gültig ab Sommersemester 2023

Modulniveau: Master	Sprache: Englisch	Semesterdauer: Einsemestrig	Häufigkeit: Wintersemester
Credits:* 6	Gesamtstunden: 180	Eigenstudiums- stunden: 120	Präsenzstunden: 60

* Die Zahl der Credits kann in Einzelfällen studiengangsspezifisch variieren. Es gilt der im Transcript of Records oder Leistungsnachweis ausgewiesene Wert.

Beschreibung der Studien-/ Prüfungsleistungen:

In the final assessment students will need to demonstrate to what extent they have met the Learning Objectives. This assessment will be held as a written exam of 60 minutes.

In this exam students will be asked theoretical questions. This will demonstrate to what extent they have memorised and understood principles of EU law. Students will also be asked to apply their knowledge to known and fictional cases. This second part demonstrates if students have developed the required legal analytical skills, as well as the ability to apply their knowledge to fact settings not discussed in the lecture and to evaluate the legal consequences.

Wiederholungsmöglichkeit:

Folgesemester

(Empfohlene) Voraussetzungen:

None

Inhalt:

This module provides an overview of the laws of the European Union that are relevant for national and international businesses.

Topics covered are the institutional framework of the EU, the relationship between the EU and national law, the concept of internal market & 5 freedoms, trade law, EU competition law, and EU IP & licensing agreements.

Lernergebnisse:

At the end of this course students will be able (1.) to name and understand the rules and principles of EU law which are most important for businesses, (2.) to grasp and explain the framework of EU economic policies, in particular the interaction between EU law and member state law, (3.) to identify and analyse restraints prescribed by EU law from the perspective of businesses and employees, (4.) to assess real life scenarios regarding their EU law implications and to present the results of their analyses in a written memorandum.

Lehr- und Lernmethoden:

The lecture will cover the theoretical aspects of the module in a discussion with the lecturer. It will also provide the opportunity to work individually or in groups on case scenarios covering issues EU law. The purpose is to repeat and to intensify the content discussed in the lecture and to review and evaluate legal issues. This application facilitates the students' abilities to present their findings in writing.

Medienform:

Presentations (PPT), Reader, Case studies (including model answers)

Literatur:

Chalmers, Davies & Monti, European Union Law, 3rd edition 2018, Cambridge University Press.

Modulverantwortliche(r):

Ann, Christoph; Prof. Dr.

Lehrveranstaltungen (Lehrform, SWS) Dozent(in):

European Business Law - Exercise (MGT001315, englisch) (Übung, 2 SWS)

Duque Lizarralde M

European Business Law (MGT001315) (Vorlesung, 2 SWS)

Duque Lizarralde M

Für weitere Informationen zum Modul und seiner Zuordnung zum Curriculum klicken Sie bitte campus.tum.de oder [hier](#).

Modulbeschreibung

MGT001394: Advanced Seminar Innovation & Entrepreneurship: Entrepreneurship for a Cause | Advanced Seminar Innovation & Entrepreneurship: Entrepreneurship for a Cause *Entrepreneurship for a Cause*

Modulbeschreibungsversion: Gültig ab Wintersemester 2022/23

Modulniveau: Master	Sprache: Englisch	Semesterdauer: Einsemestrig	Häufigkeit: Wintersemester/ Sommersemester
Credits:* 6	Gesamtstunden: 180	Eigenstudiums- stunden: 120	Präsenzstunden: 60

* Die Zahl der Credits kann in Einzelfällen studiengangsspezifisch variieren. Es gilt der im Transcript of Records oder Leistungsnachweis ausgewiesene Wert.

Beschreibung der Studien-/ Prüfungsleistungen:

Die Prüfungsleistung besteht aus einer Forschungsarbeit (10 +/-1 Seiten, 70% der Note) und einer Präsentation (15 Min., 30% der Note).

Die Forschungsarbeit und die Präsentation werden in Gruppen durchgeführt, welche in der Einführungsveranstaltung gebildet werden. Der individuelle Beitrag jedes Studierenden an der Forschungsarbeit wird in einem von den Studierenden ausgefüllten Bewertungsbogen vermerkt, der zusammen mit der Forschungsarbeit eingereicht wird. Da jeder Studierende in der Abschlusspräsentation vorträgt, ist der Beitrag jedes Einzelnen klar erkenn- und bewertbar. Mittels der Forschungsarbeit wird gemessen, inwieweit die Studierenden in der Lage sind, die bisherige akademische Entrepreneurship-Literatur zu verstehen, ihre eigene Forschungsfrage zu definieren, Daten zu sammeln und zu analysieren und einen relevanten, neuartigen und interessanten Beitrag zur Entrepreneurship-Forschung zu leisten.

Die Abschlusspräsentation zeigt, ob die Studierenden in der Lage sind, ihre Ergebnisse umfassend, präzise und strukturiert zu präsentieren. Außerdem wird bewertet, ob die Studierenden klar kommunizieren und professionell auftreten.

Wiederholungsmöglichkeit:

Folgesemester

(Empfohlene) Voraussetzungen:

Keine

Inhalt:

Das Modul bereitet die Studierenden auf das wissenschaftliche Arbeiten in ihrer Masterarbeit vor und vermittelt ihnen vertiefende Einblicke in die wissenschaftliche Literatur zum Thema Entrepreneurship. Dazu gehört neben dem Verfassen einer Forschungsarbeit auch die Präsentation der Endergebnisse.

Die Studierenden können aus einem breiten Spektrum von Themen innerhalb der Entrepreneurship-Forschung wählen, wobei ein besonderer Schwerpunkt auf Themen liegt, die für die Forschung zu "Entrepreneurship for a cause" relevant sind. Dies umfasst Themen wie:

- Verständnis und Beeinflussung unternehmerischer Denkweisen und Motivationen
- Entwicklung und Einsatz unternehmerischer Fähigkeiten und Kompetenzen
- Kontexte, die unternehmerische Absichten und Verhaltensweisen beeinflussen
- Befähigung Studierender, sich zu Entrepreneuren zu entwickeln, die die Welt verändern
- Neugestaltung der unternehmerischen Bildung und des Ökosystems, um transformative Denkweisen und Kompetenzen zu fördern
- Entrepreneurship für eine (gesellschaftliche) Sache / Bewältigung großer Herausforderungen
- Entrepreneurship für ein zielgerichtetes Leben

Lernergebnisse:

Nach erfolgreichem Abschluss dieses Moduls werden die Studierenden in der Lage sein:

- (1) wissenschaftliche Literatur im Themengebiet Entrepreneurship zu suchen, zu analysieren und zu verstehen;
- (2) eine eigene akademische Forschungsarbeit nach guter akademischer Praxis zu verfassen;
- (3) ihre Forschungsarbeit vor einem akademischen Publikum zu präsentieren und ihre Ergebnisse zusammenzufassen;
- (4) eine wissenschaftliche Diskussion zu leiten;
- (5) den Prozess der akademischen Forschung/des wissenschaftlichen Schreibens zu verstehen und anzuwenden;
- (6) wissenschaftliche Arbeiten zu strukturieren, zusammenzufassen, zu planen und zu koordinieren.

Lehr- und Lernmethoden:

Das Modul besteht aus einer Einführung in die akademische Forschung/wissenschaftliches Schreiben, in der die Themen für die Forschungsarbeiten der einzelnen Studierenden festgelegt werden. Passend zu ihrem Thema bereiten die Studierenden ihre Forschungsarbeit vor, die sie am Ende des Moduls präsentieren. Nach vorheriger Diskussion verschiedener Forschungsmethoden und deren Anwendung wählen die Studierenden eine zu ihrer Forschungsfrage passende Forschungsmethode (qualitativ/quantitativ/ Literaturrecherche/ konzeptionelle Arbeit) aus und wenden diese an. Darüber hinaus beinhaltet das Modul interaktive Diskussionen und praktische Übungen. In (Gruppen- und/oder) Einzelfeedback-Sitzungen können die Studierenden ihre Fortschritte mitteilen und Feedback erhalten. Die Studierenden werden von den Dozierenden des Moduls betreut, die Mitglieder des Lehrstuhls sind. Die Themen werden nach den Abschlusspräsentationen innerhalb des Moduls diskutiert.

Medienform:

Präsentationen, Flipchart, Whiteboard, digitale Tools, Videos

Literatur:

Hoppe, M., & Namdar, K. (2023). Towards entrepreneurship for a cause: Educating transformative entrepreneurial selves for a better world. Entrepreneurship Education and Pedagogy, <https://doi.org/10.1177/25151274221148222>.

Colquitt, J. A., & George, G. (2011). Publishing in AMJ - Part 1: Topic choice. Academy of Management Journal, 54(3), 432-435.

Weitere Lektüre wird in der Einführung des Moduls bekannt gegeben.

Modulverantwortliche(r):

Tryba, Anne; Prof. Dr.

Lehrveranstaltungen (Lehrform, SWS) Dozent(in):

Advanced Seminar Innovation & Entrepreneurship (MGT001394, englisch): Entrepreneurship for a Cause (Limited places) (Seminar, 4 SWS)

Tryba A

Für weitere Informationen zum Modul und seiner Zuordnung zum Curriculum klicken Sie bitte campus.tum.de oder [hier](#).

Modulbeschreibung

WI001166: Entrepreneurial Prototyping | Entrepreneurial Prototyping

Modulbeschreibungsversion: Gültig ab Sommersemester 2017

Modulniveau: Master	Sprache: Englisch	Semesterdauer: Einsemestrig	Häufigkeit: Wintersemester/ Sommersemester
Credits:* 6	Gesamtstunden: 180	Eigenstudiums- stunden: 120	Präsenzstunden: 60

* Die Zahl der Credits kann in Einzelfällen studiengangsspezifisch variieren. Es gilt der im Transcript of Records oder Leistungsnachweis ausgewiesene Wert.

Beschreibung der Studien-/ Prüfungsleistungen:

The grading is based on a research paper (10-15 pages, 75% of grade) and a presentation (15 min + 15 min interaction with the audience, 25% of grade). The research paper and the presentation will be conducted in groups formed in the introductory session. An assessment sheet filled in by the students and handed in with the research paper clarifies students' individual contribution to the research paper. As every student will present in the final presentation, every students' contribution is clearly identifiable and appraisable, thus, students can be graded individually. Based on the research paper it is examined to which extent students are able to elaborate complex topics in the field of entrepreneurship research. The research paper is a means to measure how students were able to understand previous academic literature in the field of entrepreneurship, how they achieved to define their own research question, collect and analyze data, and provide a relevant, novel, and interesting contribution to entrepreneurship research. A final presentation measures students' communicative competencies proves if students are able to present their findings in a comprehensible, precise and demonstrative way as well as whether they are able to perform powerfully and professionally.

Wiederholungsmöglichkeit:

Folgesemester

(Empfohlene) Voraussetzungen:

none

Inhalt:

The module deals with different topics within entrepreneurship research such as

- discovering entrepreneurial role models, this might include to explore
 - o links between role models and entrepreneurial intentions
 - o reasons for the choice of the entrepreneurial career

- psychology of entrepreneurship, this might include to explore
 - o personality dimensions of entrepreneurs
 - o entrepreneurial cognition
 - entrepreneurial leadership, this might include to explore
 - o behavioral forms of leadership
 - o creating and managing innovative organizations
 - ideation and venture creation, this might include to explore
 - o the process of obtaining creative ideas
 - o the process model of entrepreneurial venture creation
 - venture growth, this might include to explore
 - o how new ventures grow and where growth occurs
 - o different impact factors on new venture growth
 - internationalization and strategic entrepreneurship, this might include to explore
 - o the speed of entrepreneurial internationalization
 - o enabling forces of technology, competition, perceptions, knowledge and networks
- The module provides students with deepening insights into entrepreneurship literature. Besides writing a seminar paper, this involves presenting their final results.

Lernergebnisse:

Upon successful completion of this module, students will be able to read and understand related literature on the topic of entrepreneurship. Furthermore, students are able to create their own research paper. Additionally, they will be able to present their paper and summarize their findings. Moreover, students learn how to lead a discussion on their topic. Finally, they understand entrepreneurial processes.

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

- explain entrepreneurship concepts related to a specific topic.
- discuss current topics within the field of entrepreneurship.
- apply previously discussed approaches to topic specific issues within the field of entrepreneurship.
- evaluate these approaches and their outcomes.
- develop suitable approaches for specific entrepreneurship issues.

Lehr- und Lernmethoden:

The module consists of an introduction to scientific writing where the topics for each student's research paper will be decided. Topics vary and cover entrepreneurship on an individual (e.g., entrepreneurial decision making, entrepreneurial intentions), team (e.g., entrepreneurial team formation, entrepreneurial exits), or organizational level (e.g., interplay of form, structure, and embeddedness in corporate entrepreneurship). Based on their topic students prepare their research paper which they will present at the end of the module. Upon prior discussion on different research methods and how to use them, the students will identify and apply a research methodology that best addresses their identified research question, i.e., they can apply empirical research methods (qualitative or quantitative), a literature review, or conduct a conceptual paper. Furthermore, the module involves (group and/or) individual feedback sessions, where students can share their progress and receive feedback. The students are supervised by the instructors of the

module who are members the chair. Within the module the topics will be discussed after the final presentations.

Medienform:

MS Office, PowerPoint, Whiteboard, Flipchart

Literatur:

Hisrich, R. D. / Peters, M. P. / Shepherd, D. A.: Entrepreneurship, 8th edition, McGraw-Hill, 2010 (optional)

Weitere Lektüre wird zu Beginn des Seminars bekanntgegeben.

Modulverantwortliche(r):

Breugst, Nicola; Prof. Dr. rer. pol.

Lehrveranstaltungen (Lehrform, SWS) Dozent(in):

Entrepreneurial Prototyping (WI001166) (Seminar, 4 SWS)

Breugst N [L], Steeghs L

Für weitere Informationen zum Modul und seiner Zuordnung zum Curriculum klicken Sie bitte campus.tum.de oder [hier](#).

Modulbeschreibung

WI001180: Tech Challenge | Tech Challenge

Modulbeschreibungsversion: Gültig ab Wintersemester 2017/18

Modulniveau: Master	Sprache: Englisch	Semesterdauer: Einsemestrig	Häufigkeit:
Credits:* 6	Gesamtstunden: 180	Eigenstudiums- stunden: 120	Präsenzstunden: 60

* Die Zahl der Credits kann in Einzelfällen studiengangsspezifisch variieren. Es gilt der im Transcript of Records oder Leistungsnachweis ausgewiesene Wert.

Beschreibung der Studien-/ Prüfungsleistungen:

Overview of Final Deliverables

1. Functional Prototype (in hard- and/or software): 40% of grade
2. Final Demo (7 minutes incl. video): 30% of grade
3. Technical Project Description: 15% of grade
4. Read Deck (up to 10 slides max.): 15% of grade

Details of final deliverables below.

Final Deliverable 1: Functional Prototype

- Functional prototype in hard- and/or software
- Not a final product, but should showcase at least one key aspect of your product/service
- For software, use any framework, IDE, language etc. that works
- For hardware, use MakerSpace & prototype budget (up to 250€ per team, only redeemable with invoice!)

Final Deliverable 2a: Final Demo...

- You will have exactly 7 minutes, incl. your video of up to 2 minutes; and Q&A thereafter
- Your demo (incl. video) should include: Team, Customer Need, Value Proposition, Prototype, Competition, Differentiation, Future Roadmap (Note: content is same as the read deck)
- All team members must present
- Slides should not distract from the presenter (e.g. too much text, low contrast, ...)

Final Deliverable 2b: ...and Video

- Cannot be longer than 2 minutes max. (and should be at least 1 minute long)
- Can be real-life video, powerpoint slides, animations, cartoons or any other video format
- Should not be silent - audio can be spoken text, real world sound, music, ...
- Should cover: Customer Need, Value Proposition (Prototype optional), Differentiation
- Think of it as a marketing or sales tool

Final Deliverable 3: Technical Project Description

- Description of all hardware components and software modules/frameworks used, as well as step-by-step instructions to re-create your prototype (e.g. see project descriptions at Hackster.io)
- Link to an online code repository (e.g. GitHub, GitLab, BitBucket) is mandatory

Final Deliverable 4: Read Deck

- Needs to be understandable as stand-alone with no further explanation (assume reader has not seen demo or video!)
- Use presentation format (i.e. slides); different than the presentation used in demo!
- Cannot be more than 10 slides max. (excl. appendix)
- Your read deck should include: Team, Customer Need, Value Proposition, Prototype, Competition, Differentiation, Future Roadmap (note: content is same as final pitch)

Wiederholungsmöglichkeit:

Folgesemester

(Empfohlene) Voraussetzungen:

Knowledge: Willingness to participate; affinity with tech and entrepreneurship trends preferred

Abilities: Identifying opportunities; proactiveness; communication; teamwork; commitment

Skills: openness; analytical thinking; design thinking; self-motivation; networking

Inhalt:

- Kick-off: Introduction to challenges, resources, objectives. "Challenge fair" at the end. Students are sensitized, inspired and stimulated to develop feasible, viable and holistic solutions to address current industrial topics as smart city, mobility, digital healthcare, Industry 4.0 and smart grid by utilizing cutting-edge technologies as cloud, IoT, AI, AR/VR.
- Challenge workshops: 1 day is reserved for each corporate to hold an interactive workshop with the batch of students interested to know more about the respective challenge (known needs, available technologies, boundary conditions, etc.).
- Interdisciplinary teams and ideas registration as pertaining to a specific challenge (choice made by teams): Team, Vision, Project Plan
- Ideation workshop: Design thinking, empathic exploration, needfinding, concept generation, evaluation, and selection
- Work-in-progress: Prototyping, testing, generating feedback, iterating, creating new insights and elaborating use cases. On demand office hours and consulting sessions with experts for ideation, technology development, product design, and team development.

- Customer Value Proposition, Market and Positioning with respect to competition, Unique Selling Proposition, Business Model, Value Chain, Market Entry
- Business Plan, pitch training
- Pre-Demo Day Meetup: User Acceptance Testing with respective challenge owners. Teams present, respective corporate provides feedback.
- Feedback integration to finalize project results
- Demo Day: Teams showcase their final concepts by means of their prototypes, videos, posters, and short business plans

Lernergebnisse:

Upon successful completion of this module, students are able to:

- identify latest technology trends related to topics such as smart city, mobility, digital healthcare, Industry 4.0 and smart grid
- understand opportunities and challenges in applying cutting-edge technology (e.g., cloud, IoT, AI, AR/VR) to address a specific industrial challenge
- conduct project-based interdisciplinary teamwork
- carry out an individualized learning process by utilizing referenced online resources as well as on demand expert coaching regarding team development, technology development and product design
- evaluate own ideas, prototypes and project findings with experts, users, and customers, and work closely with their feedback
- recognize and utilize contemporary web platforms for digital project creation and sharing
- operate in a high-tech prototyping workshop equipped with latest technology and devices
- create functional prototypes to demonstrate own proposed solution to a specific industrial challenge
- devise a showcase of own project results to a broad audience of peers, academics and practitioners
- create short business plans to effectively communicate business value of own project results

Thus, students get familiarized with the many facets of entrepreneurship. In doing that, they are enabled to see, realize, and experience the multiplicity in the everyday life of an entrepreneur, entrepreneurial personalities, as well as entrepreneurial skills and motivations.

Lehr- und Lernmethoden:

Innovatively addressing complex themes as smart city and Industry 4.0 often requires the use of cutting-edge technologies within an entrepreneurial process. Based on this premise and to get the students understand and apply such a process, the module deploys hands-on project-based learning and interdisciplinary teamwork.

Each semester several industrial challenges are spotlighted as proposed by the participating corporates, who provide access to their proprietary technologies, resources, experts and coaches specific to their respective challenge. An industrial challenge is formulated to be broad, with the

potential of breeding many specific projects in return. Students are encouraged to propose which challenge to address in which way (i.e., project idea) and within which team.

Through interactive team exercises and a semester-long project, the students experience peer-learning while gaining practice in assessing and optimizing usage of their team resources. They are also provided with team coaching sessions, individual mentoring, tutorials as necessary (challenge-dependent), and hands-on courses to operate machines and devices (3D printer, laser cutter, waterjet cutter, sensors etc.) at the high-tech prototyping workshop (team- and challenge-dependent).

Medienform:

- Online access to slides, hand-outs, materials through dedicated e-Learning account
- Online discussion forum connecting students and involved experts
- Accounts on contemporary web platforms for digital project creation and sharing (e.g., hackster, kaggle, datacamp)

Literatur:

A maintained list of references to relevant online course materials (e.g., UnternehmerTUM MOOC videos, Coursera, Udacity, edX, Udemy) to support an individualized learning process suited to students' various levels of expertise

Modulverantwortliche(r):

Patzelt, Holger; Prof. Dr. rer. pol.

Lehrveranstaltungen (Lehrform, SWS) Dozent(in):

Tech Challenge (WI001180) (Seminar, 4 SWS)

Schutz C [L], Schutz C

Für weitere Informationen zum Modul und seiner Zuordnung zum Curriculum klicken Sie bitte campus.tum.de oder [hier](#).

WahlKat-LSMP: Wahlkatalog: Life Sciences Management & Policy | Catalogue of Elective Modules: Life Sciences Management & Policy

Modulbeschreibung

MGT001345: Advanced Seminar Life Sciences, Management & Policy: Food Governance, Fairness and Sustainability Scientific Writing and Exploratory Research Methods | Advanced Seminar Life Sciences, Management & Policy: Food Governance, Fairness and Sustainability Scientific Writing and Exploratory Research Methods

Modulbeschreibungsversion: Gültig ab Wintersemester 2022/23

Modulniveau: Master	Sprache: Englisch	Semesterdauer: Einsemestrig	Häufigkeit: Wintersemester
Credits:* 6	Gesamtstunden: 180	Eigenstudiums- stunden: 120	Präsenzstunden: 60

* Die Zahl der Credits kann in Einzelfällen studiengangsspezifisch variieren. Es gilt der im Transcript of Records oder Leistungsnachweis ausgewiesene Wert.

Beschreibung der Studien-/ Prüfungsleistungen:

Grading will be based on a written report (consisting of a research protocol and related research findings) and an oral presentation (20 min) with subsequent discussion, both with an individual and a teamwork component. Both the written report and the oral presentation are worth 50% of the grade. The report and the oral presentation will demonstrate that students have gained in-depth knowledge on how to conceptualize, plan and conduct a research project. It will thus show that students are prepared to write their Master Thesis.

Wiederholungsmöglichkeit:

Folgesemester

(Empfohlene) Voraussetzungen:

Knowledge in microeconomics

Inhalt:

The module deals with issues of governance, fairness and sustainability in the food system.

Key topics of the module may thereby include:

- Locks-ins and levers for facilitating a transitions toward more sustainable food systems;
- Food labels (origin-based labels, animal welfare labels);
- Food quality standards;

- Potential paths for a transition to more sustainable food systems
- Private and public governance in food sectors
- Fairness in business relationships
- European and national regulations and policies concerning the food sector

From a methodological point of view, the focus of this module is on

- Exploratory and Qualitative research methods
- Scientific writing skills

Lernergebnisse:

After successful completion of this module, students will have in-depth knowledge on how to conceptualize, plan and conduct a research project concerning good governance, fairness and sustainability in agro-food systems. Moreover, students will be able to i) identify and structure a research topic, ii) build a conceptual framework for qualitative research; iii) applying qualitative research methods to a concrete research question; iv) develop a study instrument; v) conduct interviews for qualitative research; draft a scientific research report. The module thereby prepares students for the scientific work to be conducted in their master theses.

Lehr- und Lernmethoden:

The module is a seminar and provides students with in-depth knowledge of governance, fairness and sustainability grounded in economic theory. The seminar includes a set of lectures on governance, fairness and sustainability.

Guided by the instructor(s) through the entire process, students will work alone and/or in groups around a topic in governance, fairness and/or sustainability.

Activities are carried out in parallel in coordination with foreign universities and students will have the opportunity to collaborate and exchange with students from those universities. The course takes place online.

Together with “Advanced Seminar Economics & Policy/Life Sciences & Management – Food system governance, fairness and sustainability, Literature Review and Presentation Skills”, this module offers a comprehensive toolkit to prepare students for their master thesis as well as for a career in science.

Medienform:

PowerPoint presentations, economic textbooks, scientific articles

Literatur:

Barathova, K., Cacchiarelli, L., Di Fonzo, A., Lai, M., Lee, H., Menapace, L., ... & Vandervelde, S. (2020). Pass-through of unfair trading practices in EU food supply chains: methodology and empirical application.

Bowie, N. E. (1988). Fair markets. *Journal of Business Ethics*, 7(1-2), 89-98.

Denzin Lincoln 2017 The SAGE Handbook of Qualitative Research

Gentile, E., Loi, A., Gentile, M., Bruni, M., Berisio, S., Parisi, P., ... & Rieger, L. (2020). Evaluation of Marketing Standards contained in the CMO Regulation, the “Breakfast Directives” and CMO secondary legislation. Final report.

James, H. S. (Ed.). (2013). The ethics and economics of agrifood competition (p. 99). Dordrecht, Netherlands: Springer.

Kvale 1996 Interviews: An Introduction to Qualitative Research Interviewing

Miles Huberman Saldaña 2014 Qualitative Data Analysis: A Methods Sourcebook

Russo et al. (2021) Upfront Costs as Coordination Devices in the European Agri-Food Value Chain, forthcoming.

Modulverantwortliche(r):

Menapace, Luisa; Prof. Ph.D.

Lehrveranstaltungen (Lehrform, SWS) Dozent(in):

Advanced Seminar Economics, Policy & Econometrics /Life Sciences, Management & Policy
(MGT001345, engl.): Food Governance, Fairness and Sustainability Scientific Writing and
Exploratory Research Metho (Seminar, 4 SWS)

Menapace L

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campus.tum.de oder [hier](#).

Modulbeschreibung

WIB14002: Advanced Seminar Life Sciences, Management & Policy: Sustainable Entrepreneurship - Theoretical Foundations | Advanced Seminar Life Sciences, Management & Policy: Sustainable Entrepreneurship - Theoretical Foundations

Modulbeschreibungsversion: Gültig ab Sommersemester 2017

Modulniveau: Master	Sprache: Englisch	Semesterdauer: Einsemestrig	Häufigkeit: Wintersemester/ Sommersemester
Credits:* 6	Gesamtstunden: 180	Eigenstudiums- stunden: 120	Präsenzstunden: 60

* Die Zahl der Credits kann in Einzelfällen studiengangsspezifisch variieren. Es gilt der im Transcript of Records oder Leistungsnachweis ausgewiesene Wert.

Beschreibung der Studien-/ Prüfungsleistungen:

The grading is based on a research paper (max. 7.500 words). The students show that they are able to apply theoretical perspectives to the context of life sciences. Moreover, they develop an argument matching the concept of sustainable entrepreneurship as a promising approach for addressing complex sustainability issues in general and in the field of life sciences in particular. In the research paper students show that they can evaluate different approaches and develop their own ideas for life science-related sustainable ventures.

Wiederholungsmöglichkeit:

Folgesemester

(Empfohlene) Voraussetzungen:

Courses in entrepreneurship, corporate sustainability and/or sustainability marketing are recommended.

Inhalt:

Whether it is tackling climate change, resource degradation or social inequalities - responding to sustainability issues constitutes the biggest challenge for businesses in the 21st century. Embracing a great range of industries including food, energy or textiles, the field of life sciences is a key area for sustainability. Since the production of these goods accounts for an extensive use of resources, there is great potential for effecting real improvements on a way towards more sustainable production and lifestyles. The course "Advanced Seminar Life Sciences and Management" will investigate this exciting and ongoing industrial transformation. It will deal with

the following topics (all topics will be explained in general and then discussed in the context of life sciences in particular):

- 1) Introduction to Sustainability and Entrepreneurship
- 2) Sustainable Entrepreneurship
- 3) Opportunity Identification
- 4) Development of Double and Triple Bottom Line Solutions
- 5) Forming and Funding of New Sustainable Ventures
- 6) Market Entry
- 7) Sustainable Entrepreneurship and Life Sciences - Reflections and Discussion

Lernergebnisse:

Upon successful completion of this module, students will be able to (1) summarize and (2) evaluate the socio-economic problems society is facing. They will (2) match the concept of sustainable entrepreneurship as a promising approach for addressing complex sustainability issues in general, and in the field of life sciences in particular. More specifically, students will (3) be able to identify the venture creation process from opportunity identification to market entry in the context of sustainability and life sciences. In addition, participants will be able to (4) apply this knowledge to the field of life sciences. Finally, the students will be able to (5) critically evaluate case studies from the field of life sciences and to (6) create own ideas for sustainable ventures in this context.

Lehr- und Lernmethoden:

The module is a seminar which intends to familiarize the student with the relevant literature and follows an interactive course format with group work assignments and guest lectures. This is the appropriate format for this advanced level module because it encourages the students to go into further detail and to deal with the issues in an integral, interactive and independent way.

Medienform:

Presentations, slides, cases, links and further literature will be provided via www.moodle.tum.de

Literatur:

Muñoz, P., & Cohen, B. (2018). Sustainable entrepreneurship research: taking stock and looking ahead. *Business Strategy and the Environment*.

The module is based on key scientific papers on each topic. These form the basis for classroom discussions and are to be used for developing an argument in the reflection essay. All articles are provided as pdf files in TUM Moodle (<https://www.moodle.tum.de>).

Modulverantwortliche(r):

Belz, Frank-Martin; Prof. Dr. oec.

Lehrveranstaltungen (Lehrform, SWS) Dozent(in):

Advanced Seminar Life Sciences, Management & Policy / Innovation & Entrepreneurship
(WIB14002): Sustainable Entrepreneurship - Theoretical Foundations (Limited places) (Seminar, 4 SWS)

Belz F, Salvi E

Für weitere Informationen zum Modul und seiner Zuordnung zum Curriculum klicken Sie bitte campus.tum.de oder [hier](#).

Modulbeschreibung

WI000948: Food Economics | Food Economics

Modulbeschreibungsversion: Gültig ab Sommersemester 2021

Modulniveau: Master	Sprache: Englisch	Semesterdauer: Einsemestrig	Häufigkeit: Wintersemester
Credits:* 6	Gesamtstunden: 180	Eigenstudiums- stunden: 120	Präsenzstunden: 60

* Die Zahl der Credits kann in Einzelfällen studiengangsspezifisch variieren. Es gilt der im Transcript of Records oder Leistungsnachweis ausgewiesene Wert.

Beschreibung der Studien-/ Prüfungsleistungen:

Students prove their achievement of learning outcomes in an oral exam of 25 minutes. The exam is designed to test whether students understand the discussed topics and publications, whether they can describe and explain them in a meaningful and exact way, and whether they can critically reflect on assumptions, methodology, results, and political and societal implications of research in food economics. An oral exam is the most suitable format to account for the discursive and reflective nature of the abilities examined.

Wiederholungsmöglichkeit:

Folgesemester

(Empfohlene) Voraussetzungen:

The course applies microeconomic theory to study questions of food demand and supply. Students should feel comfortable with the material in microeconomic courses at introductory level.

Inhalt:

The course is intended to provide students with in-depth coverage of food economics with an emphasis on trends and phenomena of food markets and value chains, food labelling, food safety, food consumption, nutrition and food policy. Taking examples from these domains the course introduces a variety of economic models that are being used in food-economic research.

Lernergebnisse:

At the end of the module, the students are able to (1) outline important trends and phenomena in food markets in Germany, Europe and the world, (2) analyse consumer and firm behavior in food markets based on economic theory, (3) assess the effectiveness of food policy instruments, (4) acquaint themselves with scientific literature in the area of food economics and discuss and evaluate crucial assumptions, choice of methodology and implications of results.

Lehr- und Lernmethoden:

The module is designed as an interactive lecture where both lecturers and students provide input for discussion. In order to set up a common basis for participants, lecturers present information on major features and trends on food markets and economic concepts used to analyze them. To familiarize themselves with economic research, students read selected journal articles from the field of agricultural and food economics and prepare a short presentation of 15 minutes and a short report of about 2 pages once per semester, summarising the main hypotheses, methods applied, results obtained and implications derived. Subsequent discussions in classroom on assumptions, limitations of data and methods, as well as on different ways to interpret results deepen students' understanding of the potential and restrictions of research in food economics.

Medienform:

Slides, textbooks, journal articles, blackboard, collection of summaries of publications.

Literatur:

Lusk, J. L., Roosen, J, & Shogren, J. F. (eds.) (2011). The Oxford handbook of the economics of food consumption and policy. Oxford University Press: New York.

Additional references are provided in the course.

Modulverantwortliche(r):

Roosen, Jutta; Prof. Dr. Ph.D.

Lehrveranstaltungen (Lehrform, SWS) Dozent(in):

Food Economics (WI000948) (Vorlesung, 4 SWS)

Roosen J, Menapace L, Rackl J, Ola O

Für weitere Informationen zum Modul und seiner Zuordnung zum Curriculum klicken Sie bitte campus.tum.de oder [hier](#).

Modulbeschreibung

WZ0043: Risk Theory and Modeling | Risk Theory and Modeling

Modulbeschreibungsversion: Gültig ab Wintersemester 2017/18

Modulniveau: Master	Sprache: Englisch	Semesterdauer: Einsemestrig	Häufigkeit: Wintersemester
Credits:* 5	Gesamtstunden: 150	Eigenstudiums- stunden: 90	Präsenzstunden: 60

* Die Zahl der Credits kann in Einzelfällen studiengangsspezifisch variieren. Es gilt der im Transcript of Records oder Leistungsnachweis ausgewiesene Wert.

Beschreibung der Studien-/ Prüfungsleistungen:

In a written examination (120 minutes, Klausur), students demonstrate their theoretical knowledge of risk and the intuition behind various concepts. In written answers regarding the measurement of risk and the decision-making under risk, they prove their understanding of these concepts in both theory and practice. The ability to apply mathematical tools is proven by the solution of specific calculus problems. Further, students discuss assumptions under which a proposed research approach is appropriate and whether there might be better ways to investigate a specific research problem.

Wiederholungsmöglichkeit:

Folgesemester

(Empfohlene) Voraussetzungen:

Students taking this course should be familiar with the basics of microeconomics as well as probability measurement. However, all necessary concepts will be introduced before application.

Inhalt:

- Definitions and sources of risk
- Risk attitude and the utility function
- Random variables and statistical measures of risk evaluation
- Value-at-risk
- Portfolio optimization
- Production decisions under risk
- Price analysis
- Real options

Lernergebnisse:

Upon completion of the module, students are able to

- understand the various sources of risk in a broad range of sectors and industries,
- understand how economic decisions are made in the presence of risk,
- apply mathematical tools to evaluate risk with respect to products, processes and structure related decisions
- and understand how decision-making under risk is analyzed in the scientific literature

Lehr- und Lernmethoden:

The module consists of 2 SWS lectures and 2 SWS exercises. During lectures, concepts and tools will be presented to the students in slide shows. An interactive lecture atmosphere is intended to ensure that students' questions are answered right away. Further, exercises accompany the lecture contents. These exercises are meant to illustrate lecture contents and provide students with hands-on experience with the presented concepts to make them more graspable.

Toward the end of the course, when students are acquainted with the most important concepts, selected publications (both seminal papers and most recent ones) in risk research are presented and discussed. This provides students with an insight into how the lecture contents are applied in the scientific literature.

Medienform:

Presentation slides, Microsoft Excel files, hand-outs

Literatur:

Chavas, J. P.: Risk Analysis in Theory and Practice". Elsevier, San Francisco 2004.

Quiggin, J., Chambers R. G: Uncertainty, Production, Choice, and Agency: The State-Contingent Approach. Cambridge 2000.

Modulverantwortliche(r):

Sauer, Johannes; Prof. Dr. agr.

Lehrveranstaltungen (Lehrform, SWS) Dozent(in):

Risk Theory and Modeling - Exercises (WZ0043) (Übung, 2 SWS)

Sauer J [L], Frick F, Vo H

Risk Theory and Modeling - Lecture (WZ0043) (Vorlesung, 2 SWS)

Sauer J [L], Frick F, Vo H

Für weitere Informationen zum Modul und seiner Zuordnung zum Curriculum klicken Sie bitte campus.tum.de oder [hier](#).

WahlKat-MM: Wahlkatalog: Management & Marketing | Catalogue of Elective Modules: Management & Marketing

Modulbeschreibung

MGT001384: Marketing Mobility | Marketing Mobility

Modulbeschreibungsversion: Gültig ab Wintersemester 2022/23

Modulniveau: Master	Sprache: Englisch	Semesterdauer: Einsemestrig	Häufigkeit:
Credits:* 3	Gesamtstunden: 90	Eigenstudiums- stunden: 60	Präsenzstunden: 30

* Die Zahl der Credits kann in Einzelfällen studiengangsspezifisch variieren. Es gilt der im Transcript of Records oder Leistungsnachweis ausgewiesene Wert.

Beschreibung der Studien-/ Prüfungsleistungen:

The examination consists of a written report consisting of 10 PPT content slides and group presentations. The written report will be in the format of a management-style presentation, focusing on the main insights and supported by appropriate visualizations and tables. Thereby, the examination tests the students' ability to translate their results into managerially relevant insights in a clear, concise, and compelling manner.

Wiederholungsmöglichkeit:

Folgesemester

(Empfohlene) Voraussetzungen:

Basic experience in social media marketing

Inhalt:

The module will cover the following topics:

- Trends in digital marketing and social media analytics
- Trends in urban mobility, e.g., self-driving cars
- Generative AI (e.g., text-to-image diffusion models)
- Challenges of marketing mobility

Lernergebnisse:

Upon successful completion of the module, students will be able to:

- understand how to make data-driven decisions in the social media context
- apply diverse methods (including recent generative AI models) to synthesize artificial social media content

- evaluate different modes of mobility
- develop an end-to-end marketing strategy for an innovative mobility concept

Lehr- und Lernmethoden:

The module will be held in the form of a seminar. The first block of the seminar is a lecture-style introductory session to social media marketing and trends in urban mobility (e.g., self-driving cars). The seminar will put emphasis on in-class discussions, interactive materials, practical relevance, research-based, interdisciplinary teaching, and code examples (in R and Python). The seminar will offer an engaging learning environment, complemented by remote and in-class coaching opportunities.

Medienform:

Slides, research articles, textbooks, interactive websites, programming code (in R and Python)

Literatur:

Hartmann, J., Heitmann, M., Schamp, C., & Netzer, O. (2021). The power of brand selfies. *Journal of Marketing Research*, 58(6), 1159-1177.

Modulverantwortliche(r):

Hartmann, Jochen; Prof. Dr. rer. oec.

Lehrveranstaltungen (Lehrform, SWS) Dozent(in):

Marketing Mobility (MGT001384, englisch) (Limited places) (Seminar, 4 SWS)

Hartmann J, Loder A

Für weitere Informationen zum Modul und seiner Zuordnung zum Curriculum klicken Sie bitte campus.tum.de oder [hier](#).

Modulbeschreibung

WIB08001: Advanced Seminar Marketing, Strategy, Leadership & Management: Advances in Consumer Research | Advanced Seminar Marketing, Strategy, Leadership & Management: Advances in Consumer Research

Modulbeschreibungsversion: Gültig ab Wintersemester 2019/20

Modulniveau: Master	Sprache: Englisch	Semesterdauer: Einsemestrig	Häufigkeit: Wintersemester
Credits:* 6	Gesamtstunden: 180	Eigenstudiums- stunden: 120	Präsenzstunden: 60

* Die Zahl der Credits kann in Einzelfällen studiengangsspezifisch variieren. Es gilt der im Transcript of Records oder Leistungsnachweis ausgewiesene Wert.

Beschreibung der Studien-/ Prüfungsleistungen:

Grading is based on an oral exam in form of an individual presentation on a study design. The presentation includes the following parts: theoretical background, hypotheses with regard to recent trends in consumer behavior, methodology for testing the hypotheses, results, discussion and conclusions. The presentation demonstrates that students are able to develop research questions and a corresponding methodology to analyze topics in current consumer research. Students are also able to critically analyze scientific papers and demonstrate their knowledge during class discussions.

Wiederholungsmöglichkeit:

Folgesemester

(Empfohlene) Voraussetzungen:

Knowledge in consumer behavior theories and empirical research methods.

Inhalt:

This seminar is designed to familiarize students with the current research areas in consumer behavior, including theories and experimental methods. The aim of the seminar is to prepare students to become active researchers in the field of consumer behavior. The focus of the seminar will be on the critical assessment of theories, research designs, and analytical approaches employed to answer specific research questions. Additionally, this course allows students to develop their own ideas regarding a more specific topic that might be of future research interest.

Lernergebnisse:

At the end of the course students are able to critically analyze recent advances in consumer behavior. They know state of the art research approaches and are able to analyze the implications of current trends in consumer behavior for marketing and public policies. Students are able to apply their knowledge by developing and testing research hypotheses, drawing conclusions from the test results and providing marketing and/or policy implications.

Lehr- und Lernmethoden:

The module is a seminar, with the learning objectives reached through a combination of lecture, class discussion, developing a research project, and presenting a research project. Students are expected to read and discuss scientific papers on the topic. Students are also expected to develop a research methodology for testing hypotheses on recent advances in consumer behavior. The lecturer moderates in-class discussions and provides guidance and advice to students regarding their presentations.

Medienform:

Slides, books, scientific papers

Literatur:

There is no textbook assigned for this course. The course is mainly based on scientific articles from journals such as: Journal of Consumer Research, Journal of Marketing Research, Journal of Marketing, Journal of Consumer Psychology

Modulverantwortliche(r):

Roosen, Jutta; Prof. Dr. Ph.D.

Lehrveranstaltungen (Lehrform, SWS) Dozent(in):

Advanced Seminar Marketing, Strategy, Leadership & Management (WIB08001): Advances in Consumer Research (Limited Places) (Seminar, 4 SWS)

Hempel C, Neubig C

Für weitere Informationen zum Modul und seiner Zuordnung zum Curriculum klicken Sie bitte campus.tum.de oder [hier](#).

Modulbeschreibung

WI001140: Luxury Marketing | Luxury Marketing

Modulbeschreibungsversion: Gültig ab Sommersemester 2017

Modulniveau: Master	Sprache: Englisch	Semesterdauer: Einsemestrig	Häufigkeit: Wintersemester/ Sommersemester
Credits:* 6	Gesamtstunden: 180	Eigenstudiums- stunden: 120	Präsenzstunden: 60

* Die Zahl der Credits kann in Einzelfällen studiengangsspezifisch variieren. Es gilt der im Transcript of Records oder Leistungsnachweis ausgewiesene Wert.

Beschreibung der Studien-/ Prüfungsleistungen:

The final grade is based on group presentations. During the module two presentations have to be held. One short presentation (25% of grade, presenting an article - 20 min) aims to prove if students are able to connect the theoretical material on luxury marketing with empirical results of the contemporary research, if they are able to analyze and present an academic article in a clear and organized way, and if they are able to provide a personal interpretation of the article. The second presentation (75% of grade, 45 min) assesses if the students understand the main elements of a luxury strategy with a focus on the 4Ps, and if they are able to apply the theoretical learning to a real case by conducting an audit of a luxury brand and by giving recommendations of how to improve the luxury marketing strategy of the assigned brand. They can use the theoretical material (lecturer's slides) as a support and they have to collect secondary data. This presentation is combined with a written composition that illustrates the results of the audit. The presentations are done by groups of four students. The students will receive an individual grade: the individual contribution will be identified by evaluating a personal recommendation to the luxury brand that each student has to provide as a result of the audit, and by evaluating the individual communication skills. Both presentations are followed by a discussion in which all the students can voluntarily participate.

Wiederholungsmöglichkeit:

Semesterende

(Empfohlene) Voraussetzungen:

Inhalt:

* First, the module starts with a discussion about how the meaning of luxury evolved from the past until now. It will elaborate how luxury differs from other related concepts.

- * Second, it will focus on understanding consumer behavior association with luxury products and brands. In particular, it will identify the underlying drivers of conspicuous consumption (e.g. self-reward, social elevation) and what consumers want to signal through the purchase of luxury products (e.g. status, wealth, power).
- * Third, the module will discuss best practices, do's and don'ts, when it comes to building, managing, and extending luxury brands. Especially, the symbolic power and the identity of luxury brands will be discussed.
- * Last but not least, it will discuss the 4Ps of luxury marketing and how to leverage them to develop an effective marketing strategy.

Lernergebnisse:

Upon successful completion of this module, students are able (1) to understand the basic elements and the specific challenges of marketing luxury products and (2) to give examples from empirical evidence of the theoretical concepts. They are also able (3) to analyze, (4) review and (5) present academic papers related to the topic of luxury of the contemporary research. Finally, they are able (6) to conduct an audit of a luxury brand (7) by making recommendations to improve the luxury marketing strategy of the assigned brand and (8) to improve their communication skills.

Lehr- und Lernmethoden:

The module uses various teaching methods that should help facilitate students' learning. The students are provided during the lectures with theoretical material to acquire the basic knowledge of luxury marketing. The students have to present academic papers in class and discuss them with peers, in order to explore empirical results related to theoretical concepts. They also have to prepare an audit of a luxury brand focused on the 4Ps (product, price, promotion, and place), which they have to present in class, in order to apply in practice the theoretical learning. The audit can be performed using the theoretical material presented in class as a support.

Medienform:

Literatur:

- Han, Y. J., Nunes, J. C., & Drèze, X. (2010). Signaling status with luxury goods: The role of brand prominence. *Journal of Marketing*, 74(4), 15-30.
- Wang, Y., & Griskevicius, V. (2014). Conspicuous consumption, relationships, and rivals: Women's luxury products as signals to other women. *Journal of Consumer Research*, 40(5), 834-854.
- Bellezza, S., Gino, F., & Keinan, A. (2014). The red sneakers effect: Inferring status and competence from signals of nonconformity. *Journal of Consumer Research*, 41(1), 35-54.
- Mandel, N., Petrova, P. K., & Cialdini, R. B. (2006). Images of success and the preference for luxury brands. *Journal of Consumer Psychology*, 16(1), 57-69.
- Rucker, D. D., & Galinsky, A. D. (2008). Desire to acquire: Powerlessness and compensatory consumption. *Journal of Consumer Research*, 35(2), 257-267.

- Griskevicius, V., Tybur, J. M., & Van den Bergh, B. (2010). Going green to be seen: status, reputation, and conspicuous conservation. *Journal of personality and social psychology*, 98(3), 392.
- Hagtvedt, H., & Patrick, V. M. (2008). Art and the brand: The role of visual art in enhancing brand extendibility. *Journal of Consumer Psychology*, 18.
- Hagtvedt, H., & Patrick, V. M. (2009). The broad embrace of luxury: Hedonic potential as a driver of brand extendibility. *Journal of Consumer Psychology*, 19.
- Fuchs, C., Prandelli, E., Schreier, M., & Dahl, D. W. (2013). All that is users might not be gold: How labeling products as user designed backfires in the context of luxury fashion brands. *Journal of Marketing*, 77(5), 75-91.
- Wilcox, K., Kim, H. M., & Sen, S. (2009). Why do consumers buy counterfeit luxury brands?. *Journal of Marketing Research*, 46(2), 247-259.
- Willems, K., Janssens, W., Swinnen, G., Brengman, M., Streukens, S., & Vancauteren, M. (2012). From Armani to Zara: Impression formation based on fashion store patronage. *Journal of Business Research*, 65(10), 1487-1494.
- Ward, M. K., & Dahl, D. W. (2014). Should the Devil Sell Prada? Retail Rejection Increases Aspiring Consumers' Desire for the Brand. *Journal of Consumer Research*, 41(3), 590-609.

Modulverantwortliche(r):

Fuchs, Christoph; Prof. Dr.

Lehrveranstaltungen (Lehrform, SWS) Dozent(in):

Luxury Marketing (WI001140, englisch) (limited places) (Vorlesung, 4 SWS)

Caprioli S

Für weitere Informationen zum Modul und seiner Zuordnung zum Curriculum klicken Sie bitte campus.tum.de oder [hier](#).

Modulbeschreibung

WI001175: Consumer Behavior Research Methods | Consumer Behavior Research Methods

Modulbeschreibungsversion: Gültig ab Sommersemester 2021

Modulniveau: Master	Sprache: Englisch	Semesterdauer: Einsemestrig	Häufigkeit: Wintersemester
Credits:* 6	Gesamtstunden: 180	Eigenstudiums- stunden: 120	Präsenzstunden: 60

* Die Zahl der Credits kann in Einzelfällen studiengangsspezifisch variieren. Es gilt der im Transcript of Records oder Leistungsnachweis ausgewiesene Wert.

Beschreibung der Studien-/ Prüfungsleistungen:

The grading is based on a 120-minute written exam. To test whether the students acquired sufficient knowledge and the ability to conduct a consumer behavior research project, in the exam, they are asked to explain important concepts, perform key calculation, and compare alternative designs given a specific condition. The students are also given the estimation results from an actual consumer behavior research project, and asked to evaluate the design and interpret the results. Through these tasks, the students are tested whether they developed the ability to correctly analyze the data and assess the validity of real-world consumer behavior research projects.

Wiederholungsmöglichkeit:

Folgesemester

(Empfohlene) Voraussetzungen:

Introductory statistics, principle of consumer behavior

Inhalt:

The module aims to provide the students with the necessary skills to correctly conduct a consumer behavior research study, and evaluate the findings from the corresponding study. As most consumer behavior research projects require the appropriate use of quantitate data, emphasis is given to the quantitative aspect of consumer behavior research, practical data analysis, and the interpretation of research results. The topic covered in the course includes survey design, questionnaire design, attitude measurement, sampling schemes, factor analysis, cluster analysis, and conjoint analysis.

Lernergebnisse:

At the end of the module, students will be able to (1) properly define a consumer behavior research problem and hypothesis, (2) develop a questionnaire that efficiently gathers necessary information, (3) choose the right sampling procedure, (4) analyze the data using the state-of-the-art methods such as factor analysis, cluster analysis or conjoint analysis, and (5) evaluate the research outcome correctly, which helps them to make smart and fact-based decision making.

Lehr- und Lernmethoden:

The module consists of a lecture and an exercise. The lecture explains the underlying concepts and theories used in the consumer behavior research project. The exercise, on the other hand, provides the students the opportunity to apply the theory covered in the lecture part to the real-world consumer behavior research problem, which includes hypothesis development, questionnaire design, data collection, data entry and data analysis.

Medienform:

Slides, textbooks, blackboard, exercise on data analysis

Literatur:

Aaker, D.A., V. Kumar, G.S. Day, R. P. Leone: Marketing Research 10th edition. International Student Version. Danvers, Wiley, 2011.

Brace, I. Questionnaire Design. 2nd Edition. London: Kogan Page, 2008.

Bryman, Al. And E. Bell: Business Research Methods. 2nd Edition. Oxford: Oxford University Press, 2007.

Malhotra, N. K.: Marketing Research: An Applied Orientation. Global Edition. Sixth Edition. Boston: Pearson, 2010.

Mazzocchi, M.: Statistics for Marketing and Consumer Research. London: Sage Publications, 2008.

Additional references are provided in the course.

Modulverantwortliche(r):

Fuchs, Christoph; Prof. Dr.

Lehrveranstaltungen (Lehrform, SWS) Dozent(in):

Consumer Behavior Research Methods (WI001175) (Vorlesung, 2 SWS)

Granulo A

Consumer Behavior Research Methods - Exercise (WI001175) (Übung, 2 SWS)

Granulo A, Schnurr B

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WahlKat-OSCM: Wahlkatalog: Operations & Supply Chain Management | Catalogue of Elective Modules: Operations & Supply Chain Management

Modulbeschreibung

WIB22964: Advanced Seminar Operations & Supply Chain Management: Logistics and Supply Chain Management | Advanced Seminar Operations & Supply Chain Management: Logistics and Supply Chain Management

Modulbeschreibungsversion: Gültig ab Wintersemester 2015/16

Modulniveau: Master	Sprache: Englisch	Semesterdauer: Einsemestrig	Häufigkeit: Wintersemester/ Sommersemester
Credits:* 6	Gesamtstunden: 180	Eigenstudiums- stunden: 120	Präsenzstunden: 60

* Die Zahl der Credits kann in Einzelfällen studiengangsspezifisch variieren. Es gilt der im Transcript of Records oder Leistungsnachweis ausgewiesene Wert.

Beschreibung der Studien-/ Prüfungsleistungen:

The examination consists of a written seminar paper (75%), implemented optimization or simulation models as well as an oral presentation (20%) & discussion (5%). The seminar paper should cover 15-20 pages and is written in the style of current publications of peer-reviewed journal articles. Accompanied with the seminar paper models have to be implemented to conduct numerical analyses, which will be handed in as a digital appendix. At the end of the module students present their work in a 30 minutes presentation + 15 minutes of discussion and have to initialize and moderate the discussion on a selected paper of their fellow participants.

Wiederholungsmöglichkeit:

Folgesemester

(Empfohlene) Voraussetzungen:

One module in the field of Operations & Supply Chain Management and the MOS course.

Inhalt:

The advanced seminar in logistics and supply chain management focuses on recent research progress on varying topics, e.g. supply chain performance measurement, metamodeling and metaheuristics (see below for example).

- Metamodelling identifies strategic cost relationships between logistics performance measures and aggregate problem parameters. Thereby, empirical research methods (such as regression models) are combined with mathematical optimization and simulation models (such as mixed-integer programming or discrete event simulation) to identify best practice relationships. Several topics with applications in transportation, inventory management and procurement are available.
- Supply chain design under uncertainty often involves combinatorial optimization problems. The combination of scenario-based modelling and the combinatorial nature of the problem suggest the application of modern heuristic optimization concepts. Several topics on different applications and search methods are available.

Lernergebnisse:

The objective of the module is to equip the participants with the necessary skill and tools for a successful master thesis project.

Specifically, the aim is to be able to:

- Read and understand recent research contributions
- Pursue interesting research questions
- Conduct a literature study and/or numerical study and/or implementation
- Structure and organize research methods and results
- Write a seminar paper
- Present research findings and defend them in a discussion

Lehr- und Lernmethoden:

In an introductory session, the current theme of the module is explained by the lecturer and the various available seminar topics are elaborated in detail. Also information on relevant literature for the problem settings is introduced, which forms the basis of the students' seminar papers. After the introductory session, students will work out the topic on their own, by using their abilities of conducting literature research, mathematical modelling, programming and analyses. Throughout the whole time, they receive guidance from a supervisor of the chair. Different milestones are to be achieved at specific dates, such as a preliminary outline of the seminar paper, first research results and the final paper. Following the submission of the final paper, presentations and discussions of all students' seminar papers are conducted, usually spanning one or several days, where amongst others also presentation, moderation and discussion skills are trained.

Medienform:

Presentation, Various forms of literature (Journal Articles, Books, Report, Conference Proceedings, etc.)

Literatur:

'Dependent on seminar focus, e.g.:

- '- Kleijnen, J.P.C. (2008), Design and Analysis of Simulation Experiments, Springer
- Bianchi, L. Dorigo, M., Gambardella, L.M., Gutjahr, W. (2009), A survey on stochastic combinatorial optimization, NatComput 8:239-287

- Gutjahr, W. (2011), Recent trends in stochastic combinatorial optimization, Central European Journal of Computer Science 1(1): 58-66.

Modulverantwortliche(r):

Minner, Stefan; Prof. Dr. rer. pol.

Lehrveranstaltungen (Lehrform, SWS) Dozent(in):

Advanced Seminar Operations & Supply Chain Management (WIB22964): Logistics and Supply Chain Management (Limited places) (Seminar, 4 SWS)

Minner S, Sel B

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Modulbeschreibung

WIB34001: Advanced Seminar Operations & Supply Chain Management: Operations Research | Advanced Seminar Operations & Supply Chain Management: Operations Research [Advanced Seminar Operations & Supply Chain Management]

Modulbeschreibungsversion: Gültig ab Wintersemester 2018/19

Modulniveau: Master	Sprache: Englisch	Semesterdauer: Einsemestrig	Häufigkeit: Wintersemester
Credits:* 6	Gesamtstunden: 180	Eigenstudiums- stunden: 120	Präsenzstunden: 60

* Die Zahl der Credits kann in Einzelfällen studiengangsspezifisch variieren. Es gilt der im Transcript of Records oder Leistungsnachweis ausgewiesene Wert.

Beschreibung der Studien-/ Prüfungsleistungen:

The examination consists of a written seminar paper, implemented optimization or simulation models as well as an oral presentation & discussion. The seminar paper should cover 15-20 pages and is written in the style of current publications of peer-reviewed journal articles. Accompanied with the seminar paper models have to be implemented to conduct numerical analyses, which will be handed in as a digital appendix. At the end of the module students present their work in a 30 minutes presentation + 15 minutes of discussion and have to initialize and moderate the discussion on a selected paper of their fellow participants. The grading is based on the written seminar paper, the presentation and the moderation of the discussion.

Wiederholungsmöglichkeit:

Folgesemester

(Empfohlene) Voraussetzungen:

Students are expected to have an interest in understanding and using complex quantitative models and methods. Participants should be familiar with Operations Research techniques. It is strongly advised that interested students have previously taken part in the module "Modeling and Optimization in Operations Management."

Inhalt:

From kidney exchange models to supply chain optimization of pharmaceuticals, there are many important applications of Operations Research (OR) in the health care sector. The use of OR in this field seeks to increase the welfare of patients and service providers, despite difficult challenges such as conflicting or multiple objectives, high uncertainty, dynamically changing environments,

and the lack of resources. In this seminar, students will investigate applications of OR methods to the unique problems faced in health care.

Lernergebnisse:

Upon successful completion of this module students will be able to: (a) read, understand, and critique scientific papers, (b) deal with advanced material and original literature from the forefront of current research, (c) partake in scientific discussions, (d) give scientific presentations, (e) understand the basics of scientific writing, and (f) implement modern quantitative methods and models in related situations.

Lehr- und Lernmethoden:

Participants will be guided to identify the most interesting recent research papers detailing the use of OR in health care. They are expected to implement relevant models and prepare high-quality presentations and write-ups, reflecting their analyses, understanding and insights from reading the papers and related literature.

Medienform:

Presentation, Various forms of literature (Journal Articles, Books, Report, Conference Proceedings, etc.).

Literatur:

Modulverantwortliche(r):

Schulz, Andreas; Prof. Dr. rer. nat.

Lehrveranstaltungen (Lehrform, SWS) Dozent(in):

Advanced Seminar Operations & Supply Chain Management (WIB34001, englisch): Operations Research (limited places) (Seminar, 4 SWS)

Schulz A [L], Schulz A

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Modulbeschreibung

WI000976: Logistics and Operations Strategy | Logistics and Operations Strategy

Modulbeschreibungsversion: Gültig ab Sommersemester 2021

Modulniveau: Master	Sprache: Englisch	Semesterdauer: Einsemestrig	Häufigkeit: Wintersemester
Credits:* 6	Gesamtstunden: 180	Eigenstudiums- stunden: 120	Präsenzstunden: 60

* Die Zahl der Credits kann in Einzelfällen studiengangsspezifisch variieren. Es gilt der im Transcript of Records oder Leistungsnachweis ausgewiesene Wert.

Beschreibung der Studien-/ Prüfungsleistungen:

At the end of the module a 90-minutes exam will determine the grading of the students. Students choose 3 out of 4 questions. Within each question two different competence areas are assessed. The first part of each questions covers knowledge about strategic operational and logistics concepts from the lecture. Then, in a second part, multiple quantitative methods have to be applied. They involve calculation and the analysis of results like in the exercise classes. Since calculations are to be done, a pocket calculator and a formula sheet summarizing the most relevant formulas and statistical values may be used by the students.

Wiederholungsmöglichkeit:

Folgesemester

(Empfohlene) Voraussetzungen:

The module requires basic knowledge in statistics (discrete and continuous probability distributions), MS Excel and the course "Modelling, Optimization, and Simulation", which is due to the extensive use of Mixed-Integer Linear Programming. Basic knowledge of micro-economics theory helps, but is not a must.

Inhalt:

The module will position logistics and operations in business strategy and industrial organization. Strategic modelling and optimization approaches and tools for sourcing strategy, facility location, capacity and flexibility management will be presented and applied to problems of different industries.

Topics the module covers include:

- Competitive strategy (monopoly, simultaneous/sequential quantity competition, capacity competition, competitive locations)

- Operations strategy and Industrial Organization (supply chain configuration/operational flexibility)
- Capacity strategy (sizing and investment, timing and expansion)
- Distribution network strategy (warehouse location problem/hub- and spoke systems)
- Process technology (Make-to-order vs. Make-to-stock, factory physics)
- Operations and risk management (hedging/sourcing/inventory strategies)

Lernergebnisse:

The participants will acquire knowledge on different views of logistics strategy from a market and a resource perspective and will be enabled to apply decision support tools for an effective design of global manufacturing and logistics networks. Students will be able to assess strategic problems from practice, categorize them according to the decisions involved and identify relevant solution methods to solve them. Furthermore, students are equipped with the ability to apply methodologies and techniques from theory in practical environments. After finishing the module, students will be able to evaluate innovative and complicated operations and logistics settings, such as the integration of additive manufacturing (3D printing), and create subsequent innovative solution approaches for strategic decision makers.

Lehr- und Lernmethoden:

The series of lectures provides students with a fundamental knowledge of concepts and methods for assessing and optimizing given problems. Exemplary problem settings are solved during exercise classes, where the content given in the lecture is applied. Optimizations using MS Excel solver and analytical calculations are the basis for a follow-up interpretation of the results. In the process, students present their work and conduct an interactive discussion with fellow students and the lecturer regarding their approach, solution and interpretation. Extending the theoretical exercises, case studies are used to let students analyse and solve real-world problems, which closes the gap between theory and practice. To give students a further glimpse into practice, guest speakers from various industries present their daily challenges and approaches to solve them. This allows students to make the connection between the theoretical concepts they have learned and the requirements in practice and provides the opportunity to discuss questions with practitioners and find problem settings that might be suitable for their final thesis.

Medienform:

Literature, Slides, Case Studies, Exercises

Literatur:

Van Mieghem, J.A. (2015) Operations Strategy Principles and Practice, 2nd Edition, Dynamic Ideas

Slack, N., Lewis, M. (2015), Operations Strategy, 4th Edition, Financial Times/Prentice Hall.

Belleflamme, P., Peitz, M. (2015), Industrial Organization: Markets and Strategies, 2nd Edition, Cambridge University Press.

Modulverantwortliche(r):

Minner, Stefan; Prof. Dr. rer. pol.

Lehrveranstaltungen (Lehrform, SWS) Dozent(in):

Logistics and Operations Strategy (WI000976) (Limited places) (Vorlesung mit integrierten Übungen, 4 SWS)

Minner S [L], Minner S, Lee E

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Modulbeschreibung

WI000979: Inventory Management | Inventory Management

Modulbeschreibungsversion: Gültig ab Sommersemester 2015

Modulniveau: Master	Sprache: Englisch	Semesterdauer: Einsemestrig	Häufigkeit: Sommersemester
Credits:* 6	Gesamtstunden: 180	Eigenstudiums- stunden: 120	Präsenzstunden: 60

* Die Zahl der Credits kann in Einzelfällen studiengangsspezifisch variieren. Es gilt der im Transcript of Records oder Leistungsnachweis ausgewiesene Wert.

Beschreibung der Studien-/ Prüfungsleistungen:

The grading is based on a written exam (90 minutes) consisting of 4 questions, the participants can choose 3 out of 4. Each question has several parts assessing the different competence levels. In a first theory part, the student has to reproduce knowledge about inventory management concepts. In a second part, different calculation methods need to be applied with given data and the results be analyzed and interpreted. In a third part, the students need to develop ideas and concepts beyond the reproduction of knowledge and application of methods. In order to facilitate calculations and for backup of some statistical formulas, a formula sheet and a pocket calculator can be used.

Wiederholungsmöglichkeit:

Folgesemester

(Empfohlene) Voraussetzungen:

The module requires basic knowledge in statistics (discrete and continuous probability distributions) and Excel and the course "Modelling, Optimization, and Simulation" due to extensive use of Mixed-Integer Programming and Simulation methods.

Inhalt:

Standard inventory control models and approaches are presented for single- and multi-period dynamic inventory models, multi-echelon models, and multi-product coordinated replenishment problems. Further, different approaches to data driven inventory policies are presented that address the estimation and analysis of model parameters. Case studies and board games are used to motivate these concepts.

Specifically, the module covers the topics:

- Performance metrics;
- Lot sizing: EOQ, EPQ, Wagner Whitin;
- Forecasting: Time series, regression, data analysis, probability distributions;

- Newsvendor model;
- Single echelon inventory control: (R,S), (s,Q) policies and parameter optimization;
- Multi echelon inventory control: Concepts, lot sizing, safety stock optimization, METRIC;
- Multiproduct models: ELSP, CLSP, DLSP, CSLP, PLSP;
- Warehouse scheduling, joint replenishment problems;
- Multi location problems;
- Sport Obermeyer Case and MIT Beer Distribution Game;
- Special topics: Perishable items, multi supplier models, lost sales models

Lernergebnisse:

The participants will learn about different concepts in Inventory management and receive the knowledge to apply decision support tools for an effective design and operation of inventory management systems. They will be able to memorize different inventory control rules, identify the right model in different industry environment and be able to reproduce parameter calculations. They will be able to illustrate the impact of cost and service parameters on timing and sizes of replenishment decisions and generalize these findings to more complex multi-echelon and multi-product systems. This fundamental knowledge will enable participants to evaluate, compare and optimize different control systems, revise parameter settings and critically reflect on optional choices. Upon completion of this module, the participants will be able to develop and implement models and methods for new and innovative inventory management problems, e.g. arising in same-day home delivery, car-sharing or reverse logistics applications.

Lehr- und Lernmethoden:

The module includes lectures where students obtain knowledge about inventory modeling and optimization techniques. In exercise sessions, the students solve problems with the obtained knowledge, perform optimizations and simulations, interpret the findings and present and discuss their results to the other participants in the classroom. Computer programs are provided to the students who adapt those to determine inventory control parameters and to simulate inventory system performance. Case study and business game sessions give the participants a first hand, interactive experimental experience into the dynamics of inventory systems and real world problems. Guest lectures given by industry professionals supplement the theory parts and give the participants the opportunity to recognize problems, discover interesting challenges for choosing their thesis work and discuss with practitioners.

Medienform:

Literature, Slides, Case studies, Business games, Exercises, Software

Literatur:

- Silver, E.A., Pyke, D.F., Peterson, R. (1998), Inventory Management and Production Planning and Scheduling, 3rd edition, Wiley.
- Axsäter, S. (2006), Inventory Control, 2nd. Ed., Springer.
- Zipkin, P. (2000), Foundations of Inventory Management, McGraw-Hill.

Modulverantwortliche(r):

Minner, Stefan; Prof. Dr. rer. pol.

Lehrveranstaltungen (Lehrform, SWS) Dozent(in):

Inventory Management (WI000979, englisch) (limited places) (Vorlesung mit integrierten Übungen, 4 SWS)

Minner S [L], Minner S, Sel B, Wang Y

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Projektstudium | Project Studies

Modulbeschreibung

WI900684: Project Studies (Master in Management) | Project Studies (Master in Management)

Modulbeschreibungsversion: Gültig ab Sommersemester 2017

Modulniveau: Master	Sprache: Deutsch/Englisch	Semesterdauer: Einsemestrig	Häufigkeit: Wintersemester/ Sommersemester
Credits:* 12	Gesamtstunden: 360	Eigenstudiums- stunden: 330	Präsenzstunden: 30

* Die Zahl der Credits kann in Einzelfällen studiengangsspezifisch variieren. Es gilt der im Transcript of Records oder Leistungsnachweis ausgewiesene Wert.

Beschreibung der Studien-/ Prüfungsleistungen:

Die Modulnote besteht aus einer Projektarbeit. Die Projektarbeit besteht aus einem schriftlichen Projektbericht (20 Seiten, 50% der Note) und einer Präsentation (30 Minuten, 50% der Note). Ein Team aus 2-5 Studierenden arbeitet an einer spezifischen Problemstellung, die in einem Unternehmen oder einer ähnlichen Einrichtung angesiedelt ist. Das Team durchläuft mehrere Projektphasen: Problemdefinition, Arbeitsteilung, Entscheidungsfindung und Realisierung. Während dieses Prozesses zeigen die Studierenden, dass sie geeignete Strategien entwickeln können, um mit der Problematik umzugehen. Sie zeigen, dass sie in der Lage sind, den Forschungsstand zu verfassen. Darüber hinaus demonstrieren sie ihre Fähigkeit, ihren eigenen spezifischen Ansatz für eine Lösung zu entwickeln, die auf wissenschaftlichen Erkenntnissen sowie methodischen Fähigkeiten basiert. Die Studierenden demonstrieren ihre Fähigkeit, innerhalb eines Teams zu arbeiten, Ressourcen und Fristen zu verwalten und einzuhalten sowie der rechtzeitige Abschluss der aufgezählten Aufgaben. Die Studierenden demonstrieren, dass sie in der Lage sind, die Aufgaben ihres Projekts unter den Gegebenheiten der Teamarbeit zu erfüllen. Bei der Bewertung werden insbesondere das gesamte Arbeitsergebnis des Projekts in Bezug auf die ursprüngliche Problemstellung, die Auswahl und Anwendung der gewählten Methodik sowie die Analyse und Erörterung der wichtigsten Ergebnisse berücksichtigt. Die Projektarbeit ist so angelegt, dass der individuelle Beitrag jedes einzelnen Studierenden zum Projekterfolg identifiziert und bewertet werden kann..

Wiederholungsmöglichkeit:

Folgesemester

(Empfohlene) Voraussetzungen:

Grundkenntnisse der Betriebswirtschaftslehre

Inhalt:

Das Projektstudium behandelt eine spezifische Problemstellung oder Herausforderung dem ein Unternehmen oder eine artverwandte Institution gegenüber steht. Die Fragestellung kann dabei Gegenstand eines akademischen oder praxisrelevanten Projektes sein. Beispiele hierfür können

- die Analyse des Absatzpotentials eines neuen Marktes,
- die Optimierung der logistischen Lieferkette,
- die Erstellung eines Finanzierungsplans für ein Unternehmen,
- die Beschreibung von Logistikfragestellungen und Erarbeitung von angepassten Optimierungslösungen,
- die Erarbeitung von fallspezifischen Use Cases zu neuen elektronischen Zahlungsverfahren und Ableitung von adäquaten Produktspezifikationen,
- die Erfassung und Aufbereitung von KPIs im Controlling und die Ableitung darauf basierender Handlungsempfehlungen,
- oder die Ausarbeitung Beschreibung einer Marketingstrategie und Erarbeitung von Empfehlungen zur Implementierung vor dem spezifischen Mark- bzw. Unternehmenshintergrund sein.

Lernergebnisse:

Nach erfolgreicher Teilnahme an dem Modul können die Studierenden ein Projekt systematisch und wissenschaftlich bearbeiten.

Die Studierenden können ein Projekt durchgängig in allen Projektphasen durchführen: Problemdefinition, Arbeitsteilung, Entwicklung von Lösungen, Entscheidungsprozesse, Umsetzung, Ergebnispräsentation und Projektbericht. Die Studierenden können theoretische Konzepte auf die identifizierten Problemstellungen anwenden und ihre analytische Lösungsfindung durch Teamdiskussionen entwickeln. Die Studierenden können sich in einem Team professionell und akademisch austauschen. Sie sind in der Lage sind, die involvierten Personen in die verschiedenen Aufgaben, unter Berücksichtigung der Gruppensituation, zu integrieren. Darüber hinaus führen die Studierenden Lösungswege durch konstruktives und konzeptionelles Handeln im Team durch. Die Studierenden können Ressourcen und Fristen verwalten, indem sie bei der Bearbeitung der einzelnen Projektaufgaben schrittweise vorgehen.

Lehr- und Lernmethoden:

Die teambasierte Entwicklung (2-5 Studierende) der Projektlösung ermutigt die Studierenden, sich auf Basis ihres zuvor erworbenen akademischen Wissens mit einem forschungsspezifischen oder praxisrelevanten Thema auseinander zu setzen. Die Projektarbeit in der Gruppe ist besonders geeignet, um Problemstellungen anzugehen und einen Bericht zu verfassen, um konstruktive Kritik an anderen zu entwickeln und geeignete Lösungen für diese Kritik zu implementieren.

Die Bearbeitung des Projekts kann in den Räumlichkeiten des Kooperationspartners oder örtlich unabhängig erfolgen. Die Studierenden sind in der Lage, die Entwicklung des Projekts zu kommunizieren, indem sie einen Projektbericht verfassen und eine Präsentation ihrer Lösungen für die Betreuer des Unternehmens und der Universität vorbereiten. Die Bearbeitung des Themas erfolgt immer in Zusammenarbeit mit einem Unternehmen und einem/r Professor/in der TUM School of Management. Inhaltlich dauert das Projektstudium etwa drei Monate.

Medienform:

aktuelle Literatur, Vorträge

Literatur:

Project Management Institute (2013): A Guide to the Project Management Body of Knowledge (PMBOK® Guide) - Fifth Edition

Further literature based on the specific topic

Modulverantwortliche(r):

Kehr, Hugo; Prof. Dr. phil.

Lehrveranstaltungen (Lehrform, SWS) Dozent(in):

Für weitere Informationen zum Modul und seiner Zuordnung zum Curriculum klicken Sie bitte campus.tum.de oder [hier](#).

Sonstige wirtschaftswissenschaftlich Wahlmodule | Other Electives in Management

Modulbeschreibung

BV130021: Immobilienmärkte und Immobilieninvestoren | Real Estate Markets and Investors [ImmoM&Inv]

Modulbeschreibungsversion: Gültig ab Sommersemester 2019

Modulniveau: Master	Sprache: Deutsch	Semesterdauer: Einsemestrig	Häufigkeit: Wintersemester
Credits:* 3	Gesamtstunden: 90	Eigenstudiums- stunden: 60	Präsenzstunden: 30

* Die Zahl der Credits kann in Einzelfällen studiengangsspezifisch variieren. Es gilt der im Transcript of Records oder Leistungsnachweis ausgewiesene Wert.

Beschreibung der Studien-/ Prüfungsleistungen:

Prüfungsdauer (in min.): 60. (ggf. auch als elektronische Fernprüfung)

Die Modulprüfung besteht aus einer Klausur in der die Studierenden nachweisen, dass sie in der Lage sind, die gelehrten Inhalte nicht nur zu verstehen, sondern die Methoden anzuwenden, deren Ergebnisse und Konsequenzen zu bewerten und darüber hinaus die Ansätze weiterzuentwickeln. Hilfsmittel werden dazu nicht zugelassen. Zur Lösung der Aufgaben sind teils eigene Formulierungen erforderlich, teils das Ankreuzen von vorgegebenen Mehrfachantworten.

Wiederholungsmöglichkeit:

(Empfohlene) Voraussetzungen:

keine

Inhalt:

Immobilienmärkte:

Grundlagen der Marktanalyse, Mikroanalyse, Makroanalyse, harte/weiche Standortfaktoren, Nutzwertanalyse, Grundstücks- und Gebäudeanalyse, Baurecht, Nachhaltige Standortkonzepte, Erfolgsfaktoren, städtebauliche Einbindung, Wirtschaftlichkeits- und Risikoanalyse

Immobilienanlagen und Investoren:

Private Anleger, Institutionelle Anleger, Kapitalanlageformen, Immobilienmärkte, Immobilienanlagestrategien, Prognoserechnung / Rendite / Performance, Vermarktung / Transaktionen, Anbieter Kapitalanlagen

Lernergebnisse:

Nach der erfolgreichen Teilnahme an diesem Modul sind die Studierenden in der Lage, die Lehrinhalte zu verstehen, anzuwenden und weiter zu entwickeln. Damit können sie in ihrer späteren Berufspraxis einschlägige Sachverhalte analysieren und bewerten sowie entsprechende Aufgabenstellungen lösen.

Lehr- und Lernmethoden:

Die Lehrinhalte werden durch Vorlesungen vermittelt. In betreuten Übungen bzw. Tutorien wird der Stoff an Beispielen in Interaktion mit den Studierenden vertieft. Bezüge zur Berufspraxis werden auch durch Gastdozenten hergestellt.

Medienform:

Skript, "Power Point"-Präsentation, z.T. Tafelbild, Videos

Literatur:

Skript zur Vorlesung

Modulverantwortliche(r):

Prof. Dr. Bing Zhu (Bing.zhu@tum.de)

Lehrveranstaltungen (Lehrform, SWS) Dozent(in):

Immobilienmärkte und Immobilieninvestoren (Vorlesung, 2 SWS)

Zhu B

Für weitere Informationen zum Modul und seiner Zuordnung zum Curriculum klicken Sie bitte campus.tum.de oder [hier](#).

Modulbeschreibung

WI001181: Advanced International Experience | Advanced International Experience

Modulbeschreibungsversion: Gültig ab Sommersemester 2021

Modulniveau: Master	Sprache: Englisch	Semesterdauer: Einsemestrig	Häufigkeit: Wintersemester/ Sommersemester
Credits:* 6	Gesamtstunden: 180	Eigenstudiums- stunden: 180	Präsenzstunden: 0

* Die Zahl der Credits kann in Einzelfällen studiengangsspezifisch variieren. Es gilt der im Transcript of Records oder Leistungsnachweis ausgewiesene Wert.

Beschreibung der Studien-/ Prüfungsleistungen:

Students have to pass a written single-choice exam. The module examination consists of a written 90-minute single-choice exam. The test examine deeper knowledge of the meaning of culture, cultural differences and resulting difficulties. Tasks which refer to scientific cultural concepts verify that students are able to distinguish between different cultural dimensions and standards, for example the cultural dimensions of Geert Hofstede's concept. Tasks which refer to different management styles and working cultures examine that students are able to analyse how different cultural backgrounds influence working in an international business context, for example a Western Management style. Tasks which refer to country-specific cultural differences proof that students are able to interpret critical intercultural situations correctly and offer adequate behavioral patterns. Tasks which refer to intercultural communication check that students are able to distinguish between different communication styles influenced by culture and know how to communicate adequately with members of different cultures, for example cultures with a direct communication style.

Wiederholungsmöglichkeit:

Folgesemester

(Empfohlene) Voraussetzungen:

Students have to complete a stay abroad relevant to their subject of studies before they can be admitted to the module. In general, for this purpose international study experience, practical training abroad as well as the completion of a project study or master's thesis is accepted. (Details see: <https://www.mgt.tum.de/download-center>)

Inhalt:

This module gives an introduction to basic theoretical knowledge in scientific conceptualisation of culture, cultural differences and difficulties as well as their overcoming. During the module

various scientific definitions of culture and different scientific approaches of cultural dimensions are outlined. By means of selected cultural characteristics and practical examples it is explained how to deal with different matters occurring when people with different cultural background interact. Additionally, different management styles in view of different cultures are declared. During the module explanatory approaches to difficulties which result from different cultural backgrounds in an international business environment are elaborated on. Further approaches how to overcome these difficulties are outlined by means of practical examples in a global working environment and in international teams. In addition, basic theoretical knowledge in communication and different models of communication are provided. Furthermore, it is defined how to deal with different communication styles of different cultures and how to communicate adequately in an international context. For this purpose, selected cultural characteristics and practical examples are used. Within the framework of the course students are asked to reflect, analyse and evaluate already experienced situations in view of the discussed theoretical models. Additionally, ethically relevant problem areas in international/intercultural businesses are outlined.

Lernergebnisse:

After attending this module students are able to apply basic scientific approaches to culture and cultural differences. On basis of appropriate knowledge about cultural theories, particular cultures, as well as general knowledge about the issues occurring when people with different cultural backgrounds interact the students are able to analyse cultural differences and difficulties in an intercultural business context, as well as to interpret and overcome them. Additionally, students are aware of different communication styles in different cultures and know to apply this knowledge in intercultural communication situations. Furthermore, students will bear integrity, ethics and responsibility in mind when making management decisions in a multicultural business environment. Students are also able to reflect their experience abroad with scientific intercultural knowledge and develop an open-mindedness and sensitivity with respect to cultural differences.

Lehr- und Lernmethoden:

The module is created as an online-course. It is divided in various thematic areas which contain basic theoretical knowledge. In addition, practical examples, case studies and videos illustrate relevant concepts and their application in an international (business-) environment. Further exercises are provided at the end of each thematic area in order to encourage students to tackle with specific intercultural subjects and to develop kind of intercultural sensitivity. Additionally, a bibliography is prepared for students' self-study. Practice questions for exam preparation are also offered.

Medienform:

Digital Scripts (PowerPoint Slides, PDF files), videos, scientific literature, exercises

Literatur:

Standard references (amongst others):

Hall, Edward T.; Hall, Mildred Reed (1990): Understanding Cultural Differences. Maine: Intercultural Press.

Hill, C.W.L. and Hernández-Requejo, W. (2011): Global Business Today, Seventh edition

Hofstede, Geert (2001): Culture's Consequences. Comparing Values, Behaviors, Institutions, and Organizations Across Nations. 2nd edit. Thousand Oaks: SAGE Publications Inc.

Thomas, Alexander; Kinast, Eva-Ulrike; Schroll-Machl, Sylia (Hg.) (2010): Handbook of Intercultural Communication and Cooper. Basics and Areas of Application : Volume 1: Basics and Areas of Application. 2nd revised edition. Göttingen, Berlin: Vandenhoeck & Ruprecht GmbH & Co. KG

Trompenaars, Fons; Hampden-Turner, Charles (2012): Riding the waves of culture. Understanding diversity in global business. Revised and updated 3rd edition. New York: Mc Graw Hill.

Modulverantwortliche(r):

Moog, Martin; Prof. Dr.

Lehrveranstaltungen (Lehrform, SWS) Dozent(in):

Advanced International Experience (WI001181, WIHN1181) (Vorlesung, 4 SWS)

Richards M [L], Richards M, Zösmair S, Safieh M

Für weitere Informationen zum Modul und seiner Zuordnung zum Curriculum klicken Sie bitte campus.tum.de oder [hier](#).

Masterarbeit | Master's Thesis

Modulbeschreibung

WI900261: Master's Thesis | Master's Thesis

Modulbeschreibungsversion: Gültig ab Wintersemester 2015/16

Modulniveau: Master	Sprache: Deutsch/Englisch	Semesterdauer:	Häufigkeit: Wintersemester/ Sommersemester
Credits:* 30	Gesamtstunden: 900	Eigenstudiums- stunden: 890	Präsenzstunden: 10

* Die Zahl der Credits kann in Einzelfällen studiengangsspezifisch variieren. Es gilt der im Transcript of Records oder Leistungsnachweis ausgewiesene Wert.

Beschreibung der Studien-/ Prüfungsleistungen:

Die Master's Thesis ist eine sechsmonatige Abschlussarbeit, in der Studierende sich wissenschaftlich mit einem spezifischen, wirtschaftswissenschaftlichen Thema auseinandersetzen. Dazu formulieren die Studierenden schriftlich den wissenschaftlichen Wissensstand und Diskurs und entwickeln darauf aufbauend eine spezifische Fragestellung. Das Thema behandeln die Studierenden mit dem im Studium erworbenen Fach- und Methodenwissen und entwickeln eine eigenständige Problemlösung. Die Master's Thesis wird von einem Professor der Fakultät für Wirtschaftswissenschaften betreut.

Wiederholungsmöglichkeit:

Folgesemester

(Empfohlene) Voraussetzungen:

Die Master's Thesis kann angemeldet werden, wenn mindestens 45 aus 60 Credits der Pflichtmodule sowie mindestens 6 Credits aus den Wahlmodulen erbracht wurden.

Inhalt:

Die Master's Thesis wird über ein Forschungsthema oder Projekt mit wirtschaftswissenschaftlichem Schwerpunkt angefertigt. Die Bearbeitung des Themas erfolgt immer in Zusammenarbeit mit einem Professor der Fakultät für Wirtschaftswissenschaften, häufig zusätzlich in Kooperation mit der Industrie oder einem Forschungsinstitut. Inhaltlich ist die Arbeit so angelegt, dass sie in einer Zeitspanne von sechs Monaten abzuschließen ist.

Lernergebnisse:

Nach dem Modul Master's Thesis sind die Studierenden in der Lage, ein Projekt selbstständig, systematisch und wissenschaftlich zu bearbeiten. Die Studierenden wenden hierzu die im Laufe

des Studiums erarbeiteten wissenschaftlichen Sachverhalte und Methoden selbstständig auf eine spezifische Fragestellung an. Sie stellen Fakten und Erkenntnisse, basierend auf einer wissenschaftlichen Recherche, schriftlich dar, bewerten diese und ordnen die gewonnenen Ergebnisse in die wissenschaftliche und oder fachpraktische Diskussion ein. So sind sie in der Lage, eine Themenstellung selbstständig zu bearbeiten und einen eigenen Lösungsansatz zu entwickeln.

Lehr- und Lernmethoden:

Die Anfertigung der wissenschaftlichen Abschlussarbeit erfordert die fundierte Auseinandersetzung der Studierenden mit einem wissenschaftlichen Thema. Hierfür wenden die Studierenden ihr fachliches und methodisches Wissen aus dem Studium an und erstellen darauf aufbauend eine ausführliche wissenschaftliche Dokumentation im Rahmen der gesetzten Fristen. Die Bearbeitung der Abschlussarbeit erfolgt im Eigenstudium, unterstützt durch Feedbackgespräche mit dem/der betreuenden Professor/in.

Medienform:

aktuelle Literatur, Vorträge

Literatur:

einschlägige Literatur zur gewählten Thematik

Modulverantwortliche(r):

Prof. Dr. Hugo Kehr

Lehrveranstaltungen (Lehrform, SWS) Dozent(in):

Für weitere Informationen zum Modul und seiner Zuordnung zum Curriculum klicken Sie bitte campus.tum.de oder [hier](#).

Alphabetisches Verzeichnis der Modulbeschreibungen

A

[WI001181] Advanced International Experience Advanced International Experience	106 - 108
[WI001250] Advanced Seminar Economics, Policy & Econometrics: Current Topics in Value Chain Economics Advanced Seminar Economics, Policy & Econometrics: Current Topics in Value Chain Economics [Seminar VCE]	35 - 37
[MGT001365] Advanced Seminar Energy Market: Applied Economic Analysis of Decarbonization Strategies: Firm's Perspective Advanced Seminar Energy Market: Applied Economic Analysis of Decarbonization Strategies: Firm's Perspective	38 - 40
[MGT001402] Advanced Seminar Finance & Accounting: Asset Management Advanced Seminar Finance & Accounting: Asset Management	53 - 54
[WIB06771] Advanced Seminar Finance & Accounting: Cases in Finance Advanced Seminar Finance & Accounting: Cases in Finance	55 - 56
[WIB23006] Advanced Seminar Finance & Accounting: Strategy Planning and Steering Advanced Seminar Finance & Accounting: Strategy Planning and Steering	57 - 58
[MGT001394] Advanced Seminar Innovation & Entrepreneurship: Entrepreneurship for a Cause Advanced Seminar Innovation & Entrepreneurship: Entrepreneurship for a Cause	61 - 63
[MGT001345] Advanced Seminar Life Sciences, Management & Policy: Food Governance, Fairness and Sustainability Scientific Writing and Exploratory Research Methods Advanced Seminar Life Sciences, Management & Policy: Food Governance, Fairness and Sustainability Scientific Writing and Exploratory Research Methods	71 - 73
[WIB14002] Advanced Seminar Life Sciences, Management & Policy: Sustainable Entrepreneurship - Theoretical Foundations Advanced Seminar Life Sciences, Management & Policy: Sustainable Entrepreneurship - Theoretical Foundations	74 - 76
[WIB08001] Advanced Seminar Marketing, Strategy, Leadership & Management: Advances in Consumer Research Advanced Seminar Marketing, Strategy, Leadership & Management: Advances in Consumer Research	83 - 84
[WIB22964] Advanced Seminar Operations & Supply Chain Management: Logistics and Supply Chain Management Advanced Seminar Operations & Supply Chain Management: Logistics and Supply Chain Management	90 - 92

[WIB34001] Advanced Seminar Operations & Supply Chain Management: Operations Research Advanced Seminar Operations & Supply Chain Management: Operations Research [Advanced Seminar Operations & Supply Chain Management]	93 - 94
---	---------

B

[MGT001398] Bank- und Kapitalmarktrecht Banking and Financial Markets Law	51 - 52
Betriebswirtschaftliche Grundlagen Basics in Management	6

C

[WI001175] Consumer Behavior Research Methods Consumer Behavior Research Methods	88 - 89
[WI001130] Cost Accounting Cost Accounting	12 - 13

E

[WI000258] Empirical Research in Economics and Management Empirical Research in Economics and Management	6 - 8
[WI001145] Energy Economics Energy Economics	47 - 48
[WI000946] Energy Markets I Energy Markets I	41 - 43
[WI001125] Energy Markets II Energy Markets II	44 - 46
[WI001166] Entrepreneurial Prototyping Entrepreneurial Prototyping	64 - 66
Entrepreneurial, Strategic, and International Management Entrepreneurial, Strategic, and International Management	27
[WI001185] Entrepreneurial, Strategic, and International Management Entrepreneurial, Strategic, and International Management	27 - 30
[MGT001315] European Business Law European Business Law [EBL]	31 - 32
[MGT001315] European Business Law European Business Law [EBL]	49 - 50
[MGT001315] European Business Law European Business Law [EBL]	59 - 60

F

[WI001139] Financial Accounting (MiM) Financial Accounting (MiM)	21 - 22
---	---------

[WI000948] Food Economics | Food Economics

77 - 78

G

Grundlagen | Basics

6

I

[BV130021] Immobilienmärkte und Immobilieninvestoren | Real Estate

104 - 105

Markets and Investors [ImmoM&Inv]

[WI001122] Introduction to Business Law (MiM) | Introduction to Business Law

25 - 26

(MiM) [BusLawMiM]

[WI000979] Inventory Management | Inventory Management

98 - 100

[WI001138] Investment and Financial Management (MiM) | Investment and

19 - 20

Financial Management (MiM)

L

[WI000976] Logistics and Operations Strategy | Logistics and Operations
Strategy

95 - 97

[WI001140] Luxury Marketing | Luxury Marketing

85 - 87

M

[WI001137] Management Science (MiM) | Management Science (MiM)

17 - 18

[WI001129] Marketing and Innovation Management (MiM) | Marketing and
Innovation Management (MiM)

9 - 11

[MGT001384] Marketing Mobility | Marketing Mobility

81 - 82

Masterarbeit | Master's Thesis

109

[WI900261] Master's Thesis | Master's Thesis

109 - 110

P

[WI001056_1] Principles of Economics | Principles of Economics

23 - 24

[WI001131] Production and Logistics (MiM) | Production and Logistics (MiM)

14 - 16

[WI900684] Project Studies (Master in Management) Project Studies (Master in Management)	101 - 103
Projektstudium Project Studies	101

R

Rechtswissenschaftliche Grundlagen Basics in Law	25
[WZ0043] Risk Theory and Modeling Risk Theory and Modeling	79 - 80

S

Sonstige wirtschaftswissenschaftlich Wahlmodule Other Electives in Management	104
--	-----

T

[WI001180] Tech Challenge Tech Challenge	67 - 70
---	---------

V

Volkswirtschaftliche Grundlagen Basics in Economics	23
--	----

W

[WahlKat-EE] Wahlkatalog: Economics & Econometrics Catalogue of Elective Modules: Economics & Econometrics	31
[WahlKat-EM] Wahlkatalog: Energy Markets Catalogue of Elective Modules: Modules Energy Markets	38
[WahlKat-FA] Wahlkatalog: Finance & Accounting Catalogue of Elective Modules: Finance and Accounting	49
[WahlKat-IE] Wahlkatalog: Innovation & Entrepreneurship Catalogue of Elective Modules: Innovation & Entrepreneurship	59
[WahlKat-LSMP] Wahlkatalog: Life Sciences Management & Policy Catalogue of Elective Modules: Life Sciences Management & Policy	71

[WahlKat-MM] Wahlkatalog: Management & Marketing Catalogue of Elective Modules: Management & Marketing	81
[WahlKat-OSCM] Wahlkatalog: Operations & Supply Chain Management Catalogue of Elective Modules: Operations & Supply Chain Management	90
Wirtschaftswissenschaftliche Wahlmodule Electives in Management	31
[MGT001317] World Trade Law World Trade Law [WTO]	33 - 34