UNIVERSITÄT MANNHEIM
Fakultät für Betriebswirtschaftslehre

Educating responsible leaders **for tomorrow**.

MODUL-KATALOG

für das akademische Jahr 2023/2024
letzte Aktualisierung: Juni 2023

„Mannheim Master in Management“ (M.Sc.)
Universität Mannheim

AACSB ACCREDITED · EQUIS ACCREDITED · ASSOCIATION OF MBAS ACCREDITED

Vorwort

In Mannheim bilden wir seit über 100 Jahren die Führungskräfte der deutschen Wirtschaft aus. Mit Ihrer Entscheidung für den Mannheim Master in Management (MMM) werden Sie Teil eines besonderen Netzwerks ambitionierter, verantwortungsbewusster und leistungsstarker Persönlichkeiten, das Sie nicht nur im Studium sondern auch auf ihrem späteren Karriereweg eng begleiten wird. Als eine der führenden Business Schools in Europa bieten wir Ihnen ein auf Sie zugeschnittenes, praxisnahes und internationales Studium am Puls der Zeit, das Sie für anspruchsvolle Aufgaben in Top-Positionen exzellent vorbereitet. Egal, ob Sie eine Karriere in Consulting, Business Analytics, Digital Business, CSR Management, Marketing oder als Entrepreneur anstreben – der Mannheim Master in Management ist das Sprungbrett, um Ihr Ziel zu erreichen.

Profitieren Sie von unseren Kontakten zu erstklassigen Partnerunternehmen und renommierten internationalen Partneruniversitäten, lernen Sie von unseren forschungsstarken Professorinnen und Professorinnen, werden Sie Teil des MMM-Netzwerks und erleben Sie den Mannheim Spirit!

Ich freue mich auf Sie.

Ihr Prof. Dr. Florian Stahl – Akademischer Direktor des MMM

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Aufbau und Konzept des Studiengangs

Der „Mannheim Master in Management“ (MMM) ist ein auf vier Semester ausgelegter Vollzeitstudiengang und bietet ein einzigartiges Lehrangebot, das eine individuelle und flexible Gestaltung des Studienplans ermöglicht. Die sechs Areas (Fachbereiche) der Fakultät für Betriebswirtschaftslehre

- Accounting and Taxation
- Finance, Banking and Insurance
- Information Systems
- Management
- Marketing & Sales
- Operations Management

bieten zusammen mehr als 120 Kurse in BWL an.

In drei Pflichtkursen im Bereich Methoden und Schlüsselqualifikationen sowie zwei Pflichtkursen in Business Economics aus dem Bereich der Volkswirtschaftslehre erwerben die Studierenden eine profunde wissenschaftliche Basis für das Masterstudium der Betriebswirtschaftslehre.

Im Wahlbereich Betriebswirtschaftslehre können die Studierenden selbst entscheiden, ob sie sich in einem bestimmten Forschungsfeld spezialisieren oder Kurse verschiedener Areas miteinander kombinieren möchten. Sie sind jedes Semester aufs Neue frei in der Wahl der Kurse und können so ihr ganz individuelles wissenschaftliches Profil kreieren.

Abgerundet wird das Studienkonzept durch die optionale Einbindung eines Wahlfachs (z.B. Psychologie, Geschichte, Wirtschaftsrecht oder Informatik). Dies ermöglicht den Studierenden eine noch individuellere Profilbildung über die Grenzen der eigenen Disziplin hinaus.

Der Studiengang MMM umfasst gemäß Prüfungsordnung somit die folgenden Bereiche:

- Methoden und Schlüsselqualifikationen (16 ECTS-Punkte, zwei Pflichtkurse (CC 501 und CC 504) sowie ein Wahlpflichtkurs (CC 502 oder CC 503))
- Business Economics (12 ECTS-Punkte, zwei Pflichtkurse (BE 510 und BE 511))
- Betriebswirtschaftslehre (44 – 68 ECTS-Punkte, frei wählbar aus über 120 Wahlkursen)
- Wahlfach (0 – 24 ECTS-Punkte, es darf eines von 13 Wahlfächern belegt werden)
- Master-Arbeit (24 ECTS-Punkte)

Charakteristisch für den „Mannheim Master in Management“ ist neben dem hohen Maß an Flexibilität bei der Kurswahl auch seine internationale Ausrichtung. Außer der Möglichkeit, sich für ein Doppel-Abschlussprogramm (Double Degree) zu bewerben, steht es den Studierenden des MMM offen, ein Auslandssemester in ihr Masterstudium zu integrieren.

Herausragende Studierende, die eine wissenschaftliche Karriere anstreben, belegen als Teilnehmende an der Studienoption Business Research Kurse aus den Promotionsstudiengängen des Center for Doctoral Studies in Business (CDSB) und verkürzen so die Zeit bis zur Promotion.

Im „Mannheim Master in Management“ werden folgende übergeordnete programmspezifische Kompetenzziele – „Competency Goals“ (CG) – vermittelt:

- Profundes fachspezifisches Wissen – Die Teilnehmenden können die theoretischen und konzeptionellen Grundlagen in zentralen Geschäftsbereichen unterscheiden und anwenden (CG 1).
- Professionelle Managementfähigkeiten – Die Teilnehmenden werden zu kompetenten Teamplayer:innen, analytischen Entscheidungsträger:innen und verantwortungsbewussten, selbständigen Fachleuten (CG 2).
- Soziale Verantwortung – Die Teilnehmenden werden zu kritischen, reflektierten und ethischen Entscheidungsträger:inn (CG 3).
- Erhöhte wissenschaftliche Forschungskapazitäten – Die Teilnehmenden werden hochqualifizierte Forscher:innen und Analyst:innen sein (CG 4).

Abkürzungsverzeichnis

DE: Der Kurs findet auf Deutsch statt.

EN: Der Kurs findet auf Englisch statt.

ECTS: ECTS-Punkte („European Credit Transfer and Accumulation System“) sind Leistungspunkte, die den Arbeitsaufwand für einen Kurs pro Semester beschreiben. 1 ECTS entspricht 30 Zeitstunden (1.800 Minuten) Arbeit.

Empfohlene Voraussetzungen: Voraussetzungen, die Sie für den erfolgreichen Besuch eines Kurses mitbringen sollten. Dabei handelt es sich lediglich um Empfehlungen, eine Überprüfung findet nicht statt.

FSS: Frühjahrs- / Sommersemester

HWS: Herbst- / Wintersemester

Notwendige Voraussetzungen: Voraussetzungen, die Sie für den erfolgreichen Besuch eines Kurses unbedingt mitbringen müssen. Wenn Sie diese nicht erfüllen, können Sie nicht zur Prüfung zugelassen werden (dies wird bei der Prüfungsanmeldung automatisiert überprüft!). Bitte beachten Sie, dass Kurse, die eine Voraussetzung für einen anderen Kurs darstellen, zum Zeitpunkt der Anmeldung erfolgreich abgeschlossen sein müssen, sofern nicht „parallele Belegung möglich“ angegeben wurde.

Programmspezifische Kompetenzziele (CG): Die Kompetenzziele geben an, welche Fähigkeiten Studierende eines Studiengangs mit ihrem Abschluss erworben haben werden. Die Kompetenzziele des MMM finden Sie am Anfang des Modulkatalogs. Die Kompetenzziele werden regelmäßig durch das Qualitätsmanagement („Assurance of Learning“) überprüft.

Prüfungsform und -umfang: Die Angaben gelten für den Ersttermin einer Prüfung.

Studiengänge, die MMM-Module importieren (Details finden Sie jeweils im Feld "Verwendbarkeit" der Modulbeschreibung):

- M.Sc. MMM: Master of Science: Mannheim Master in Management
- M.Sc. Wipäd.: Master of Science: Wirtschaftspädagogik
- M.Sc. VWL.: Master of Science: Volkswirtschaftslehre
- M.Sc. Wirt. Inf.: Master of Science: Wirtschaftsinformatik
- M.Sc. Wirt. Math.: Mater of Science: Wirtschaftsmathematik
- MAKUWI: Master of Arts: Kultur und Wirtschaft

- MMDS: Master of Science: Mannheim Master in Data Science
- LL.M.: Master of Laws

SWS (Semesterwochenstunden): Anzahl der wöchentlichen Zeiteinheiten, die für einen Kurs aufgewendet werden. Diese unterteilen sich in „Lehre“, das heißt die Zeit, in der Sie an Lehrveranstaltungen teilnehmen und „Selbststudium“, also Zeit, in der Sie die Veranstaltungen selbstständig vor- und nachbereiten und sich auf die Prüfung vorbereiten. Eine SWS entspricht 45 Minuten.

Modulübersicht

1 Methoden- und Schlüsselqualifikation

500er-Module

Code	Modulbezeichnung	ECTS	FSS	HWS
CC 501	Decision Analysis: Business Analytics II	6	EN	EN
CC 502	Applied Econometrics	6		EN
CC 503	Empirical Methods: Business Analytics I	6	EN	EN
CC 504	Corporate Social Responsibility	4	EN	EN

2 Business Economics

500er-Module

Code	Modulbezeichnung	ECTS	FSS	HWS
BE 510	Business Economics I	6		EN
BE 511	Business Economics II	6	EN	

3 Betriebswirtschaftslehre

3.1 Area Accounting and Taxation

500er-Module

Code	Modulbezeichnung	ECTS	FSS	HWS
ACC 510	Jahresabschluss	8	DE	
ACC 520	IFRS Reporting and Capital Markets	8		EN
ACC 530	Group Accounting	8		EN
ACC 540	Financial Statement Analysis & Equity Valuation	8	EN	
ACC/MAN 560	Managerial Accounting - Evaluating Financial and Non-Financial Performance	8	EN	
ACC/TAX 550	International Course – Accounting and Taxation		EN	EN

ACC/TAX 570	ESG Regulation and Sustainability Reporting	8	EN	
TAX 520	Besteuerung der Unternehmen	6		DE
TAX 521	Fallstudien zur Besteuerung der Unternehmen	4	DE	
TAX 530	Taxation of Businesses and Individuals	6		EN

600er-Module

Code	**Modulbezeichnung**	**ECTS**	**FSS**	**HWS**
ACC 620	Accounting for Financial Instruments and Financial Institutions	6	EN	
ACC 626	Transaction Accounting	4	DE	
ACC 628	Selected Issues in IFRS Accounting	4		DE
ACC 629	Corporate Sustainability: External Reporting and Disclosure	4	EN	
ACC 670	Audit Theory	6		EN
ACC 676	Case Studies on Consulting in Financial Services Firms	4	EN	
ACC 680	Disclosure Theory	6	EN	
ACC/MAN 660	Corporate Sustainability Strategies and Value Creation	4		EN
ACC/MAN 661	Corporate Sustainability Performance: Measurement, Assessment and Improvement	4	EN	
ACC/MAN 662	Private Equity: Due Diligence and Value Creation	6	EN	EN
TAX 611	Fallstudien zur internationalen Unternehmensbesteuerung	4		DE
TAX 620	Applied Empirical Research: Methods and Practical Implementation	8		EN
TAX 630	International Business Taxation	6	EN	
TAX 631	Internationale Konzernbesteuerung	4	DE	

TAX 660	Tax Planning: The Role of Taxes for Business Decisions	6		EN
TAX 661	Case Studies in International Tax Planning	4	EN	

700er-Module

Code	Modulbezeichnung	ECTS	FSS	HWS
ACC 750	Accounting Seminar	6	DE/EN	DE/EN
TAX 730	Seminar in Betriebswirtschaftlicher Steuerlehre	6	DE/EN	DE/EN

3.2 Area Banking, Finance and Insurance

500er-Module

Code	Modulbezeichnung	ECTS	FSS	HWS
FIN 500	Investments	6		EN
FIN 540	Corporate Finance I - Lecture (Capital Structure, Cost of Capital and Valuation)	5		EN
FIN 541	Corporate Finance I - Case Study (Capital Structure, Cost of Capital and Valuation)	5		EN
FIN 550	International Course – Banking, Finance and Insurance		EN	EN
FIN 580	Derivatives – Basic Strategies and Pricing	6		EN
FIN 590	Financial Institutions I	4		EN

600er-Module

Code	Modulbezeichnung	ECTS	FSS	HWS
FIN 601	Bond Markets	6	EN	
FIN 602	Trading and Exchanges	6		EN
FIN 603	Empirical Finance	10	EN	
FIN 604	Stata in Finance	2	EN	EN
FIN 606	FinTech	4		EN
FIN 620	Behavioral Finance	6	EN	

FIN 630	Corporate Governance	6		EN
FIN 640	Corporate Finance II (Mergers, Acquisitions and Divestitures)	10	EN	
FIN 661	Repsonsible Leadership for Honors Program Students	4		DE
FIN 682	International Asset Management - Modern Investment Management, Responsible Investing and Fintech	6	EN	
FIN 684	Financial Institutions II	4	EN	
FIN 685	Banking Regulation	6	EN	
FIN 686	Sustainable Finance and Impact Investing	6	EN	

700er-Module

Code	Modulbezeichnung	ECTS	FSS	HWS
FIN 703	Seminar in Financial Markets	6	DE/EN	DE/EN
FIN 731	Seminar Corporate Governance	6	EN	EN
FIN 740	Corporate Finance Seminar	6	EN	
FIN 780	Seminar in Asset Management & International Finance	6	EN	EN
FIN 790	Seminar in Financial Markets and Financial Institutions	6	EN	EN

3.3 Area Information Systems

500er-Module

Code	Modulbezeichnung	ECTS	FSS	HWS
IS 512	IT Management in the Digital Age	6	EN	
IS 513	Applied IT Management in the Digital Age	6	EN	
IS 515	Process Management & Analytics	6		EN
IS 540	Management of Enterprise Systems	6		EN
IS 541	Theories and Methods in Information Systems	6	EN	

IS 550	International Course – Information Systems		EN	EN
IS 556	Public Blockchains	6	EN	
IS 557	Introduction to Scientific Programming with Python	6	EN	EN

600er-Module

Code	Modulbezeichnung	ECTS	FSS	HWS
IS 607	Digital Innovation	6	EN	
IS 613	Applied Project in Enterprise Cloud Design and Development	6		EN
IS 614	Corporate Knowledge Management	6		EN
IS 615	Enterprise Cloud Design and Development	6		EN
IS 616	Large Scale Data Analysis and Visualization	6		EN
IS 622	Network Science	6	EN	
IS 628	Advances in Public Blockchains	6		EN
IS 629	Agile Software Product Management and Design	6	EN	
IS 661	Text Analytics	6		EN

700er-Module

Code	Modulbezeichnung	ECTS	FSS	HWS
IS 703	Seminar Applied Data Science	6	EN	
IS 712	Seminar	6	EN	EN
IS 723	Seminar Data-Science II	6	EN	EN
IS 724	Seminar Current topics in Human-(X)AI collaboration	6	EN	EN
IS 742	Seminar Trends in Enterprise Systems	6	EN	EN
IS 752	Seminar on Process and Management Analytics	6	EN	EN
IS 777	Seminar current topics in generative Artificial Intelligence	6	EN	EN

3.4 Area Management

500er-Module

Code	Modulbezeichnung	ECTS	FSS	HWS
ACC/MAN 560	Managerial Accounting - Evaluating Financial and Non-Financial Performance	8	EN	
MAN 521	Science Management	4	DE	
MAN 522	Verantwortung im Management	4	DE	
MAN 550	International Course – Management		EN	EN

600er-Module

Code	Modulbezeichnung	ECTS	FSS	HWS
ACC/MAN 660	Corporate Sustainability Strategies and Value Creation	4		EN
ACC/MAN 661	Corporate Sustainability Performance: Measurement, Assessment and Improvement	4	EN	
ACC/MAN 662	Private Equity: Due Diligence and Value Creation	6	EN	EN
MAN 608	Business, Society, and the Environment	4	EN	
MAN 609	Hybrid Organizing in Corporate and Nonprofit Management	4	EN	
MAN 626	Entrepreneurship and Innovation - Enhancing Access to Capital via Crowdfunding	3	EN	
MAN 630	Introduction to Entrepreneurship	6		EN
MAN 631	Creativity and Entrepreneurship in Practice	6		EN
MAN 632	Advanced Entrepreneurship	6	EN	
MAN 634	Entrepreneurial Behavior and Crowdfunding Social Ventures	6	EN	EN
MAN 638	Employment Relations	4	EN	
MAN 639	TRANSFORM - Innovation & Entrepreneurship for Sustainability	6	EN	

MAN 644	Human Resource Training and Development	6	EN	
MAN 645	Leadership and Motivation	6		EN
MAN 646	HR Analytics	6		EN
MAN 647	Strategic and International Human Resource Management	6	EN	
MAN 648	Incentives and Performance	6	EN	
MAN 649	Human Resource Recruitment and Selection	6		EN
MAN 654	Corporate Restructuring- Avenues to Rigorous and Responsible Corporate Revitalization	6	EN	
MAN 655	Corporate Strategy - Sustainable value-creation in multi-business firms	4	EN	
MAN 656	Mergers & Acquisitions	6		EN
MAN 659	Understanding and Tackling Societal Challenges through Management Research	6		EN
MAN 665	Sustainability Management Simulation: Net Zero	2	EN	EN
MAN 675	Ausgewählte Herausforderungen im Nonprofit Management	6		EN
MAN 676	Ausgewählte Herausforderungen im Public Management	6	DE	
MAN 679	Eine wissenschaftliche Einführung in das Public und Nonprofit Management	6		DE
MAN 680	Challenges of Public and Nonprofit Management – Case Study Seminar	6	EN	
MAN 690	Innovation Management	4	EN	
MAN 691	Selected Topics in Organizational Behavior	4	EN	
MAN 693	Strategic Intellectual Property Management	4		EN
MAN 698	Sustainable Business Innovations for the Circular Economy	4		EN

700er-Module

Code	Modulbezeichnung	ECTS	FSS	HWS
MAN 710	Forschungsseminar Public & Nonprofit Management	6	DE/EN	DE/EN
MAN 721	Research Seminar Organization and Innovation	6	EN	EN
MAN 741	Research Seminar on Human Resource Management and Leadership	6	EN	EN
MAN 750	Seminar Corporate Strategy & Governance	6	EN	EN
MAN 770	Research Seminar	6	DE/EN	DE/EN
MAN 771	Seminar on Corporate Decarbonization	6	EN	EN

3.5 Area Marketing and Sales

500er-Module

Code	Modulbezeichnung	ECTS	FSS	HWS
MKT 510	Price and Product Management	6		EN
MKT 511	Marketing Analytics	6	EN	
MKT 512	Designing Data-Driven Business Models	3	EN	
MKT 520	Market Research	6	EN	
MKT 531	Marketing Theory: Consumer Behavior and Decision Making	4	EN	
MKT 545	Customers, Markets and Firm Strategy	6	EN	
MKT 550	International Course – Marketing & Sales		EN	EN
MKT 561	Service Business Model Innovations	4		EN
MKT 570	Marketing of Innovations	6	EN	
MKT 575	Marketing Strategy for Innovation & Sustainability	3	EN	
MKT 580	Digital Marketing Strategy	6		EN

600er-Module

Code	Modulbezeichnung	ECTS	FSS	HWS
MKT 612	Business-to-Business-Marketing	2		EN
MKT 614	Marketing Communication	4	EN	
MKT 615	Sales Management	4	EN	
MKT 616	Grundlagen der Verhandlungsführung	2		DE
MKT 617	Angewandte Verhandlungsführung	2	DE	
MKT 622	Country Manager	2	EN	
MKT 623	Strategic Marketing Management Simulation	2		EN
MKT 661	Consumer Behavior	2	EN	
MKT 663	Branding and Brand Management	4	EN	
MKT 664	Brand Strategy Seminar	2		EN

700er-Module

Code	Modulbezeichnung	ECTS	FSS	HWS
MKT 710	Research Seminar	6	DE/EN	DE/EN
MKT 720	Research Seminar	6	DE/EN	DE/EN
MKT 730	Research Seminar	6	DE/EN	DE/EN
MKT 740	Research Seminar	6	DE/EN	DE/EN
MKT 750	Research Seminar	6	DE/EN	DE/EN

3.6 Area Operations Management

500er-Module

Code	Modulbezeichnung	ECTS	FSS	HWS
OPM 501	Logistics Management	6		EN
OPM 502	Inventory Management	6	EN	
OPM 503	Transportation Management: Road, Rail, and Sea Freight	4	EN	

OPM 504	Transportation Management: Aviation	4		EN
OPM 510	Sustainable Operations Management	4	EN	
OPM 511	Management of Technology for Sustainability	4	EN	
OPM 544	Planning Resilient Supply Chains – recent concepts and technologies	4		EN
OPM 550	International Course – Operations Management		EN	EN
OPM 560	Business Analytics: Introduction to Operations Analytics with Python	6		EN
OPM 561	Production Management: Lean Approaches and Variability	4		EN
OPM 581	Service Operations Management	6	EN	
OPM 582	Case Studies in Operations Management	6	EN	EN
OPM 591	Strategic Procurement	6		EN
OPM 593	Negotiation	6		EN
OPM 597	Next Generation Procurement	4		EN

600er-Module

Code	**Modulbezeichnung**	**ECTS**	**FSS**	**HWS**
OPM 601	Supply Chain Management	6	EN	
OPM 661	Business Analytics: Robust Planning in Stochastic Systems	8	EN	
OPM 662	Business Analytics: Modeling and Optimization	8	EN	
OPM 682	Revenue Management – Analytics for Effective Resource Allocation and Value Creation	6	EN	
OPM 691	Supply Risk Management	4		EN
OPM 692	Strategic Sourcing	6	EN	
OPM 693	Sourcing Excellence	6	EN	

700er-Module

Code	Modulbezeichnung	ECTS	FSS	HWS
OPM 701	Research Seminar Supply Chain Management	6		EN
OPM 741	Applied Seminar Supply Chain Management	6	EN	
OPM 761	Research Seminar Production Management	6	EN	EN
OPM 781	Research Seminar Service Operations	6	DE/EN	DE/EN
OPM 791	Research Seminar Procurement	6		EN
OPM 792	Applied Seminar Procurement	6	DE/EN	

1 METHODEN- UND SCHLÜSSEL-QUALIFIKATION

Methoden- und Schlüsselqualifikation:

Bei den Modulen CC 501 und CC 504 handelt es sich um Pflichtveranstaltungen. Zusätzlich muss eines der beiden Module CC 502 und CC 503 belegt werden. Eine Belegung beider letztgenannten Module ist nicht möglich.

Module: CC 501 Decision Analysis: Business Analytics II

EN

Contents
This course presents methods and concepts that support and improve rational decision making in various areas of application. The focus is on decision support and *prescriptive analytics* tools. Discussion of basic *descriptive* theories ensure a thorough decision-theoretical embedding.

Learning outcomes
This course aims to teach students how to use prescriptive models to make better decisions, in particular in a business context. Students will (i) develop a structural approach to *think about* decision problems; (ii) get equipped with a basic prescriptive analytics toolkit; and (iii) be able to confidently discuss with experts/consultants in the field.
Upon successful completion of the course, students will have a solid basic understanding of prescriptive analytics methods. They will be able to abstract a given decision problem into a mathematical model (both in deterministic settings and under uncertainty) and compute a recommended course of action inferred from their model. Depending on the model, the last step may require the application of software/"solvers" (MS Excel). In the context of decision-making under uncertainty, students will learn how to deal with risk. Moreover, they will be aware of well-known behavioral findings that human intuition often conflicts with popular prescriptive models.

Prerequisites for participation
Necessary: –
Recommended: The lecture generally assumes basic knowledge of mathematics and statistics (high school graduation level).

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	6 SWS
Exercise class	2 SWS	7 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Written exam (90 min)
Restricted admission	no
Further information	–
Examiner Performing lecturer	**Prof. Martin Glanzer, Ph.D.** Prof. Dr. Martin Glanzer
Frequency of offering	Spring semester & fall semester
Duration of module	1 semester

Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. Wirt. Math.
Preliminary course work	–
Program-specific Competency Goals	CG 1

Module: CC 502 Applied Econometrics

EN

Contents

In this module we first briefly review most essential statistical concepts from descriptive and inferential statistics for univariate and bivariate data. Upon this, some concepts are extended or generalized to higher-dimensional data settings. The second part will mainly provide a treatment of the principles and uses of (linear) regression analysis for various purposes, such as causality analysis, prediction and forecasting. We will learn how the results from such analyses are appropriately interpreted and will discuss the limitations and potential pitfalls of all these techniques as well.

The Statistical Software R will intensively be used throughout the course and also in the final exam (laptop required).

Learning outcomes

By the end of the module students will have

- a sound understanding of key statistical concepts and techniques,
- familiarity with the principles and core techniques of econometric analysis and how regression results are used and interpreted,
- trained skills in the practical application of these techniques in a programming language

Prerequisites for participation

Necessary: not taken module CC 503

Recommended: knowledge of basic statistics (elementary probability theory and inferential statistics included) at bachelor level required, knowledge of elementary linear algebra (vectors and matrices) helpful, should also know the concept of random variables and expected values

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	6 SWS
Exercise class	2 SWS	7 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Written exam (90 min)
Restricted admission	no
Further information	–
Examiner Performing lecturer	**Dr. Toni Stocker** Dr. Toni Stocker
Frequency of offering	Fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd
Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 2

Module: CC 503 Empirical Methods: Business Analytics I

EN

Contents
Theoretical foundations of empirical research. Statistical foundations of empirical research (key summary statistics, important theoretical probability distributions, hypothesis testing methodology, and key test statistics). Introduction to qualitative empirical research. Introduction to experimental empirical research. Introduction to survey-based empirical research. Introduction to empirical research based on secondary data.

Learning outcomes
Participants understand the epistemological possibilities and limitations of empirical research in the domain of business administration. Participants are capable of describing a dataset using appropriate summary statistics and test simple hypotheses about the structure of the data. Participants know the general approach to conducting qualitative studies, experimental studies, survey-based studies, and studies based on secondary data. Participants understand fundamental methods for analyzing causal relationships (particularly ANOVA and analysis of regression). They can correctly interpret results from these methods.

Prerequisites for participation
Necessary: Not taken CC 502
Recommended: –

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	9 SWS
Exercise class	1 SWS	5 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Written exam (90 min)
Restricted admission	no
Further information	–
Examiner Performing lecturer	**Prof. Dr. Arnd Vomberg** Prof. Dr. Arnd Vomberg
Frequency of offering	Spring semester & fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, MAKUWI
Preliminary course work	–
Program-specific Competency Goals	CG 1

Module: CC 504 Corporate Social Responsibility

EN

Contents

This lecture series deals with the topic of "Corporate Social Responsibility" (CSR) within all disciplines of business administration. The focus is on the conceptual background of CSR and the relationship between profit generation and responsibility. For this purpose, the implications of CSR, csr-related regulations as well as practical impact of CSR are discussed along the value chain of companies as well as whole economies. One of the central questions is how CSR can be integrated and managed in the face of challenges and opportunities stemming from competitive pressure, new regulation, disruption of business models, digitalization, and globalization. Managerial challenges in the field of CSR management are illustrated by real life examples.

Learning outcomes

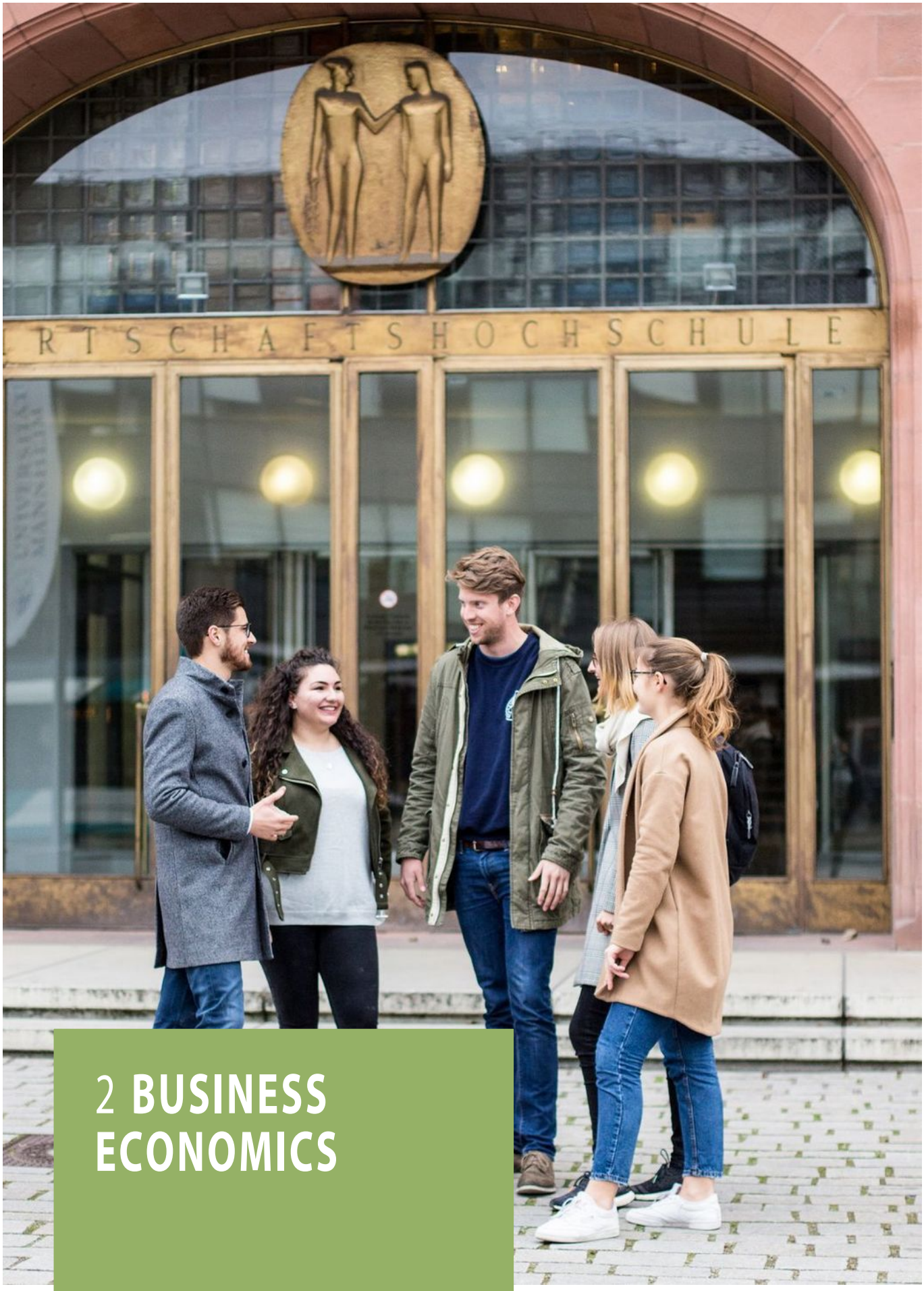
The lecture sensitizes participants to the diversity of topics, the impact on business models as well as the relevance of CSR in daily business. The imparted knowledge enables students to understand the myrad of implications the concept of "Corporate Social Responsibility" has on many aspects of business as well as everyday life. In particular, students get an overview of the broad topic landscape of CSR. This allows them to build the competencies required to define the scope, implications, and limits of CSR in management.

Prerequisites for participation

Necessary: –
Recommended: –

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	9 SWS

ECTS credits	4
Graded	yes
Workload	120h
Language	English
Form of assessment	Written exam (60 min)
Restricted admission	no
Further information	–
Examiner Performing lecturer	**Prof. Dr. Florian Stahl, Dr. Baris Istipliler** FSS 24: Dr. Baris Istipliler
Frequency of offering	Spring semester & fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, MAKUWI
Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 3, CG 4



2 BUSINESS ECONOMICS

Business Economics:

Die Module BE 510 und BE 511 sind Pflichtmodule.

Module: BE 510 Business Economics I

EN

Contents
This module will start with a brief review of standard models of choice, including choice under risk, and then move on to an extended introduction to non-cooperative game theory. Strategic decision making and relevant solution concepts for games of complete and incomplete information will be covered in detail. The course will close with a discussion of basic notions in the economics of information. An important aim is to convey an understanding and a working analytical knowledge of how economists model decision making.

Learning outcomes
On completion of the module students will have improved their ability to apply economic reasoning in the context of economic decision making. They will have acquired an advanced understanding of model-based analytical methods and arguments in microeconomics, and they will have gained familiarity with relevant economic and game-theoretical concepts under both full and incomplete information.

Prerequisites for participation
Necessary: –
Recommended: Knowledge of introductory microeconomics at bachelor level

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	10 SWS
Exercise class	2 SWS	8 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Written exam (90 min)
Restricted admission	no
Further information	–
Examiner Performing lecturer	**Prof. Dr. Henrik Orzen** Prof. Dr. Henrik Orzen
Frequency of offering	Fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd
Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 2

Module: BE 511 Business Economics II

EN

Contents

Building on BE 510 Business Economics I, this module will provide an introduction to economic models of strategic decision-making and behavior of firms in the context of oligopolistic competition. Topics will include output and pricing strategies, the economics of collusion, market structure, market entry decisions and product differentiation. Some of these topics require a degree of analytical rigor and we will make use of some game-theoretical and mathematical methods.

Learning outcomes

By the end of the module students will have

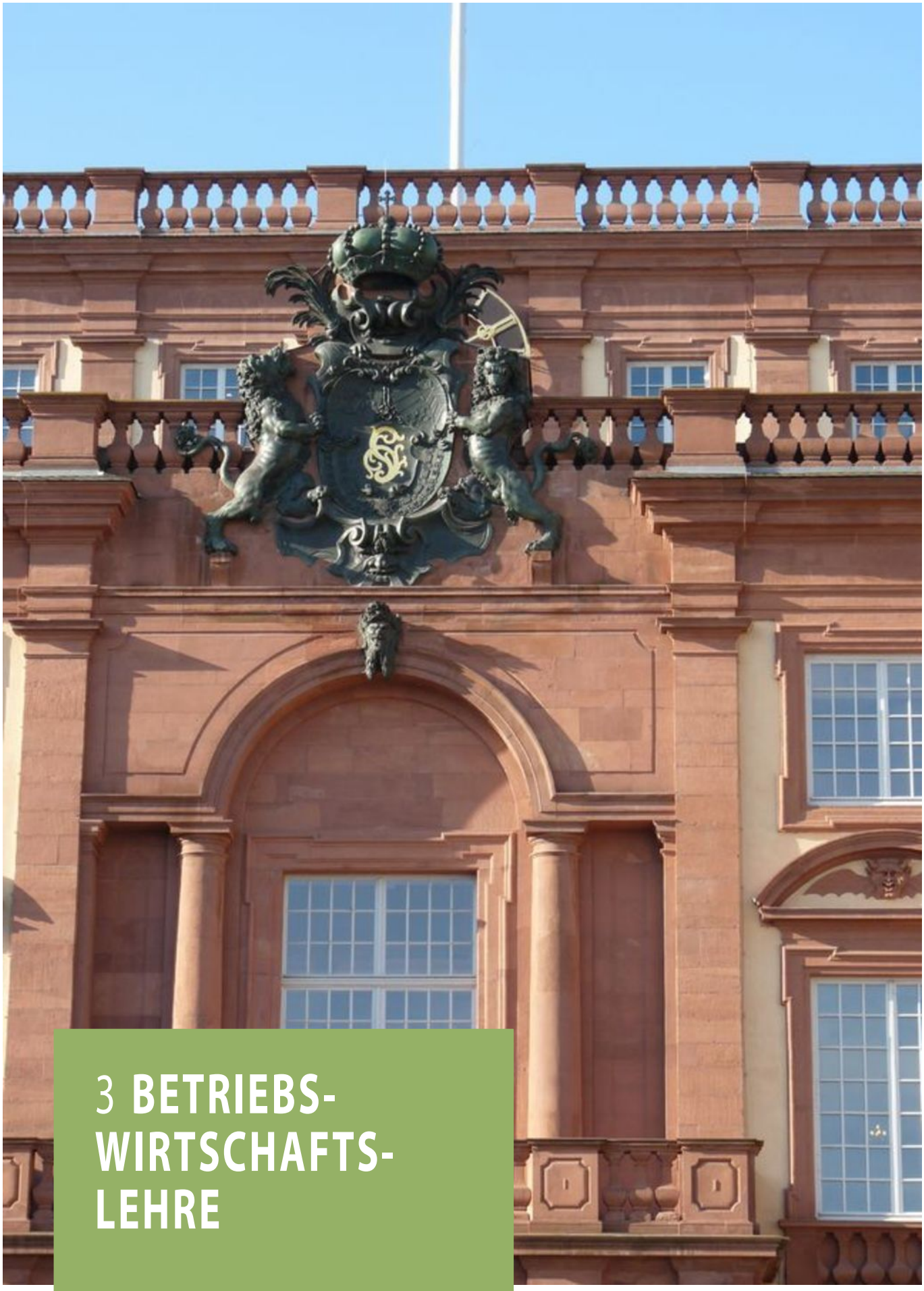
- the ability to apply economic reasoning in the context of oligopolistic competition,
- an understanding of model-based analytical methods and arguments,
- and familiarity with basic game-theoretic models of industrial organization.

Prerequisites for participation

Necessary: –
Recommended: Knowledge of introductory microeconomics at bachelor level, BE 510

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	8 SWS
Exercise class	2 SWS	5 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Written exam (90 min)
Restricted admission	no
Further information	–
Examiner Performing lecturer	 **Prof. Nicolas Schutz, Ph.D.** Lily Ling Yang, Ph.D.
Frequency of offering	Spring semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd
Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 2



3 BETRIEBS-WIRTSCHAFTS-LEHRE

Betriebswirtschaftslehre

Im Folgenden finden Sie das Modulangebot der betriebswirtschaftlichen Areas der Fakultät. Hier können Sie im Rahmen der Prüfungsordnung und unter Rücksicht auf die jeweiligen Modulvoraussetzungen frei wählen, welche Module Sie belegen. In der Regel werden in den 500er-Modulen eher grundlegendere Inhalte vermittelt, während 600er-Module häufig bereits auf einem gewissen Grundwissen aufbauen (Näheres entnehmen Sie bitte den Modulbeschreibungen). 700er-Module bezeichnen Seminare und stehen daher in direktem Bezug zur Master-Arbeit.

3.1 AREA ACCOUNTING AND TAXATION

Modul: ACC 510 Jahresabschluss

DE

Lerninhalte
Die Vorlesung führt in das System der deutschen Rechnungslegung ein, welches grundsätzlich für ca. drei Millionen buchführungspflichtige Unternehmen in Deutschland relevant ist. Nach einem Überblick über Begriff und System der Grundsätze ordnungsmäßiger Bilanzierung (GoB) werden zunächst die Aktivierungsnormen für den Jahresabschluss systematisch und beispielhaft erarbeitet. Dazu zählen insbesondere die Definition von (immateriellen) Vermögensgegenständen und deren Zurechnung, die Gewinnrealisierung sowie aktive Rechnungsabgrenzungsposten. Anschließend werden Passivierungsgrundsätze zum Verbindlichkeitsbegriff, Passivierungszeitpunkt und zu Drohverlustrückstellungen sowie passiven Rechnungsabgrenzungsposten diskutiert. Zuletzt werden die Bewertungsnormen mit einem Fokus auf die Anschaffungs- und Herstellungskosten, die Bewertung von Schulden, die Absetzung für Abnutzung und den Teilwert thematisiert.

Lern- und Qualifikationsziele
Die Studierenden erlangen detailliertes Wissen bezüglich der Aktivierungs-, Passivierungs- und Bewertungsnormen nach handelsrechtlichen GoB.

Die Studierenden sind in der Lage, die Bilanzierungsvorschriften darzustellen, aus bilanztheoretischer Sicht einzuordnen und kritisch zu würdigen. Außerdem können die Kursteilnehmer auch komplexere Bilanzierungssachverhalte durch Bezug zur Rechtsprechung des Bundesfinanzhofs und einem breiten Literaturspektrum subsumieren und einer Lösung zuführen. Die interdisziplinäre Ausrichtung des Kurses bietet den Studierenden tiefere Einblicke in die Verknüpfung von Betriebswirtschaftslehre und Rechtswissenschaften. Die vorgestellten Prinzipien werden zudem auch anhand von Fallstudien (in Zusammenarbeit mit KPMG) diskutiert und gewürdigt. Dabei erwerben die Studierenden durch das Erarbeiten und Präsentieren von Lösungen in Gruppenarbeit die Fähigkeit, Probleme zu identifizieren, zu analysieren und sie in strukturierter und verständlicher Form vorzustellen. Im Rahmen der Präsentationen werden Kompetenzen wie Teamwork und Leadership gestärkt.

Voraussetzungen für die Teilnahme
Notwendige: Keine Belegung von ACC 512
Empfohlen: Bachelor-Kenntnisse in externem Rechnungswesen

Lehr- und Lernformen	Lehre	Selbststudium
Vorlesung	2 SWS	9 SWS
Case Study	2 SWS	4 SWS
Übung	2 SWS	4 SWS

ECTS-Leistungspunkte	8
Benotung	Ja
Gesamtarbeitsaufwand	240h
Sprache	Deutsch
Prüfungsform und -umfang	Bearbeitung und Präsentation einer Fallstudie (25%), Klausur (90 Min., 75%)
Zulassungsbeschränkt	Ja
Informationen zur Anmeldung	–
Geprüft durch Durchführende Lehrkraft	**Prof. Dr. Jens Wüstemann** Prof. Dr. Jens Wüstemann
Häufigkeit des Angebots	Frühlings-/Sommersemester
Dauer des Moduls	1 Semester
Verwendbarkeit	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., LL.M., MAKUWI

Vorleistungen	–
Programmspezifische Kompetenzziele	CG 1, CG 2, CG 4

Module: ACC 520 IFRS Reporting and Capital Markets

EN

Contents

The lecture introduces the most relevant IFRS standards and their informational impact on capital markets. After an analysis of the institutional background of the international harmonization process in financial reporting, we will focus on key accounting issues such as revenue recognition and financial instruments. We will illustrate the effects using current accounting practices of multinational entities, go into major research findings and apply the knowledge to case studies from accounting practice. We will conclude the lecture by an assessment of the importance of accounting for corporate governance and controlling (inside perspective) and for capital-market-oriented financial statement analysis (outside perspective).

Learning outcomes

Students will know about economic consequences of financial reporting and about the role accounting information plays on capital markets, understand the special role of IFRS on international capital markets, be familiar with the main IFRS accounting rules and their impact on financial statements, and demonstrate orally and in writing their comprehension in the solution of case studies.

Prerequisites for participation

Necessary: Not taken ACC 515
Recommended: Bachelor-level knowledge of financial accounting

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	9 SWS
Case Study Presentation	2 SWS	4 SWS
Exercise class	2 SWS	4 SWS

ECTS credits	8
Graded	yes
Workload	240h
Language	English
Form of assessment	Case study presentation (25%) and written exam (90 min, 75%)
Restricted admission	no
Further information	–
Examiner Performing lecturer	 **Prof. Dr. Jannis Bischof** Prof. Dr. Jannis Bischof, Prof. Dr. Jens Wüstemann (Lecture) and Dr. Ulrich Störk (Case Studies)
Frequency of offering	Fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., LL.M., MAKUWI
Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 2

Module: ACC 530 Group Accounting

EN

Contents

The lecture covers the preparation and interpretation of consolidated financial statements based on IFRS. All consolidation and elimination entries are introduced that are necessary for combining the separate statements of financial position and for eliminating the intercompany transactions. In addition, theoretical models explaining the fundamental approaches to group accounting are presented and discussed. The case study running alongside the lecture addresses specific topics, which are of particular importance in group accounting practice. Based on a real acquisition case, students are shown how legal and regulatory requirements can be met in the context of group accounting in order to strategically steer a group. The case study is thus complementing the lecture with first-hand evidence of how specific, practice-relevant issues of group accounting manifest.

Learning outcomes

Students know the regulations for group accounting. Based on this knowledge, students are able to prepare consolidated financial statements. They learn how consolidation methods impact the consolidated financial statements and are able to interpret group reports. Furthermore, students learn how the regulatory framework of group accounting can be applied to successfully steer international groups based on the acquisition case study.

Prerequisites for participation

Necessary: Not taken ACC 511
Recommended: Bachelor-level knowledge of financial accounting

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	9 SWS
Exercise class	2 SWS	4 SWS
Case Study Presentation	2 SWS	4 SWS

ECTS credits	8
Graded	yes
Workload	240h
Language	English
Form of assessment	Written exam (90 min, 90%), case study (10%)
Restricted admission	no
Further information	–
Examiner Performing lecturer	**Prof. Dr. Dirk Simons** Prof. Dr. Dirk Simons
Frequency of offering	Fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., LL.M., MAKUWI
Preliminary course work	–
Program-specific Competency Goals	CG 1

Module: ACC 540 Financial Statement Analysis & Equity Valuation

EN

Contents

This course teaches financial statement analysis in the context of equity valuation. The first part covers sources of information and common tools of financial statements analyses (accounting analysis, ratio analysis, cash flow analysis, analysis of narratives). In the second part, methods for equity and asset valuation, the cash-flow based DCF-models and the earnings-based abnormal earnings (AE) and earnings growth (AEG) models, are covered. The coverage includes the derivation and numerical calculation of the required rate of returns and structured forecasts necessary to reach a valuation. Finally, the course covers how ESG information is incorporated in firm analysis and valuation.

Learning outcomes

The students should get an in-depth understanding of the approaches and methods available for analyzing financial statements, preparing pro-forma financial statements in financial modelling and their application for valuing equity, firms and assets. They should on the one hand understand both the theoretical constructs, assumptions, and limitations behind those concepts, but should, on the other hand, also be capable to implement them (computer-based) in practice. The student's learning will be supplemented by the presentation of case-studies from valuation practice.

Prerequisites for participation

Necessary: –

Recommended: Bachelor-level knowledge of financial accounting and finance

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	9 SWS
Case Study Presentation	2 SWS	4 SWS
Exercise class	2 SWS	4 SWS

ECTS credits	8
Graded	yes
Workload	240h
Language	English
Form of assessment	Case study (25%) and written exam (90 min, 75%)
Restricted admission	no
Further information	–

Examiner
Performing lecturer

Prof. Dr. Holger Daske
Prof. Dr. Holger Daske (Lecture) Dr. Steffen Wagner (Case Study)

Frequency of offering	Spring semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., LL.M., MAKUWI
Preliminary course work	–

Program-specific Competency Goals	CG 1, CG 2, CG 4

Module: ACC/MAN 560 Managerial Accounting - Evaluating Financial and Non-Financial Performance

EN

Contents

An organization's long-term competitive success is critically dependent on the availability and the efficient use of information about its products, services, processes, organizational units, suppliers, customers, as well as its social and environmental performance. Managerial accounting includes the concepts, models, and systems that provide managers with the information necessary to achieve both the financial and the non-financial (ESG) goals.

The course will familiarize participants with the terminology and basic concepts of managerial accounting. The topics range from the analysis of cost information for decision-making to performance measurement, financial planning, and budgeting. The design and use of internal reporting systems varies substantially across different firms and industries and is closely interlinked with a firm's governance and control systems.

To shed light on these different governance practices, the course integrates a number of real-world cases. Applications cover the manufacturing, the services, and the financial industry.

Learning outcomes

Students will become familiar with advanced issues in managerial accounting and understand the use of financial and non-financial (ESG) information in managerial decision-making. Students will also develop a thorough understanding of performance measurement systems and managerial incentives.

Prerequisites for participation

Necessary: –

Recommended: Bachelor-level knowledge of cost accounting

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	9 SWS
Case Study Presentation	2 SWS	4 SWS
Exercise class	2 SWS	4 SWS

ECTS credits	8
Graded	yes
Workload	240h
Language	English
Form of assessment	Case study presentation (25%) and written exam (90 min, 75%)
Restricted admission	no
Further information	Will be counted towards ACC.

Examiner
Performing lecturer

Prof. Dr. Jannis Bischof
Prof. Dr. Jannis Bischof (Lecture), Dr. Claudia Max and Can Toygar (Case Studies)

Frequency of offering	Spring semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., LL.M.
Preliminary course work	–

Program-specific Competency Goals	CG 1, CG 3

Module: ACC/TAX 550 International Course – Accounting and Taxation

EN

Contents
Vom belegten Kurs abhängig

Learning outcomes
Vom belegten Kurs abhängig

Prerequisites for participation
Necessary: Das Niveau des Kurses entspricht dem Niveau eines üblichen Mannheimer Master-Kurses (mindestens 500er Level). Der Kurs kann nur während eines Auslandstudiums absolviert werden und stellt eine sinnvolle Ergänzung des Mannheimer Curriculums dar.
Recommended: –

Graded	yes
Language	English
Form of assessment	Präsentation/ Hausarbeit/ Klausur/ mündliche Prüfung (kann variieren, eine Note muss ausgewiesen werden)
Restricted admission	no
Further information	Ausschließlich während eines Auslandsstudiums belegbar. Es können mehrere Kurse mit diesem Code belegt werden; beachten Sie bitte das Merkblatt.
Performing lecturer	Lecturer at the host university. Course will be assessed when students request a learning agreement. Please find details in the „Guidelines for learning agreements and course recognition“ in ILIAS > MMM > Auslandssemester/Study Abroad Semester. Dozent/in an der Gastuniversität. Prüfung der Wertigkeit bei Abschluss eines Learning Agreements. Bitte lesen Sie das „Merkblatt zu Learning Agreements und Anerkennungen“ ILIAS > MMM > Auslandssemester/Study Abroad Semester.
Frequency of offering	Spring semester & fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. Wirt. Inf., andere Studiengänge, wenn mit Prüfungsordnung vereinbar
Preliminary course work	–

Module: ACC/TAX 570 ESG Regulation and Sustainability Reporting

EN

Contents

Environmental, social, and governance (ESG) factors are increasingly important for the long-run performance of companies and their sustainability management. Therefore, the reporting on these factors has gained attention from many private and public initiatives worldwide and recent regulations (such as the CSRD in the European Union) require disclosures of companies' ESG performance. Managers respond to the pressure by regulators and stakeholders by increasingly incorporating the measurement and monitoring of ESG targets in their internal performance evaluation. This course is introducing the theoretical foundations, the regulatory framework as well as trends in current management practice of ESG reporting. Particular emphasis is laid on carbon disclosures and tax transparency.

Learning outcomes

Students have developed an economic intuition for the theoretical foundations of targeted disclosure regulation. Specifically, they understand how public reporting requirements can support regulatory objectives with regard to ESG factors and they know institutional details of how ESG regulation in the corporate sector contributes to these objectives. They can relate their knowledge to applied cases on topics such as decarbonization and fair taxation.

Prerequisites for participation

Necessary: –
Recommended: Bachelor-level knowledge of accounting and taxation

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	9 SWS
Case Study Presentation	1 SWS	5 SWS
Exercise class	2 SWS	4 SWS

ECTS credits	8
Graded	yes
Workload	240h
Language	English
Form of assessment	Case study presentation (25%) and written exam (90 min, 75%)
Restricted admission	no
Further information	–
Examiner	**Prof. Dr. Jannis Bischof, Prof. Dr. Holger Daske, Prof. Dr. Philip Doerrenberg, Prof. Stefan Reichelstein, Ph.D.**
Frequency of offering	Spring semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., LL.M., MAKUWI
Preliminary course work	–

Program-specific Competency Goals	CG 1, CG 2

Modul: TAX 520 Besteuerung der Unternehmen

DE

Lerninhalte

- Grundlagen der laufenden und aperiodischen Besteuerung deutscher Unternehmen in Abhängigkeit von der Rechtsform.
- Berechnung der Steuerbelastung verschiedener Rechtsformen einschließlich Kombinationen klassischer Rechtsformen (z.B. GmbH & Co. KG, Betriebsaufspaltung).
- Herausarbeitung der Determinanten der Steuerbelastung von Unternehmen.

Lern- und Qualifikationsziele

Die Teilnehmenden lernen die Besteuerung deutscher Unternehmen unterschiedlicher Rechtsformen kennen.
Die Teilnehmenden sollen die Steuerbelastung der Gewinne und Leistungsvergütungen in Abhängigkeit von der Rechtsform ermitteln können.
Darüber hinaus sollen die Teilnehmenden in der Lage sein, Aussagen zur steueroptimalen Rechtsformwahl zu treffen.

Voraussetzungen für die Teilnahme

Notwendige: –
Empfohlen: Grundkenntnisse der Unternehmensbesteuerung

Lehr- und Lernformen	Lehre	Selbststudium
Vorlesung	2 SWS	8 SWS
Case Study	2 SWS	5 SWS

ECTS-Leistungspunkte	6
Benotung	Ja
Gesamtarbeitsaufwand	180h
Sprache	Deutsch
Prüfungsform und -umfang	Klausur (90 Min., 70%), Fallstudien in Gruppen (drei bis vier Studierende, 30%)
Zulassungsbeschränkt	Nein
Informationen zur Anmeldung	–
Geprüft durch Durchführende Lehrkraft	**Prof. Dr. Christoph Spengel** Prof. Dr. Christoph Spengel
Häufigkeit des Angebots	Herbst-/Wintersemester
Dauer des Moduls	1 Semester
Verwendbarkeit	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., LL.M., MAKUWI
Vorleistungen	–
Programmspezifische Kompetenzziele	CG 1

Modul: TAX 521 Fallstudien zur Besteuerung der Unternehmen

DE

Lerninhalte

- Steuerplanung bei Personengesellschaften
- Steuerplanung bei Kapitalgesellschaften
- Grunderwerbsteuer
- Umwandlungen und Umstrukturierungen
- Unternehmenskäufe

Lern- und Qualifikationsziele

- Die Teilnehmenden vertiefen Einzelnormen, welche im Rahmen der laufenden Besteuerung von Personen- und Kapitalgesellschaften in Bezug auf die Steuergestaltung besondere Bedeutung haben.
- Die Teilnehmenden sollen lernen, wirtschaftliche Gestaltungen steuerlich zu optimieren.
- Besonderes Gewicht der Veranstaltung liegt auf Unternehmensumstrukturierungen und dem Erarbeiten steuereffizienter Gestaltungen.

Voraussetzungen für die Teilnahme

Notwendige: –
Empfohlen: Grundkenntnisse der Unternehmensbesteuerung

Lehr- und Lernformen	Lehre	Selbststudium
Vorlesung	2 SWS	9 SWS

ECTS-Leistungspunkte	4
Benotung	Ja
Gesamtarbeitsaufwand	120h
Sprache	Deutsch
Prüfungsform und -umfang	Klausur (45 Min.)
Zulassungsbeschränkt	Nein
Informationen zur Anmeldung	https://www.bwl.uni-mannheim.de/doerrenberg/
Geprüft durch Durchführende Lehrkraft	 **Prof. Dr. Philipp Dörrenberg** Prof. Dr. Matthias Rogall
Häufigkeit des Angebots	Frühlings-/Sommersemester
Dauer des Moduls	1 Semester
Verwendbarkeit	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., LL.M.
Vorleistungen	–
Programmspezifische Kompetenzziele	CG 1

Module: TAX 530 Taxation of Businesses and Individuals

EN

Contents

- Basic principles of taxation, personal income tax, corporate income tax, local profit taxes and non-profit taxes (e.g., net wealth tax, real estate tax)
- Comparative taxation of transparent entities (sole proprietors and partnerships) and separate entities (corporations and their shareholders)
- Determination of taxable profits and relation between tax accounting and financial accounting
- Gift and inheritance taxes, value added tax

Learning outcomes

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

Prerequisites for participation

Necessary: –
Recommended: Basic knowledge of financial accounting

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	8 SWS
Exercise class	2 SWS	5 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Written exam (90 min, 70%), individual written assignment and group presentation (30%)
Restricted admission	no
Further information	–
Examiner Performing lecturer	**Prof. Dr. Christoph Spengel** Prof. Dr. Christoph Spengel
Frequency of offering	Fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., LL.M., MAKUWI
Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 2

Module: ACC 620 Accounting for Financial Instruments and Financial Institutions

EN

Contents

The course addresses in-depth the accounting for financial instruments and by financial institutions under IFRS as well as related conceptual issues currently discussed by standard setters and bank regulators. It covers the definition of financial instruments, their classification, initial and subsequent measurement, impairment, derecognition, as well as their accounting in the context of hedging transactions. We also discuss relevant notes disclosures in example banks' financial statements and links to capital regulation.

Learning outcomes

The course aims at developing the skills to understand, apply, analyze and critically evaluate accounting standards in the complex field of accounting for financial instruments and financial institutions. Students will get an in-depth understanding of the current IFRS accounting rules, in particular the comprehensive IFRS 9, and understand the underlying conceptual discussions surrounding their development. Overall, students will gain a deep and profound understanding of these advanced topics of financial accounting.

Prerequisites for participation

Necessary: ACC 510 OR ACC 520 OR ACC 530 OR ACC 540 OR ACC/TAX 550 OR ACC 560
Recommended: ACC 520

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	8 SWS
Exercise class	2 SWS	5 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Written exam (90 min)
Restricted admission	no
Further information	–
Examiner Performing lecturer	**Prof. Dr. Holger Daske** Prof. Dr. Holger Daske
Frequency of offering	Spring semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., LL.M.
Preliminary course work	–
Program-specific Competency Goals	CG 1

Modul: ACC 626 Transaction Accounting

DE

kein Angebot im FSS 2024

Lerninhalte
Zentrale Themen der Rechnungslegung von Unternehmenstransaktionen werden anhand von Fallstudien erarbeitet. Der Kurs richtet sich an Studierende, die bereits Grundkenntnisse im Bereich der Rechnungslegung und Unternehmenstransaktion besitzen und demnach eine Vertiefung des Wissens in diesem Bereich anstreben. Im Speziellen werden sechs Themen im Rahmen des Kurses behandelt: Definition der Rechnungslegung von Unternehmenstransaktionen, Ökonomische Motivation und Hintergründe von Unternehmenstransaktionen, Rechtliche Grundlagen von Unternehmenstransaktionen, Rechnungslegung von Unternehmenstransaktionen nach IFRS und Carve-out-Transaktionen und zuletzt die Besteuerung von Unternehmenstransaktionen.

Lern- und Qualifikationsziele
Die Studierenden erhalten einen Überblick über die Rechnungslegung von Unternehmenstransaktionen und ein Verständnis der zentralen Problemfelder im Bereich M&A.

Voraussetzungen für die Teilnahme
Notwendige: ACC 510 oder ACC 520 oder ACC 530 oder ACC 540 oder ACC/TAX 550 oder ACC 560
Empfohlen: –

Lehr- und Lernformen	**Lehre**	**Selbststudium**
Vorlesung	2 SWS	9 SWS

ECTS-Leistungspunkte	4
Benotung	Ja
Gesamtarbeitsaufwand	120h
Sprache	Deutsch
Prüfungsform und -umfang	Klausur (45 Min.)
Zulassungsbeschränkt	Nein
Informationen zur Anmeldung	–
Geprüft durch Durchführende Lehrkraft	 **WP StB Prof. Dr. Peter Wollmert** WP StB Prof. Dr. Peter Wollmert
Häufigkeit des Angebots	Frühlings-/Sommersemester
Dauer des Moduls	1 Semester
Verwendbarkeit	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., LL.M.
Vorleistungen	–
Programmspezifische Kompetenzziele	CG 1

Modul: ACC 628 Selected Issues in IFRS Accounting

DE

Lerninhalte
Aktuelle Themen aus dem Kontext der internationalen Rechnungslegung werden diskutiert und im Rahmen von Fallstudien veranschaulicht. Die Veranstaltung richtet sich an Studierende mit Grundkenntnissen in der Rechnungslegung, die ihr Wissen in ausgewählten praxisrelevanten Fragen der internationalen Rechnungslegung vertiefen möchten.

Lern- und Qualifikationsziele
Die Studierenden erhalten einen Überblick über die Bilanzierung nach IFRS. Dabei werden sowohl ein systematisches Verständnis der IFRS-Rechnungslegung als auch detaillierte Kenntnisse zu einzelnen Standards entwickelt.

Voraussetzungen für die Teilnahme
Notwendige: ACC 510 oder ACC 520 oder ACC 530 oder ACC 540 oder ACC/TAX 550 oder ACC 560 , keine Belegung von ACC 573
Empfohlen: –

Lehr- und Lernformen	Lehre	Selbststudium
Vorlesung	2 SWS	9 SWS

ECTS-Leistungspunkte	4
Benotung	Ja
Gesamtarbeitsaufwand	120h
Sprache	Deutsch
Prüfungsform und -umfang	Klausur (45 Min.)
Zulassungsbeschränkt	Nein
Informationen zur Anmeldung	–
Geprüft durch Durchführende Lehrkraft	 **WP StB Prof. Dr. Peter Wollmert** WP StB Prof. Dr. Peter Wollmert
Häufigkeit des Angebots	Herbst-/Wintersemester
Dauer des Moduls	1 Semester
Verwendbarkeit	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., LL.M., MAKUWI
Vorleistungen	–
Programmspezifische Kompetenzziele	CG 1

Module: ACC 629 Corporate Sustainability: External Reporting and Disclosure

EN

Contents

In an era of growing awareness and concern about environmental, social, and governance (ESG) issues, businesses face increasing expectations to operate sustainably. Corporate sustainability represents an approach to conducting business that fosters sustainable, long-term value for shareholders, employees, consumers, and society as a whole. This course delves into critical aspects of corporate sustainability, laying the groundwork with theoretical foundations, exploring the regulatory framework, and examining prevailing trends in ESG reporting within contemporary management practices. To emphasize the core subject matter, the lectures incorporate interactive in-class activities, including the analysis of case studies and discussions of academic papers. These activities serve as a practical platform for the application of relevant theories in the field of management.

Learning outcomes

Upon successful completion of this course, students will be able to:

- Develop a comprehensive understanding of corporate sustainability principles and practices.
- Integrate theory and application through the analysis of relevant case studies, reports, and research papers.
- Evaluate the ethical, social, and environmental implications in business decisions.
- Apply strategic thinking and perspective to address critical questions concerning sustainability.
- Attain proficiency in sustainability reporting and communication.

Prerequisites for participation

Necessary: –
Recommended: –

Forms of teaching and learning	Contact hours	Independent study time
Lecture with integrated exercise	3 SWS	8 SWS

ECTS credits	4
Graded	yes
Workload	120h
Language	English
Form of assessment	group presentation
Restricted admission	yes
Further information	Please feel free to contact Ms. Christina Paul with any questions about the course: christina.paul@uni-mannheim.de
Examiner Performing lecturer	**Jannis Bischof** Prof. Dr. Yu-Tzu Chang
Frequency of offering	Spring semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., M.Sc. Wirt. Math., MAKUWI
Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 2

Module: ACC 670 Audit Theory

EN

Contents

Why is there a need for auditing? How are audits priced? How do (different) auditor liability rules affect audit quality? These questions are raised frequently in light of the Wirecard scandal and the regulatory actions that just recently followed. This course addresses these (and other) questions by analyzing the auditor-client relationship as well as the market structure of the auditing profession. The analysis is based on theoretical models that use game theory. For that purpose, auditors are perceived as strategic players that rationally interact with their various stakeholders.

Learning outcomes

Students are familiar with the purpose and the scope of an independent audit. They realize that audfiting does not only mitigate agency conflicts, but is also a potential source for such frictions. Furthermore, students know how the auditor strategically interacts in game theoretic settings. They are aware of the influence of regulatory changes on the auditing profession and the responses of audit firms to these changes.

Prerequisites for participation

Necessary: Not taken ACC 671

Recommended: Preparation of the literature that will be provided for self-study

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	9 SWS
Exercise class	1 SWS	5 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Written exam (60 min) or oral exam (30 min)
Restricted admission	no
Further information	–
Examiner Performing lecturer	**Prof. Dr. Dirk Simons** Prof. Dr. Dirk Simons, Dr. Sebastian Kronenberger
Frequency of offering	Fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., LL.M.
Preliminary course work	–

Module: ACC 676 Case Studies on Consulting in Financial Services Firms

EN

Contents
In this course, offered jointly with KPMG, current topics from the frontier between financial accounting, consulting, risk management, regulatory law and capital markets with a focus on the financial services sector will be covered. The participants will form groups of three to four students and discuss problem areas of high practical relevance using both practice-oriented and academic approaches. Results will be summarized in a consulting report and presented in a final results presentation.

Learning outcomes
Participants are able to discuss and solve complex problems of high practical relevance at the interface of capital markets, financial accounting and auditing. Students know the area of tension between academic case solutions and those related to practice and are able to develop solutions according to both aspects. The consulting report corresponds to standards required by the business practice and is academically founded.

Prerequisites for participation
Necessary: ACC 510 oder ACC 520 oder ACC 530 oder ACC 540 oder ACC/TAX 550 oder ACC 560 . Keine Belegung von ACC 627
Recommended: –

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	9 SWS

ECTS credits	4
Graded	yes
Workload	120h
Language	English
Form of assessment	Written consulting report (50%) and in-class presentation (50%)
Restricted admission	yes
Further information	Website of the Chair
Examiner Performing lecturer	**WP Dipl.-Kfm. Gero Wiechens** WP Dipl.-Kfm. Gero Wiechens
Frequency of offering	Spring semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., LL.M.
Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 2

Module: ACC 680 Disclosure Theory

EN

Contents

The aim of this seminar-style course is to provide students with insights into analytical disclosure theory, one important stream of literature in accounting research. The course provides an overview into the various determinants that shape firms' reporting decisions. The structure of the course follows along the evolution of research in disclosure theory: In his famous paper about the "Market for Lemons", Akerlof (1970) predicts a collapse of markets as the result of information asymmetries between sellers and buyers. Building on that, Grossman and Hart (1980) set out the *unraveling principle*, describing that sellers (or firms) have a vested interest in establishing information symmetry to distinguish themselves from the anonymous, silent mass. These papers provide a basis for a comprehensive literature stream that analyzes the emergence of disclosure equilibria in various settings.

Learning outcomes

Students know the fundamental literature of disclosure theory. They understand the unraveling principle, its assumptions, and consequences for the disclosure behavior of firms. Furthermore, students are able to assess and discuss the setting, basic assumptions, and mechanisms of analytical disclosure models. Participants are able to formulate constructive criticism of disclosure models and to defend them.

Prerequisites for participation

Necessary: Not taken ACC 675

Recommended: Basic knowledge in game theory, preparation of provided literature

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	9 SWS
Exercise class	1 SWS	5 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Written Report (50%), presentation (50%)
Restricted admission	no
Further information	–
Examiner Performing lecturer	**Prof. Dr. Dirk Simons** Prof. Dr. Dirk Simons
Frequency of offering	Spring semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., LL.M.
Preliminary course work	–
Program-specific Competency Goals	CG 2, CG 4

Module: ACC/MAN 660 Corporate Sustainability Strategies and Value Creation

EN

Contents

The sustainability of a company's business model is an increasingly important driver of firm value and, therefore, an essential input into the strategy process. This course will teach how sustainability goals can be integrated into strategy development and how this integration creates firm value. Topics include the role of regulation, materiality assessment, sustainability targets, the development of specific measures and flagship initiatives, and the interaction with corporate organization and governance. The course also offers an introduction to the link between sustainability strategies and sustainability reporting. Many business cases from different industries will illustrate the real-world impact of the lecture content.

Learning outcomes

Students gain a solid understanding of the relationship between corporate sustainability objectives, corporate strategy, and firm value. They develop an economic intuition for the real-world importance of such an integrated approach to corporate sustainability. They also understand how this relationship further interacts with factors such as a company's regulatory environment, internal target setting, corporate organization and governance. They can relate their knowledge to applied business cases.

Prerequisites for participation

Necessary: –
Recommended: Bachelor-level knowledge of value-based management

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	9 SWS

ECTS credits	4
Graded	yes
Workload	120h
Language	English
Form of assessment	Written exam (45 min)
Restricted admission	no
Further information	Will be counted towards ACC.
Examiner Performing lecturer	 **Jannis Bischof** Dr. Holger Rubel
Frequency of offering	Fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., LL.M., MAKUWI
Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 2, CG 3

Module: ACC/MAN 661 Corporate Sustainability Performance: Measurement, Assessment and Improvement

EN

Contents

The success of a company's sustainability strategy critically depends on its ability to monitor and evaluate sustainability performance. This course introduces the most important management tools to measure and assess sustainability performance, with a particular focus on decarbonization, waste and circular economy management, and life cycle assessment. Building on these sustainability performance metrics, the course will also focus on how to turn the insights from performance measurement into specific actions, for example, by discussing approaches to reduce carbon emissions and increase the circularity of the business model. Many business cases from different industries will illustrate the real-world impact of the lecture content, including cases study exercises and hands-on usage of leading management tools.

Learning outcomes

Students gain a comprehensive overview over the measurement of corporate sustainability performance and understand how to measure key metrics, especially in the fields of decarbonization, circularity, and life cycle assessment in general, but also specifically for a variety of industrial businesses. They develop an economic intuition for the real-world application of the metrics and become familiar with typical challenges in their implementation. They also understand how to interpret the indicators and are able to link their interpretation to suitable actions that lead to performance improvement.

Prerequisites for participation

Necessary: - (from spring 2025: ACC 510 oder ACC 520 oder ACC 530 oder ACC 540 oder ACC/TAX 550 oder ACC 560)
Recommended: ACC 660, Bachelor-level knowledge of sustainability management and performance measurement

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	9 SWS

ECTS credits	4
Graded	yes
Workload	120h
Language	English
Form of assessment	Case study presentation (25%) and written exam (45 min, 75%)
Restricted admission	no
Further information	Will be counted towards ACC.
Examiner Performing lecturer	**Jannis Bischof** Dr. Holger Rubel
Frequency of offering	Spring semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., LL.M., MAKUWI
Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 2, CG 3

Module: ACC/MAN 662 Private Equity: Due Diligence and Value Creation

EN

Contents

The course aims at exploring Private Equity (PE) as an alternative asset class on the rise and will equip the participants with a sound understanding of its characteristics and mechanics.
After outlining Private Equity's role from an asset management perspective, the course will focus on PE fundamentals (strategy, economics, stakeholders) as well as on detailing the Leverage Buy-out value chain including the sourcing strategy, due diligence, portfolio value creation and exit. There will be a specific emphasis on teaching the LBO mechanics, core due diligence techniques and value creation strategies.
The course will be complemented by several practical exercises, in class discussions, as well as guest lectures from professionals in the Private Equity Industry.

Learning outcomes

Participants will be able to distinguish Private Equity from other asset classes. In particular, participants understand how to assess and create value from potential investments. Overall, this course will provide participants with practical insights into Private Equity and will equip them with advanced knowledge for a potential career in the industry.

Prerequisites for participation

Necessary: ACC 510 oder ACC 520 oder ACC 530 oder ACC 540 oder ACC/TAX 550 oder ACC 560
Recommended: Basic knowledge of Corporate Finance

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	6 SWS
Case Study Presentation	2 SWS	7 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Case study presentation (50%) and written exam (45 min, 50%)
Restricted admission	no
Further information	Wird der Area ACC zugeordnet.
Examiner Performing lecturer	**Prof. Dr. Wilhelm Schmundt** Dr. Wilhelm Schmundt
Frequency of offering	Spring semester & fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., LL.M.
Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 2

Modul: TAX 611 Fallstudien zur internationalen Unternehmensbesteuerung

DE

Lerninhalte

- Grundprinzipien des internationalen Steuerrechts
- Besteuerung von Inlandstätigkeiten von Ausländern (Inbound-Investitionen)
- Besteuerung von deutschen Auslandsinvestitionen (Outbound-Investitionen)
- Spezialfragen in multinationalen Unternehmen
- Neue Tendenzen im internationalen Steuerrecht – Hinweise zur Unternehmenssteuerreform und aktuellen Gestaltungen

Lern- und Qualifikationsziele

Die Teilnehmenden

- erkennen die Bedeutung internationaler Steuerplanung für ein multinationales Unternehmen (Nutzung von Steuerchancen, Minimierung von Steuerrisiko, Verbesserung der Gesamtsteuerposition),
- üben anhand von Fallstudien die Anwendung in- und ausländischer Besteuerungsregeln und können Interdependenzen der Steuerwirkungen sowie deren Verhältnis zu nicht steuerlichen Einflussfaktoren beurteilen,
- und lernen einen pro-aktiven Umgang mit dem grenzüberschreitenden Steuerrecht.

Voraussetzungen für die Teilnahme

Notwendige: –
Empfohlen: Kenntnisse aus Modul TAX 520 oder Modul TAX 530

Lehr- und Lernformen	Lehre	Selbststudium
Vorlesung	2 SWS	9 SWS

ECTS-Leistungspunkte	4
Benotung	Ja
Gesamtarbeitsaufwand	120h
Sprache	Deutsch
Prüfungsform und -umfang	Klausur (45 Min.)
Zulassungsbeschränkt	Nein
Informationen zur Anmeldung	–
Geprüft durch Durchführende Lehrkraft	**StB Prof. Dr. Stefan Brunsbach** Prof. Dr. Stefan Brunsbach
Häufigkeit des Angebots	Herbst-/Wintersemester
Dauer des Moduls	1 Semester
Verwendbarkeit	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., LL.M.
Vorleistungen	–
Programmspezifische Kompetenzziele	CG 1, CG 2

Module: TAX 620 Applied Empirical Research: Methods and Practical Implementation

EN

Contents

Most practical managerial decisions and discussions in the business sciences evolve around questions such as "What happens to Y if we change X?", "Is the new business strategy X the reason for increases in revenue Y?", or "Is the change that we see in Y caused by changes in X or is the change in Y driven by coincidence or some other factor?". In other words, both practical decision-making and academic research on business decisions require knowledge about cause and effect. However, identifying causalities is usually not straightforward. For example, if a manager implements some new tax-planning strategy and the firm's profit increases in the subsequent year, it is not clear if the new strategy was the cause for increased profits or if profits would have increased even in the absence of the new strategy. That is, the correlation between the new strategy and subsequent profits does not necessarily reflect a causal effect. A serious evaluation of the new business strategy will, however, need to identify if the change in profits was indeed caused by the new strategy.

Such an analysis of causal effects requires knowledge of both practical data analysis (using statistical software) and methods and strategies to identify causal effects. This course equips students with the skills related to both these components: it provides i) an introduction to causality and an overview of the most important methods and approaches for causal inference, and ii) a hands-on practical introduction to data analysis.

Overall, students learn how to apply the most important methods and how to use statistical software (including coding and the handling of "big data" and common business data bases) in the context of empirical work. In general, these skills are very valuable for work both in industry and academia.

The course is generally suited for students with and without prior knowledge of, or particular interest in, taxation: Examples will be from taxation, but the taught methods and empirical applications generalize beyond tax topics.

In line with the objectives of the class, one part of the course focuses on hands-on empirical applications and students learn how to conduct their own empirical analysis. For this purpose, students are introduced to the usage of a statistical software package (R or Stata) and to the access and analysis of large data sets (in particular firm databases sets such as Compustat). The introduction to software R starts from scratch and no prior knowledge is necessary.

The other part of the course teaches the concept of causality and the most important methods to estimate causal effects. These include randomized experiments, linear regression, difference-in-differences, instrumental variables, and regression discontinuity design. The focus is on an intuitive understanding of the advantages and disadvantages of the available methods, and less on a highly technical presentation.

To receive a grade, students are required to conduct an independent empirical project using statistical software and real-world data (either an own research idea or a replication of an existing research paper).

Learning outcomes

- Hands-on practice of empirical analysis using statistical software and data.
- Overview of most important methods and approaches for applied causal inference.

Prerequisites for participation

Necessary: –

Recommended: Introductory classes in statistics and/or econometrics at Bachelor level are advantageous.

Forms of teaching and learning	Contact hours	Independent study time
Lecture	4 SWS	10 SWS

ECTS credits	8
Graded	yes
Workload	240h
Language	English
Form of assessment	Presentation of a database (15%), presentation of empirical project (45%), report about empirical project (40%)
Restricted admission	no
Further information	https://www.bwl.uni-mannheim.de/doerrenberg/

Examiner Performing lecturer	**Prof. Dr. Philipp Dörrenberg, Prof. Dr. Johannes Voget** Prof. Dr. Philipp Dörrenberg Prof. Dr. Johannes Voget
Frequency of offering	Fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., LL.M., MMM Business Research Program
Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 4

Module: TAX 630 International Business Taxation

EN

no offering in spring 2024

Contents

- Basics of international business taxation
- Taxation of inbound investments
- Taxation of outbound investments
- Transfer pricing
- Cross-border reorganisations

Learning outcomes

Students know the basics of international taxation (national tax law, double taxation conventions, primary and secondary EU law) and the causes of double taxation. Students understand the tax consequences of establishing domestic and foreign permanent establishments as well as domestic and foreign corporations. Students understand the impact of transfer pricing on the companies' tax burden. Most notably, students are able to evaluate how multinational companies make use of internationally diverging tax burdens.

Prerequisites for participation

Necessary: –
Recommended: Knowledge of contents of Module TAX 520 or Module TAX 530

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	8 SWS
Exercise class	2 SWS	5 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Written exam (90 min, 70%), individual assignment and group presentation (30%)
Restricted admission	no
Further information	–
Examiner Performing lecturer	**Prof. Dr. Christoph Spengel** Prof. Dr. Christoph Spengel
Frequency of offering	Spring semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., LL.M., MAKUWI
Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 2

Modul: TAX 631 Internationale Konzernbesteuerung

DE

Lerninhalte

- Besteuerung von international tätigen, integrierten Konzernen, insb. Ertragsbesteuerung (u.a. Abzugsbeschränkungen, Steuerermäßigungen), Verrechnungspreise, Betriebsstättenbesteuerung, Quellensteuern, Hinzurechnungsbesteuerung, Umsatzsteuer.
- Implikationen von aktuellen Trends international tätiger Konzerne auf deren Besteuerung (u.a. Aufbau von Management-Holdings sowie Zentralisierung von Funktionen, Dienstleistungen und IP).

Lern- und Qualifikationsziele

Die Teilnehmenden erlernen bedeutende Grundlagen der Besteuerung von international tätigen Konzernen. Dabei wird theoretisches Steuerwissen angewendet und anhand von authentischen Problemen in praktisches Steuerwissen überführt. Die Teilnehmenden können die Wirkung von relevanten Steuerregelungen auf Entscheidungen internationaler Konzerne und deren Wechselwirkungen beurteilen. Die Lerninhalte werden den Teilnehmenden problemorientiert und über das Auflösen von authentisch konstruierten Problemen in Kleingruppen vermittelt.

Voraussetzungen für die Teilnahme

Notwendige: –
Empfohlen: Kenntnisse aus dem Modul TAX 520, TAX 530 oder TAX 630

Lehr- und Lernformen	Lehre	Selbststudium
Vorlesung	2 SWS	9 SWS

ECTS-Leistungspunkte	4
Benotung	Ja
Gesamtarbeitsaufwand	120h
Sprache	Deutsch
Prüfungsform und -umfang	Klausur (45 Min.)
Zulassungsbeschränkt	Nein
Informationen zur Anmeldung	–
Geprüft durch Durchführende Lehrkraft	 **Prof. Dr. Christoph Spengel** Dr. Sven-Eric Bärsch
Häufigkeit des Angebots	Frühlings-/Sommersemester
Dauer des Moduls	1 Semester
Verwendbarkeit	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., LL.M.
Vorleistungen	–
Programmspezifische Kompetenzziele	CG 1

Module: TAX 660 Tax Planning: The Role of Taxes for Business Decisions

EN

Contents

Most finance and strategy courses do not consider the role of taxes in making business decisions. The goal of the course is to understand how taxes affect business decisions. In particular, the course teaches the tools for identifying, understanding, and evaluating tax planning opportunities. It is designed to be valuable even as (tax) laws and governments change, and the taught framework is portable in that it can be applied to the set of tax laws in any country.

Taxes are everywhere and have a direct impact on cash-flow. Having a basic understanding of how taxation affects business decisions is therefore very important and contributes to a solid financial literacy.

The role of taxes is applied to different decision contexts, such as investments and organizational form. In addition, the class covers concepts such as implicit taxes and tax arbitrage, and it discusses how the marginal tax rate should be calculated for loss-making firms.

The impact of taxes on business decisions will always be considered in the context of the following themes: 'All Parties' (the tax implications for all of the involved parties have to be considered), 'All Taxes' (explicit and implicit taxes have to be considered), and 'All Costs' (all costs, tax and non-tax costs, have to be considered).

All aspects of the course will discuss empirical applications.

The class features a guest lecture by a partner of a big-4 accounting firm. Knowledge from other Master-level tax classes is not necessary to take this class. Large parts of the course will be based on the following textbook that is used in the leading business schools around the world: Scholes, Wolfson, Erickson, Hanlon, Maydew and Shevlin: Taxes and Business Strategy: A Planning Approach.

Learning outcomes

Understand how taxes affect business decisions.

Prerequisites for participation

Necessary: –

Recommended: Introductory courses in business taxation are advantageous.

Forms of teaching and learning	Contact hours	Independent study time
Lecture	4 SWS	8 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Written exam (90 min)
Restricted admission	no
Further information	https://www.bwl.uni-mannheim.de/doerrenberg/
Examiner Performing lecturer	**Prof. Dr. Philipp Dörrenberg** Prof. Dr. Philipp Dörrenberg
Frequency of offering	Fall semester
Duration of module	1 semester

Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., LL.M., MAKUWI
Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 2

Module: TAX 661 Case Studies in International Tax Planning

EN

Contents

- International Tax Planning and Tax Structuring using Financing Companies in the case of Outbound Investment
- International Tax Planning and Tax Structuring using Financing Companies in the case of Inbound Investment
- International Tax Planning and Tax Structuring concerning the German „Zinsschranke" (Thin-Cap-Rule) and other foreign Anti-Avoidance-Rules
- International Tax Planning and Tax Structuring especially considering the Reorganization Tax Act
- International Tax Planning and Tax Structuring especially considering Qualification Conflicts

Learning outcomes

The students learn how to apply their skills in basic taxation on practical cases. The students get a deeper insight into the basics of the most important areas in international tax planning and tax structuring. The students learn how to implement their theoretical knowledge into practical scenarios. Thereby special attention is paid to the application of the wording of law – especially using inaccuracies in law. The students learn to develop international tax planning and tax structuring ideas across different types of taxes.

Prerequisites for participation

Necessary: –
Recommended: Knowledge of contents of Module TAX 630

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	9 SWS

ECTS credits	4
Graded	yes
Workload	120h
Language	English
Form of assessment	Written exam (45 min)
Restricted admission	no
Further information	–
Examiner Performing lecturer	 **Prof. Dr. Christoph Spengel** Prof. Dr. Michael Schaden
Frequency of offering	Spring semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., LL.M.
Preliminary course work	–
Program-specific Competency Goals	CG 1

Modul: ACC 750 Accounting Seminar

DE EN

Lerninhalte
The seminar offers an introduction to research in accounting. The research questions that we will address come from all fields of accounting research and we will rely on different research methods (both theoretical and empirical methods) in examining these questions. The analysis also involves a comprehensive review of scientific accounting literature. In preparing the seminar, participants write a seminar thesis. Participants will present and discuss the key results of their thesis during the seminar.

Lern- und Qualifikationsziele
Participants get acquainted with scientific research in accounting. They develop basic research skills that are necessary to address typical research questions in financial accounting, managerial accounting, or related fields. They will also be able to structure a research paper and become experienced in academic writing. In addition, participants will learn how to present scientific work to other researchers and how to discuss scientific research.

Voraussetzungen für die Teilnahme
Notwendige: ACC 510 oder ACC 520 oder ACC 530 oder ACC 540 oder ACC 560 oder ACC/TAX 570
Empfohlen: Profound knowledge in accounting and a general interest in scientific accounting research

Lehr- und Lernformen	Lehre	Selbststudium
Seminar	2 SWS	15 SWS

ECTS-Leistungspunkte	6
Benotung	Ja
Gesamtarbeitsaufwand	180h
Sprache	Deutsch, Englisch
Prüfungsform und -umfang	Written seminar thesis (60%) and in-class presentation (40%)
Zulassungsbeschränkt	Ja
Informationen zur Anmeldung	Website of the Chair and the Area
Geprüft durch Durchführende Lehrkraft	**Prof. Dr. Jannis Bischof, Prof. Dr. Jens Wüstemann** Prof. Dr. Jannis Bischof, Prof. Dr. Holger Daske, Prof. Dr. Dirk Simons, Prof. Dr. Jens Wüstemann
Häufigkeit des Angebots	Frühlings-/Sommersemester & Herbst-/Wintersemester
Dauer des Moduls	1 Semester
Verwendbarkeit	M.Sc. MMM, M.Sc. WiPäd
Vorleistungen	–
Programmspezifische Kompetenzziele	CG 1, CG 4

Modul: TAX 730 Seminar in Betriebswirtschaftlicher Steuerlehre

DE EN

Lerninhalte
Das Seminar behandelt eingehend übergreifende Fragestellungen.

Lern- und Qualifikationsziele
Die Teilnehmenden schreiben eine Seminararbeit und stellen diese Arbeit im Seminar zur Diskussion. Mit der Seminararbeit sollen die Teilnehmenden eine eigenständige wissenschaftliche Leistung durch die Bearbeitung einer Fragestellung aus dem Bereich der Betriebswirtschaftlichen Steuerlehre erbringen. Die Seminararbeit bereitet auf die Übernahmen einer Masterarbeit im Fach Betriebswirtschaftliche Steuerlehre vor.

Voraussetzungen für die Teilnahme
Notwendige: Insgesamt zwei Module aus dem 500er und/oder 600er Bereich der Area Accounting & Taxation
Empfohlen: Kenntnisse der (internationalen) Unternehmensbesteuerung

Lehr- und Lernformen	Lehre	Selbststudium
Seminar	2 SWS	15 SWS

ECTS-Leistungspunkte	6
Benotung	Ja
Gesamtarbeitsaufwand	180h
Sprache	Deutsch, Englisch
Prüfungsform und -umfang	Seminararbeit (70%, 15 S.), Präsentation der Seminararbeit (30%)
Zulassungsbeschränkt	Nein
Informationen zur Anmeldung	https://www.bwl.uni-mannheim.de/doerrenberg/
Geprüft durch Durchführende Lehrkraft	**Prof. Dr. Philipp Dörrenberg, Prof. Dr. Christoph Spengel** Prof. Dr. Christoph Spengel, Prof. Dr. Philipp Dörrenberg
Häufigkeit des Angebots	Frühlings-/Sommersemester & Herbst-/Wintersemester
Dauer des Moduls	1 Semester
Verwendbarkeit	M.Sc. MMM, M.Sc. WiPäd
Vorleistungen	–
Programmspezifische Kompetenzziele	CG 1, CG 4

3.2 AREA BANKING, FINANCE AND INSURANCE

Module: FIN 500 Investments

EN

Contents
This course introduces into the theoretical foundations of modern portfolio management and their applications. It covers expected utility theory, measures of risk and return, the theory of portfolio selection, asset pricing models and their empirical test, the efficient markets hypothesis, and issues in stock portfolio management.

Learning outcomes
The course provides students with an understanding of the theoretical and conceptual foundations of modern quantitative portfolio management. Students learn to understand investment strategies, and to interpret and evaluate them against the background of capital market theory and the efficient markets paradigm.

Prerequisites for participation
Necessary: –
Recommended: Basic knowledge in mathematics (optimization, elementary matrix algebra) and statistics (expected value, variances, covariances, correlation, t-tests). Successful attendance of Finanzwirtschaft I & II in the Mannheim Bachelor's program or similar courses.

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	8 SWS
Exercise class	1 SWS	6 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Written exam (60 min)
Restricted admission	no
Further information	–
Examiner Performing lecturer	 **Prof. Dr. Erik Theissen** Prof. Dr. Erik Theissen
Frequency of offering	Fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., M.Sc. Wirt. Math., MAKUWI
Preliminary course work	–

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

EN

Contents

Corporate Finance studies how corporations finance their operations. The emphasis of this part of the curriculum is on shareholder value and company valuation. We will also study the cost of capital, introduce theories of capital structure, and initial public offerings. The objective of this course is to introduce the fundamental theoretical concepts of company valuation.

Learning outcomes

After completing this course, students will know and understand state-of-the-art tools such as DCF, Residual Income, EVA, and Multiples. In particular, participants will know how to determine the cost of capital for corporations and projects using real world data. Further, participants will learn how to identify value drivers by applying financial ratio analysis. Students will also be familiar with event studies in order to analyse how capital markets react to important corporate events like merger announcements or earnings announcements.

Prerequisites for participation

Necessary: –

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

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	12 SWS

ECTS credits	5
Graded	yes
Workload	150h
Language	English
Form of assessment	Written exam (60 min)
Restricted admission	no
Further information	–
Examiner Performing lecturer	 **Prof. Ernst Maug, Ph.D.** Marc Gabarro, Ph.D.
Frequency of offering	Fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., M.Sc. Wirt. Math., MAKUWI
Preliminary course work	–

Module: FIN 541 Corporate Finance I - Case Study (Capital Structure, Cost of Capital and Valuation)

EN

Contents

Corporate Finance studies how corporations finance their operations. The emphasis of this part of the curriculum is on shareholder value and company valuation. The focus of the course will be on solving several case studies in groups of up to three students. Each of these cases has to be handed in and will contribute to the final grade. The hands-on format of this course ensures that students are able to transfer the theoretical concepts encountered in the lecture (FIN 540) to real world problems.

Learning outcomes

After completing this course, students will be able to value companies using state-of-the-art tools such as DCF, Residual Income, EVA, and Multiples. In particular, participants will be able to determine the cost of capital for corporations and projects using real world data. Participants will be able to identify value drivers by applying financial ratio analysis and analyse the impact of those value drivers on the firm value. Students will also be able to perform event studies in order to analyse how capital markets react to important corporate events like merger announcements or earnings announcements.

Students will be able to implement the theoretical concepts discussed in the lecture (FIN 540) using Microsoft Excel.

Prerequisites for participation

Necessary: FIN 540 Corporate Finance I (Parallel attendance possible)

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

Forms of teaching and learning	Contact hours	Independent study time
Case Study Presentation	1 SWS	9 SWS
Exercise class	1 SWS	4 SWS

ECTS credits	5
Graded	yes
Workload	150h
Language	English
Form of assessment	Case write-ups (75%), class participation in case discussions (25%)
Restricted admission	yes
Further information	–
Examiner	**Prof. Ernst Maug, Ph.D.**
Frequency of offering	Fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., M.Sc. Wirt. Math.

Preliminary course work	–
Program-specific Competency Goals	CG 1

Module: FIN 550 International Course – Banking, Finance and Insurance

EN

Contents
Vom belegten Kurs abhängig

Learning outcomes
Vom belegten Kurs abhängig

Prerequisites for participation
Necessary: Das Niveau des Kurses entspricht dem Niveau eines üblichen Mannheimer Master-Kurses (mindestens 500er Level). Der Kurs kann nur während eines Auslandstudiums absolviert werden und stellt eine sinnvolle Ergänzung des Mannheimer Curriculums dar.
Recommended: –

Graded	yes
Language	English
Form of assessment	Präsentation/ Hausarbeit/ Klausur/ mündliche Prüfung (kann variieren, eine Note muss ausgewiesen werden)
Restricted admission	no
Further information	Ausschließlich während eines Auslandsstudiums belegbar. Es können mehrere Kurse mit diesem Code belegt werden; beachten Sie bitte das Merkblatt.
Performing lecturer	Lecturer at the host university. Course will be assessed when students request a learning agreement. Please find details in the „Guidelines for learning agreements and course recognition“ in ILIAS > MMM > Auslandssemester/Study Abroad Semester. Dozent/in an der Gastuniversität. Prüfung der Wertigkeit bei Abschluss eines Learning Agreements. Bitte lesen Sie das „Merkblatt zu Learning Agreements und Anerkennungen“ ILIAS > MMM > Auslandssemester/Study Abroad Semester.
Frequency of offering	Spring semester & fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. Wirt. Inf., M.Sc. Wirt. Math., andere Studiengänge, wenn mit Prüfungsordnung vereinbar
Preliminary course work	–

Module: FIN 580 Derivatives – Basic Strategies and Pricing

EN

Contents

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

Learning outcomes

After the completion of this course, students will have gained a thorough understanding of the spectrum of derivative financial instruments and their functioning. Furthermore, they will have learned how to implement investment strategies using derivatives.

Students acquire a working knowledge of different valuation techniques, which is a necessary condition for trading these instruments and which also allows them to price new innovative products themselves.

Prerequisites for participation

Necessary: –

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

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	9 SWS
Exercise class	1 SWS	5 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Written exam (60 min)
Restricted admission	yes
Further information	–

Examiner
Performing lecturer

Prof. Dr. Stefan Ruenzi
Prof. Dr. Stefan Ruenzi (Lecture), Santanu Kundu (Exercise Classes), Kai Maeckle (Exercise Classes)

Frequency of offering	Fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., M.Sc. Wirt. Math., MAKUWI
Preliminary course work	–
Program-specific Competency Goals	CG 1

Module: FIN 590 Financial Institutions I

EN

Contents

This course provides an in-depth look at financial institutions and the role they play for financial markets today. The course will address questions such as: Which financial institutions exist? Why do they exist? What risks do they face? How do they manage those risks? How does the behavior of financial institutions impact financial markets and asset prices? How does their behavior impact the economy at large? How should we regulate financial institutions? The course Financial Institutions I will put emphasis on the analysis of banks.

Learning outcomes

After completing this course, students will have a thorough understanding of the economic reasons for the existence of financial institutions. Students will understand the eco-system of financial institutions and their role in the global financial markets. Students will gain knowledge about what risks managers in financial institutions face and how they manage those risks. Students will also learn about current approaches and proposals for regulating financial institutions.

Prerequisites for participation

Necessary: –

Recommended: Every student participating in this course should have completed the equivalent of the 2-semester finance module, which is part of the Mannheim Bachelor program. The lectures generally assume basic knowledge in accounting (balance sheets, income statements, financial ratios), finance (present value methods, portfolio theory, CAPM), mathematics (calculus, optimization) and statistics (mean, variance, standard deviation, univariate and multivariate regressions).

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	9 SWS

ECTS credits	4
Graded	yes
Workload	120h
Language	English
Form of assessment	Written exam (60 min)
Restricted admission	no
Further information	–
Examiner Performing lecturer	**Prof. Dr. Oliver Spalt** Prof. Dr. Oliver Spalt
Frequency of offering	Fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., M.Sc. Wirt. Math., MAKUWI
Preliminary course work	–
Program-specific Competency Goals	CG 1

Module: FIN 601 Bond Markets

EN

Contents
This course provides an extensive coverage of bond markets. It discusses the characteristics of various types of bonds, their valuation, and the risk associated with bond investments. It further discusses bond portfolio management strategies.

Learning outcomes
After this course students are familiar with the theory and practice of bond market investments. They are acquainted with the valuation of various types of bonds, know tools to measure and manage the risk of bond portfolios and are able to devise and evaluate portfolio management strategies.

Prerequisites for participation
Necessary: –
Recommended: Students should have attended FIN 500 or be ready to acquire knowledge of the contents of that course as needed.

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	9 SWS
Exercise class	1 SWS	5 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Written exam (60 min)
Restricted admission	no
Further information	–
Examiner Performing lecturer	**Prof. Dr. Erik Theissen** Prof. Dr. Erik Theissen
Frequency of offering	Spring semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., M.Sc. Wirt. Math., MAKUWI
Preliminary course work	–
Program-specific Competency Goals	CG 1

Module: FIN 602 Trading and Exchanges

EN

Contents

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

Learning outcomes

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

Prerequisites for participation

Necessary: –

Recommended: Module FIN 500; Students should have a sound background in finance. They should be familiar with the different types of securities (stocks, bonds, derivatives), with modern investment analysis and the efficient markets hypothesis. They should also have basic knowledge in statistics and econometrics (unconditional and conditional expected values and variances, regression analysis and hypothesis testing).

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	9 SWS
Exercise class	1 SWS	5 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Written exam (60 min)
Restricted admission	no
Further information	–
Examiner Performing lecturer	**Prof. Dr. Erik Theissen** Prof. Dr. Erik Theissen
Frequency of offering	Fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., M.Sc. Wirt. Math., MAKUWI
Preliminary course work	–

Module: FIN 603 Empirical Finance

EN

Contents
The course provides students with an understanding of important empirical methods and their application in finance. It covers topics in asset pricing, corporate finance, and market microstructure. Students will learn to perform empirical analysis using the software package Stata. The course enables students to plan and carry out empirical research in finance on their own and prepares for an empirical seminar or master thesis in the finance area. Part of the course consists of the practical application of the methods learned in the lecture to various case studies.

Learning outcomes
The students will have a sound understanding of empirical methods and their underlying assumptions. The students will be able to choose appropriate methods for given empirical problems and apply them in an efficient way. The case studies enable the students to develop basic programming skills in Stata.

Prerequisites for participation
Necessary: –
Recommended: Module CC 502 or CC 503 and Module FIN 5XX or equivalent courses. Completing FIN 604 Stata in Finance or acquisition of equivalent knowledge is highly recommended.

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	10 SWS
Exercise class	1 SWS	16 SWS

ECTS credits	10
Graded	yes
Workload	300h
Language	English
Form of assessment	Written exam (60 min, 45%), case studies (45%), class participation (10%)
Restricted admission	yes
Further information	–
Examiner Performing lecturer	**Prof. Dr. Erik Theissen** Prof. Dr. Erik Theissen
Frequency of offering	Spring semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., M.Sc. Wirt. Math.
Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 4

Module: FIN 604 Stata in Finance

EN

Contents

The topic of this course is the practical application of the statistics program "Stata" in Finance research. The course contains three major sections: How to use Stata, an introduction to the usage of the most common databases in Finance at this university, and an application example.
In the first section, we will introduce project and data management with Stata. In addition, we will teach estimation techniques and programming basics. In the second section, we will show where to get access to common datasets in Finance research. In the last section, students will have the chance to apply their knowledge to a practical example.
The course is offered shortly after the start of the seminar theses, that is, at the beginning of January in the fall semester (HWS) and at the beginning of July in the spring semester (FSS).

Learning outcomes

The main aim of the course is to prepare students with practical methods for conducting empirical Finance research. Students learn how to load, manipulate, and evaluate data using Stata. Stata is the most popular statistics program used in the Finance research community. In addition, students learn where they can access popular databases used in Finance at the University of Mannheim. The main focus of the course lies on the practical application of the Stata software.

Prerequisites for participation

Necessary: –
Recommended: Due to a limited amount of seats in the computer lab, the number of participants will be limited. We will prefer students who are writing an empirical seminar thesis in the Finance Area in the semester when allocating spots.

Forms of teaching and learning	Contact hours	Independent study time
Lecture	1 SWS	5 SWS

ECTS credits	2
Graded	yes
Workload	60h
Language	English
Form of assessment	Take home exam (pass/fail). Note that there is only one exam date per semester. A second attempt is only possible in the respective following semester.
Restricted admission	yes
Further information	https://www.bwl.uni-mannheim.de/en/theissen/teaching/master-courses/fin-604-stata-in-finance/#c81510
Examiner Performing lecturer	 **Prof. Dr. Erik Theissen** Dr. Stefan Scharnowski
Frequency of offering	Spring semester & fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., M.Sc. Wirt. Math.
Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 4

Module: FIN 606 FinTech

EN

Contents
This course covers recent technological innovations and the emergence of new players in the financial services industry that both fall under the umbrella term of FinTech. A special focus will be on blockchains and other relevant technologies and their application to decentralized finance, cryptocurrencies, and smart contracts. Other introduced innovations include alternative payment systems, crowd finance, InsurTech, and robo advising, while also presenting associated risks and regulatory approaches.

Learning outcomes
After the completion of this course, students will have gained a thorough understanding of the FinTech industry. They will be able to describe its underlying technologies, analyze the industry's recent developments, recognize associated risks, and explain its impact on the more traditional financial services industry.

Prerequisites for participation
Necessary: None
Recommended: Basic knowledge of finance (e.g. present value methods, portfolio theory, equilibrium models, derivatives, trading, banking), mathematics (analysis, optimization) and statistics (e.g. mean, variance, correlation, and multivariate regression).

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	9 SWS

ECTS credits	4
Graded	yes
Workload	120h
Language	English
Form of assessment	Written exam (60 min)
Restricted admission	no
Further information	–
Examiner Performing lecturer	**Dr. Stefan Scharnowski** Dr. Stefan Scharnowski
Frequency of offering	Fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., M.Sc. Wirt. Math.
Preliminary course work	–
Program-specific Competency Goals	CG 1

Module: FIN 620 Behavioral Finance

EN

Contents

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

Learning outcomes

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

Prerequisites for participation

Necessary: FIN 500 or FIN540 or 550 or FIN580 or FIN590 or FIN601 or FIN602 or FIN603 or FIN604 or FIN605 or FIN606 or FIN630 or FIN682 or FIN684 or FIN685 or FIN686 (except for exchange students)

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

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	9 SWS
Exercise class	1 SWS	5 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Written exam (60 min)
Restricted admission	yes
Further information	–
Examiner Performing lecturer	 **Prof. Dr. Dr. h. c. Martin Weber** Prof. Dr. Dr. h.c. Martin Weber
Frequency of offering	Spring semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., M.Sc. Wirt. Math.
Preliminary course work	–

Module: FIN 630 Corporate Governance

EN

Contents

In this course, conflicts of interest between the firm and its stakeholders will be analyzed and mechanisms to mitigate these conflicts will be discussed. In the first part of the course, theoretical models on information asymmetries and corporate governance problems are discussed. The second part of the course will focus on common results of corporate governance problems. We then discuss various concepts of corporate social responsibility and ways to measure a firm's ESG activities. Finally, we examine several internal and external governance mechanisms, including the market for corporate control, ownership structure, executive compensation, and the role of the board of directors. Special emphasis will be on the valuation effect of corporate governance and the question whether some corporate governance mechanisms are superior to others.

Learning outcomes

Students should develop an understanding of important issues in corporate governance and of its relevance in a social, political, and economic context. They will be able to apply theoretical models on principal-agent conflicts to different corporate governance problems. They will learn how firms' ESG activities are measured and the challenges arising from different measurement approaches. Furthermore, students will know how to assess the effectiveness of different corporate governance mechanisms. In addition to their knowledge on corporate governance theory, they will be able to critically discuss the empirical evidence on the importance and effectiveness of various corporate governance mechanisms.

Prerequisites for participation

Necessary: –

Recommended: Knowledge in business economics (Module BE 510, BE 511 or equivalent courses) and econometrics (Module CC 502, CC 503 or equivalent courses) is highly recommended. Introductory course in corporate finance on the level of Brealey, Myers and Allen, *Corporate Finance*, (McGraw-Hill, 10th edition, 2010) is also strongly recommended.

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	9 SWS
Exercise class	1 SWS	5 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Written exam (60 min)
Restricted admission	no
Further information	–
Examiner Performing lecturer	 **Prof. Dr. Alexandra Niessen-Ruenzi** Prof. Dr. Alexandra Niessen-Ruenzi
Frequency of offering	Fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., M.Sc. Wirt. Math., MAKUWI

Preliminary course work	–

Module: FIN 640 Corporate Finance II (Mergers, Acquisitions and Divestitures)

EN

Contents

The topic of this course is the restructuring of corporations through mergers, acquisitions and divestitures. The purpose of the lecture is to provide an understanding of restructuring processes and to provide an analytic framework to analyze the motivation of these activities and their individual merits. A special focus will be on the economic analysis of corporate strategy and the contractual structures of various types of transactions. We will also discuss valuation and cost of capital in an international context. The lecture will frequently draw on empirical studies, especially on event studies. Participants will be required to solve several case studies in groups of up to three students.

Learning outcomes

After completing this course, students will be able to develop and evaluate strategic rationales for M&A transactions and their structure. They will be able to build valuation models using real world data and evaluate whether a particular transaction makes sense from an economic perspective. Students will be able to implement valuation models using Microsoft Excel, to understand the legal and institutional context of M&A transactions, to interpret scientific studies and make appropriate inferences from them for the M&A process.

Prerequisites for participation

Necessary: Modules FIN 540 and FIN 541

Recommended: The course builds on the valuation techniques discussed in CF I (DCF, residual income and multiples valuation) and assumes that students already manage the material in Brealey, Myers, Allen, Corporate Finance, (McGraw-Hill, 10th edition, 2010), chapters 1-19, and in Berk and DeMarzo, Corporate Finance, (Pearson, 2nd edition, 2009) chapters 2, 9, 12, 14, 17-19, 23.

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	12 SWS
Case Study Presentation	1 SWS	14 SWS

ECTS credits	10
Graded	yes
Workload	300h
Language	English
Form of assessment	Final exam (60 min, 40%), case write-ups (45%), oral participation in case discussions (15%)
Restricted admission	yes
Further information	–
Examiner Performing lecturer	 **Prof. Ernst Maug, Ph.D.** Dr. Luisa Langer
Frequency of offering	Spring semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., M.Sc. Wirt. Math.

Preliminary course work	–
Program-specific Competency Goals	CG 1

Modul: FIN 661 Repsonsible Leadership for Honors Program Students

DE

Lerninhalte
Dieser Kurs, der Studierenden des Honors Program offensteht, hilft den Teilnehmern, ein tieferes Verständnis für ihre persönliche Verantwortung als Führungskraft von morgen zu entwickeln. Welchen Beitrag leiste ich als Führungskraft von morgen für die Gesellschaft? Wie kann ich meine Talente und Fähigkeiten als Wirtschaftsstudierender sinnvoll einsetzen? Der Kurs soll durch den Austausch mit Führungskräften, die bereits Führungsverantwortung tragen, durch kreative interdisziplinäre Impulse und durch Unterrichtseinheiten dazu beitragen, diese zentralen wirtschaftlichen Fragen unserer Zeit zu beantworten.

Lern- und Qualifikationsziele
Durch die Teilnahme an diesem Kurs haben die Studierenden begonnen, einen persönlichen Rahmen zu entwickeln, der ihre persönliche Verantwortung als Führungskraft von morgen erfasst. Die Studierenden werden ein tieferes Verständnis für die Beziehung zwischen persönlicher Verantwortung, Verantwortung als Führungskraft und Verantwortung für die Gesellschaft entwickeln. Die Studierenden werden von Führungskräften, Wirtschaftsprofessoren und anderen Personen erfahren haben, was es bedeutet, verantwortungsvoll zu führen. Durch die Teilnahme an diesem Kurs werden die Studierenden ihre Fähigkeit verbessert haben, die Auswirkungen von Managemententscheidungen auf die Gesellschaft zu analysieren und zu bewerten.

Voraussetzungen für die Teilnahme
Notwendige: Studierende müssen am Honors Program teilnehmen.
Empfohlen: –

Lehr- und Lernformen	**Lehre**	**Selbststudium**
Vorlesung	3 SWS	8 SWS

ECTS-Leistungspunkte	4
Benotung	Ja
Gesamtarbeitsaufwand	120h
Sprache	Deutsch
Prüfungsform und -umfang	Schriftliche Hausarbeit (100%)
Zulassungsbeschränkt	Ja
Informationen zur Anmeldung	Per E-Mail an AnsprechpartnerIn des Honors Programs.
Geprüft durch Durchführende Lehrkraft	**Prof. Dr. Oliver Spalt** Prof. Dr. Spalt
Häufigkeit des Angebots	Herbst-/Wintersemester
Verwendbarkeit	M.Sc. MMM
Vorleistungen	–
Programmspezifische Kompetenzziele	CG 2, CG 3

Module: FIN 682 International Asset Management - Modern Investment Management, Responsible Investing and Fintech

EN

Contents

The core of this course deals with asset management for private investors in an international context. We will cover the structure of the delegated investment markets around the world with a focus on the U.S. and Europe. The focus will be on traditional mutual funds and related products. Besides the classical asset management theory, this course will place a great weight on the practical implementation of portfolio strategies and the problems that can arise. We will learn how to measure the performance of investment strategies and of fund managers. Furthermore, behavioral aspects (irrational behavior of mutual fund investors and managers) will be discussed. Finally, we discuss recent trends in asset management, e.g. responsible investing (ESG) as well as crypto currencies and Decentralized Finance (DeFi).

Learning outcomes

After the completion of this course, students will have gained a thorough understanding of the mutual fund industry. They will be familiar with the necessary tools to manage a mutual fund themselves, advise mutual fund investors, invest in mutual funds, and to work in the management of a mutual fund company.

Prerequisites for participation

Necessary: –

Recommended: A working knowledge of basic mathematics (analysis and optimization) and statistics (expected values, variances, covariances) as well as a sound understanding of portfolio theory (level of FIN 500, which we urgently suggest students to take before this course) is required.

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	9 SWS
Exercise class	1 SWS	5 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Written exam (60 min)
Restricted admission	no
Further information	–
Examiner Performing lecturer	**Prof. Dr. Stefan Ruenzi** Dr. Tatjana Puhan
Frequency of offering	Spring semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., M.Sc. Wirt. Math., MAKUWI
Preliminary course work	–

Module: FIN 684 Financial Institutions II

EN

no offering in spring 2024

Contents

This course provides an in-depth look at financial institutions and the role they play for financial markets today. The course will address questions such as: Which financial institutions exist? Why do they exist? What risks do they face? How do they manage those risks? How does the behavior of financial institutions impact financial markets and asset prices? How does their behavior impact the economy at large? How should we regulate financial institutions? The course Financial Institutions II will put emphasis on important non-bank financial institutions (e.g., pension funds, mutual funds, hedge funds etc.).

Learning outcomes

After completing this course, students will have a thorough understanding of the economic reasons for the existence of non-bank financial institutions. Students will understand the eco-system of non-bank financial institutions and their role in the global financial markets. Students will gain knowledge about what risks managers in non-bank financial institutions face and how they manage those risks. Students will also learn how non-bank financial institutions impact asset prices and financial market outcomes. Finally, students will learn about current approaches and proposals for regulating financial institutions.

Prerequisites for participation

Necessary: –

Recommended: Every student participating in this course should have completed the equivalent of the 2-semester finance module, which is part of the Mannheim Bachelor program. The lectures generally assume basic knowledge in accounting (balance sheets, income statements, financial ratios), finance (present value methods, portfolio theory, CAPM), mathematics (calculus, optimization) and statistics (mean, variance, standard deviation, univariate and multivariate regressions). It is strongly recommended that students take the course Financial Institutions I (FIN 590) before taking Financial Institutions II (FIN 684).

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	9 SWS

ECTS credits	4
Graded	yes
Workload	120h
Language	English
Form of assessment	Written exam (60 min)
Restricted admission	no
Further information	–
Examiner Performing lecturer	**Prof. Dr. Oliver Spalt** Prof. Dr. Oliver Spalt
Frequency of offering	Spring semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., M.Sc. Wirt. Math., MAKUWI
Preliminary course work	–

Program-specific Competency Goals	CG 1

Module: FIN 685 Banking Regulation

EN

Contents

This course provides an in-depth look into selected topics in financial regulation. The course will be offered in three blocked all-day sessions. The first session will analyze financial regulation from the perspective of a commercial bank manager. The second session will analyze financial regulation from the perspective of a financial regulator, such as the European Central Bank. Core themes throughout the course will be the proper assessment and management of financial risks in accordance with the existing regulatory framework for banks. Students will be tasked with a graded group assignment that provides the opportunity to translate the knowledge acquired in the first two sessions into practice by analyzing regulatory issues for existing banks. Groups will present their results in the final session.

Learning outcomes

After completing this course, students will have a thorough understanding of some of the key features of the current regulatory framework for banks and how they affect banks and regulators. Students acquire tools to assess and manage central regulatory banking risks. Students will have analyzed, prepared a report on, and presented results on regulatory issues facing a real bank.

Prerequisites for participation

Necessary: At least one MMM finance course: FIN 5XX

Recommended: Students taking this course need a basic understanding of what a bank is, how it conducts its business, and what its balance sheet looks like. FIN 590 (Financial Institutions I) is strongly encouraged as a prerequisite.

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	15 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Write up and presentation of group assignment (70%), class participation (30%)
Restricted admission	yes
Further information	Class size: max. 25 students
Examiner Performing lecturer	**Prof. Dr. Oliver Spalt** Dr. Sebastian Herzog, Dr. Philipp Marquardt
Frequency of offering	Spring semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., M.Sc. Wirt. Math.
Preliminary course work	–
Program-specific Competency Goals	CG 1

Module: FIN 686 Sustainable Finance and Impact Investing

EN

no offering in spring 2024

Contents

This course provides an in-depth look into selected topics in sustainable finance. The course will be offered in three blocked all-day sessions. The first two sessions will provide an overview of recent academic approaches to thinking about sustainable finance, as well as an introduction to the market for, ecosystem of, and central themes concerning sustainable finance. A core focus of this course will be on sustainable finance issues from the perspective of institutional investors, and, in particular, on impact investing. Students will be tasked with a graded group assignment that provides the opportunity to translate the knowledge acquired in the first two sessions into practice by analyzing sustainable investment projects and by structuring a (hypothetical) fund that can be marketed to institutional investors. Groups will present and discuss their results in the final session.

Learning outcomes

After completing this course, students will have a thorough understanding of some of the key features of sustainable finance from an institutional investor perspective and in particular, impact investing. Students acquire tools to analyze sustainable investment opportunities and to set up sustainable investment funds. Students will have analyzed, prepared a report on, and presented results on a (hypothetical) impact investment fund including some of the aspects of fund documentation.

Prerequisites for participation

Necessary: At least one MMM finance course: FIN 5XX
Recommended: –

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	15 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Write up and presentation of group assignment (55%), class participation (45%)
Restricted admission	yes
Further information	Class size: max. 25 students
Examiner Performing lecturer	**Prof. Dr. Oliver Spalt** Martin Ewald
Frequency of offering	Spring semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., M.Sc. Wirt. Math.
Preliminary course work	–
Program-specific Competency Goals	CG 3

Modul: FIN 703 Seminar in Financial Markets

DE EN

Lerninhalte
The seminar covers specific issues relating to financial markets in depth. The seminar is organized as a block seminar. Prior to the seminar students have to write a seminar paper on a particular topic. This paper has to be presented during the seminar. Students are also expected to actively participate in the discussion during the seminar.

Lern- und Qualifikationsziele
Students learn how to write a research paper. The seminar is thus an important prerequisite for the master thesis. During the seminar the students will also train their presentation and discussion skills.

Voraussetzungen für die Teilnahme
Notwendige: Participants must have successfully completed at least one core course (FIN 5XX) from the Finance area.
Empfohlen: Participation in the seminar requires a sound background in finance, a good command of English and of basic statistical and econometric techniques. Students are expected to be able to read and understand current research papers.

Lehr- und Lernformen	Lehre	Selbststudium
Seminar	2 SWS	15 SWS

ECTS-Leistungspunkte	6
Benotung	Ja
Gesamtarbeitsaufwand	180h
Sprache	Deutsch, Englisch
Prüfungsform und -umfang	Seminar paper (2/3, scope depends on the assigned topic), Presentation and discussion (1/3)
Zulassungsbeschränkt	Ja
Informationen zur Anmeldung	Website of the Chair
Geprüft durch Durchführende Lehrkraft	 **Prof. Dr. Erik Theissen** Prof. Dr. Erik Theissen
Häufigkeit des Angebots	Frühlings-/Sommersemester & Herbst-/Wintersemester
Dauer des Moduls	1 Semester
Verwendbarkeit	M.Sc. MMM, M.Sc. WiPäd
Vorleistungen	–
Programmspezifische Kompetenzziele	CG 4

Module: FIN 731 Seminar Corporate Governance

EN

Contents

In this course specific topics from the fields of "Corporate Governance", "Asset Management", "Sustainable Finance", and "Gender Finance" will be dealt with in depth. Students will have to work on the main topic of the seminar in some detail and write a term paper on a specific sub-topic that will be allocated to them. In the seminar, students will present their own paper, discuss other students' papers, and participate actively in the classroom discussions.

Learning outcomes

Students will learn how to independently work on a research paper. Thus, the seminar paper also serves as preparation for a Master's thesis. Furthermore, students learn how to present research results and how to contribute to scientific discussions.

Prerequisites for participation

Necessary: Participants must have successfully completed at least one core course (FIN 5XX) from the Finance area.
Recommended: Basic knowledge of statistics and econometrics is assumed and participants should be motivated to undertake empirical work. We recommend that participating students have taken the module CC 502 (Applied Econometrics).

Forms of teaching and learning	Contact hours	Independent study time
Seminar	2 SWS	15 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Seminar paper (2/3, scope depends on the assigned topic), presentation (1/3)
Restricted admission	yes
Further information	http://niessen.bwl.uni-mannheim.de/en/lehre3/fin_xxx_seminar/
Examiner Performing lecturer	**Prof. Dr. Alexandra Niessen-Ruenzi** Prof. Dr. Alexandra Niessen-Ruenzi
Frequency of offering	Spring semester & fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd
Preliminary course work	–
Program-specific Competency Goals	CG 4

Module: FIN 740 Corporate Finance Seminar

EN

no offering in spring 2024

Contents

The purpose of this seminar is to prepare students for an empirical master thesis in the field of Corporate Finance. Students will replicate a published empirical research paper in corporate finance, extend it, e.g., by refining the analysis or extending the data set, and present their results. Students will get acquainted with a range of research topics in empirical corporate finance and study one topic in depth. In the process, they will learn a range of econometric methodologies that are applied in research in empirical corporate finance.

Learning outcomes

At the end of the course, students will be familiar with the statistics software Stata and have learned to use commercial finance databases such as Worldscope, Datastream, CRSP, Amadeus, or Zephyr. In addition, they will have gained access to state-of-the-art methods and current topics in empirical Corporate Finance.

Prerequisites for participation

Necessary: Participants must have successfully completed one core course (FIN 5XX) from the Finance area.
Recommended: We recommend that students take CC 502 to obtain basic knowledge of statistics and econometrics. If places are scarce, preference will be given to students who also have completed Corporate Finance I (cases, FIN 541) or Corporate Finance II (FIN 640), or both.

Forms of teaching and learning	Contact hours	Independent study time
Seminar	2 SWS	15 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Participation (15%), oral presentation (15%), seminar paper (70%, scope depends on the assigned topic)
Restricted admission	yes
Further information	Website of the Chair
Examiner Performing lecturer	**Prof. Ernst Maug, Ph.D.** Prof. Ernst Maug, Ph.D.
Frequency of offering	Spring semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd
Preliminary course work	–
Program-specific Competency Goals	CG 4

Module: FIN 780 Seminar in Asset Management & International Finance

EN

Contents
In this course specific topics from the fields of „Asset Management“, „International Finance“ or other areas of finance (see also the specific announcements) will be dealt with in depth. Students will have to work on the main topic of the seminar in some detail and write a term paper on a specific sub topic that will be allocated to them. Besides, the students will present their own paper, discuss another student’s paper and participate actively in the classroom sessions.

Learning outcomes
Students will learn how to independently work on a research paper. Thus, the seminar paper also serves as preparation for a Master’s thesis. Furthermore, students learn how to present research results and how to contribute to scientific discussions.

Prerequisites for participation
Necessary: At least one FIN 5XX Module
Recommended: Further prerequisites will be announced by the Chair of International Finance before the start of the respective seminar during the topics' presentation.

Forms of teaching and learning	Contact hours	Independent study time
Seminar	2 SWS	15 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Paper (50%, scope depends on the assigned topic), presentation (25%), discussion of other students' papers (15%), oral participation (10%)
Restricted admission	yes
Further information	It is necessary to apply for the seminar. Further information will be published on the Department’s internet site.
Examiner Performing lecturer	**Prof. Dr. Stefan Ruenzi** Prof. Dr. Stefan Ruenzi
Frequency of offering	Spring semester & fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd
Preliminary course work	–
Program-specific Competency Goals	CG 4

Module: FIN 790 Seminar in Financial Markets and Financial Institutions

EN

Contents
The seminar covers specific issues relating to financial markets and financial institutions in depth. The seminar is organized as a block seminar. Prior to the seminar students have to write a seminar paper on a particular topic. This paper has to be presented during the seminar. Students are also expected to actively participate in the discussion during the seminar.

Learning outcomes
Students learn how to write a research paper. The seminar is thus an important prerequisite for the master thesis. During the seminar the students will also train their presentation and discussion skills.

Prerequisites for participation
Necessary: At least one MMM finance course: FIN 5XX
Recommended: Participation in the seminar requires a sound background in finance, a good command of English and of basic statistical and econometric techniques. Students are expected to be able to read and understand current research papers and they are expected to be willing to conduct empirical research.

Forms of teaching and learning	Contact hours	Independent study time
Seminar	2 SWS	15 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Seminar paper (2/3), Presentation and discussion (1/3)
Restricted admission	yes
Further information	Participation in the seminar is limited. Information on how to apply is published on the homepage of the chair.
Examiner Performing lecturer	**Prof. Dr. Oliver Spalt** Prof. Dr. Oliver Spalt
Frequency of offering	Spring semester & fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd
Preliminary course work	–
Program-specific Competency Goals	CG 4

3.3 AREA INFORMATION SYSTEMS

Module: IS 512 IT Management in the Digital Age

EN

Contents

Modern organizations are influenced and driven by information technology (IT) and information systems (IS) in various ways. As competition becomes borderless, organizations are forced to continually examine ways to operate more effectively and efficiently. Information technology and information systems are a crucial means of obtaining these goals in the digital Age. IT and IS are also key enablers of new products, services and processes. This course is designed for students who desire an insightful synopsis of IT management concepts and practices.
It is the objective of this course to offer profound insights into information systems and information technology management. Strategic and tactical issues are given more attention than operational aspects.

Learning outcomes

This course is designed for students who desire an insightful synopsis of IT management concepts and practices. After successfully completing the course, students should be able to
evaluate and initiate strategic IT initiatives, to organize (govern) the IT function, to understand the role of the Chief Information Officer in order to lead this function, to analyze, design and direct outsourcing as well as offshoring initiatives, and to control the IT function from a top management and risk management perspective. IT management issues will be discussed from a planning, leadership, governance, sourcing and controlling perspective.
Topics include:

- Business / IT Alignment and Strategic IT Planning
- Governance frameworks, IT (de-)centralization and the role of the CIO
- The IT sourcing decision, hybrid arrangements, and offshoring
- IT controlling and IT risk management.

Prerequisites for participation

Necessary: –
Recommended: –

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	15 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Written exam (60 min)
Restricted admission	yes
Further information	Limited to 80 participants.
Examiner Performing lecturer	 **Prof. Dr. Armin Heinzl** Prof. Dr. Armin Heinzl
Frequency of offering	Spring semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf.
Preliminary course work	–

Program-specific Competency Goals	CG 1

Module: IS 513 Applied IT Management in the Digital Age

EN

Contents

IT management today is challenged by fast technological change, new digital opportunities, growing cost pressure, and increasing business and regulatory requirements. IT management needs to ensure that IT functions become much more agile, flexible and efficient than ever before. For a state-of-the-art IT management a solid know-how regarding

- Intelligent demand management,
- Application and data architecture,
- IT infrastructure,
- Organization and workforce management,
- Business/IT governance and lean IT processes, and
- Sourcing and location setup incl. vendor and partner management

are crucial.
In addition, it is expected that IT managers have a good understanding of the core business of their company (business/IT alignment) and sound IT cost management capabilities.

Furthermore, IT managers need to be able to understand opportunities of the digital age, evaluate the value of new technologies, and drive digital transformation jointly with the business.

Learning outcomes

The lecture addresses key challenges that IT management is facing today and explains the capabilities and tools required to manage these challenges successfully. The concrete application of the lectured content will be explained using selected case studies. The lecture focuses on banking as one concrete industry example. The fundamental principles, however, can be applied across industries.

Prerequisites for participation

Necessary: IS 512 (in spring semester: parallel attendance possible)
Recommended: –

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	15 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Case Study: Written assignment (slide deck, 80%) and presentation (20%)
Restricted admission	yes
Further information	Although IS 513 has no max. number of participants, an enrollment via the student portal is necessary for getting access to the course material. You will be directly admitted if you meet the requirements.
Examiner Performing lecturer	 **Prof. Dr. Armin Heinzl** Dr. Michael Grebe
Frequency of offering	Spring semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf.
Preliminary course work	–
Program-specific Competency Goals	CG 2

Module: IS 515 Process Management & Analytics

EN

Contents

Business processes are the structural core of every modern enterprise. In this course, we will cover the fundamentals of business process management (BPM) by introducing students to relevant concepts and methods for modelling, analysing, implementing, and controlling processes. We will put particular focus on data-driven BPM methods (process analytics). The overall course goals are that students recognize the influence of data-driven business process management on corporate success and are able to use analytical methods to discover and evaluate optimization potential for business processes. The lectures will be accompanied by exercise sessions, where the concepts and methods will be practically applied through text-based exercises, manual computations, standard process mining tools as well as light-weight programming. In addition, students will have to participate in a case study, where they will apply process mining methods in a practical business case.

Learning outcomes

Upon successful completion of this course, students will be able to:

- Design and improve business processes using suitable methods
- Analyze properties of process models and event logs
- Apply and compare the most important methods of process discovery and conformance checking
- Suggest data-based process optimizations
- Explain how business processes can be supported by information technology

Prerequisites for participation

Necessary: Students may not take IS 515 if they took IS 514
Recommended: Fundamentals of enterprise modelling (e.g., IS 401, IS 405); some knowledge in Python is helpful, but not required

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	4 SWS
Exercise class	2 SWS	4 SWS
Case Study Presentation	0 SWS	5 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Written exam (90 min, 80%), group assignment (20%)
Restricted admission	yes
Further information	Limited to 120 participants
Examiner Performing lecturer	**Prof. Dr. Jana-Rebecca Rehse** Prof. Dr. Jana-Rebecca Rehse, Prof. Dr. Han van der Aa
Frequency of offering	Fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf.
Preliminary course work	–

Program-specific Competency Goals	CG 1, CG 2

Module: IS 540 Management of Enterprise Systems

EN

Contents

Enterprise Systems (ES) represent a specific category of information systems. They build on pre-packaged industry best practices embedded in standardized product software and target large-scale integration of data and business processes across all company's functional areas and beyond company borderlines. Enterprise Systems strongly interplay with work practices of individual employees as well as organizational structures shaping and being shaped by individuals' behavior. The ES lifecycle involves various entities both external and internal to the company. As such, they impact multiple levels of a company, ranging from the individual employee to groups to the entire organization and even its associated network. As critical as the ability to manage these ES is to most businesses, as challenging it is as well. This module is designed to provide a comprehensive insight into theoretical foundations, concepts, tools, and current practice of ES.

The lecture is complemented with exercises and a case study. Students get the opportunity to collect hands-on experiences with commercial software products and analyze and propose solutions for a specific ES challenge. Thus, allowing them to build up first-hand experience with this important aspect for managing businesses successfully.

Learning outcomes

The students will

- understand basic concepts and types of Enterprise Systems,
- understand key characteristics of software products (e.g. Enterprise Resource Planning, Business Intelligence or Collaboration) on which ES are built on,
- understand the ES lifecycle including a development, implementation, and postimplementation phase,
- get practical insights into the real-world ES.

Prerequisites for participation

Necessary: –
Recommended: –

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	8 SWS
Case Study Presentation	1 SWS	6 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Case study (20%) and written exam (60 min, 80%)
Restricted admission	yes
Further information	Although IS 540 has no max. number of participants, an enrollment via the student portal is necessary for getting access to the course material. You will be directly admitted.
Examiner Performing lecturer	**Prof. Dr. Hartmut Höhle** Prof. Dr. Hartmut Höhle
Frequency of offering	Fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., MAKUWI, MMDS

Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 2

Module: IS 541 Theories and Methods in Information Systems

EN

Contents

This course provides students with an introduction to scientific research methods and theories in the field of information systems. Master students gain a broad overview of the strengths and weaknesses of different methods and theoretical perspectives. This overview prepares them for conducting own, bounded research projects (e.g., master theses) as a first step towards a scientific career. In this course, students come to understand the importance of theory for organizing and cumulating knowledge as well as the importance of rigorous empirical methods to establish the validity of findings. The course covers publications in premier IS journals to exemplify and discuss procedures of qualitative, quantitative, and design-oriented research. The course is taught in a seminar style, requiring students to prepare readings for discussions in class. Attendance in classroom sessions is mandatory. Students are required to prepare textbook chapters and selected readings on IS research in advance of the course.

A list of required readings is distributed after registration. In addition, students are assigned contemporary articles published in IS journals that must be evaluated based on the topics covered in the course and presented during classroom sessions. Each student finally writes a term paper of four to five pages on an assigned topic.

Learning outcomes

After completing the course, students

- are able to prepare, plan, and execute own research endeavors (e.g., master thesis).
- understand the relevance of methods and theories in meaningful research.
- know quality criteria and corresponding means to improve research designs.
- have gained an overview of most common methods and theories in IS research.

Prerequisites for participation

Necessary: –
Recommended: Basic statistical knowledge recommended

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	15 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Presentation (30%), written term paper (70%, ten p.)
Restricted admission	yes
Further information	–
Examiner Performing lecturer	**Prof. Dr. Hartmut Höhle** Prof. Dr. Hartmut Höhle
Frequency of offering	Spring semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf.
Preliminary course work	–

Program-specific Competency Goals	CG 1, CG 4

Module: IS 550 International Course – Information Systems EN

Contents
Vom belegten Kurs abhängig

Learning outcomes
Vom belegten Kurs abhängig

Prerequisites for participation
Necessary: Das Niveau des Kurses entspricht dem Niveau eines üblichen Mannheimer Master-Kurses (mindestens 500er Level). Der Kurs kann nur während eines Auslandstudiums absolviert werden und stellt eine sinnvolle Ergänzung des Mannheimer Curriculums dar.
Recommended: –

Graded	yes
Language	English
Form of assessment	Präsentation/ Hausarbeit/ Klausur/ mündliche Prüfung (kann variieren, eine Note muss ausgewiesen werden)
Restricted admission	no
Further information	Ausschließlich während eines Auslandsstudiums belegbar. Es können mehrere Kurse mit diesem Code belegt werden; beachten Sie bitte das Merkblatt.
Performing lecturer	Lecturer at the host university. Course will be assessed when students request a learning agreement. Please find details in the „Guidelines for learning agreements and course recognition“ in ILIAS > MMM > Auslandssemester/Study Abroad Semester. Dozent/in an der Gastuniversität. Prüfung der Wertigkeit bei Abschluss eines Learning Agreements. Bitte lesen Sie das „Merkblatt zu Learning Agreements und Anerkennungen“ ILIAS > MMM > Auslandssemester/Study Abroad Semester.
Frequency of offering	Spring semester & fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, andere Studiengänge, wenn mit Prüfungsordnung vereinbar
Preliminary course work	–

Module: IS 556 Public Blockchains

EN

Contents

This course gives an overview of blockchain technology and applications. It covers basic cryptographic principles and socio-economic structures. Decentralized principles and applications are discussed. Emphasis will be put on user interfaces and system architectures. Token standards such as ERC 721 or ERC20 are covered and exemplary applications are presented.
The exercises part of the course covers the Solidity language for programming the Ethereum blockchain. Students need to deploy a number of programming assignments on the course's blockchain and get tokens for successful submissions. Students who collected enough tokens gain access to the final exam.

Learning outcomes

Upon successful completion of this course, students:

- understand the basic functional mechanisms behind public blockchain;
- can analyze given public blockchains and their structure;
- have acquired knowledge about standards and decentralized applications on blockchains;
- can program smart contracts in Solidity and deploy them on Ethereum-compatible blockchains.
- can query and extract information from Ethereum-compatible blockchains.

Prerequisites for participation

Necessary: –
Recommended: Knowledge of computer programming (in any language).

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	6 SWS
Exercise class	2 SWS	6 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Written exam (60 min)
Restricted admission	yes
Further information	–

Examiner
Performing lecturer

Prof. Dr. Markus Strohmaier
Prof. Dr. Markus Strohmaier, Dr. Stefano Balietti

Frequency of offering	Spring semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., MMDS
Preliminary course work	Students have to submit home assignments and collect at least 50% of the available points to be admitted to the exam.
Program-specific Competency Goals	CG 1

Module: IS 557 Introduction to Scientific Programming with Python

EN

Contents

This course introduces students to principles of scientific programming with the Python programming language. Aside from more introductory concepts, more advanced programming concepts and important scientific libraries essential for data analysis and research are introduced.

Learning outcomes

On completion of the course students should be familiar with the Python programming language and able to solve more scientific and complex problems in Python. This covers the application of scientific libraries, some machine learning techniques, and the collection of data with web mining.

Skills:

- Handling of scientific programming projects
- Independent choice of data-structures and methods to solve a given problem
- Knowledge about the different scientific libraries and their advantages

Data preprocessing, analysis and visualization

Prerequisites for participation

Necessary: –

Recommended: Basic knowledge about programming languages, statistics, and machine learning.

Forms of teaching and learning	Contact hours	Independent study time
Lecture with integrated exercise	4 SWS	17 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Written exam (60 min)
Restricted admission	yes
Further information	https://www.bwl.uni-mannheim.de/strohmaier/teaching
Examiner Performing lecturer	 **Prof. Dr. Markus Strohmaier** Georg Ahnert
Frequency of offering	Spring semester & fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, MMDS
Preliminary course work	Successful completion of the corresponding exercises
Program-specific Competency Goals	CG 2

Module: IS 607 Digital Innovation

EN

Contents

Digital innovations influence every aspect of our lives in this increasingly technological world. Firms that pursue digital innovations must think carefully about how digital technologies shape the nature, process and outcomes of innovation as well as the long- and short-term social, economic and cultural consequences of their offerings. The attempts to contribute to building a transdisciplinary understanding of digital innovation by bringing together a diverse set of research papers from leading scholars from business, engineering, economics, science and public policy. Their distinct perspectives advance ideas and principles intended to set the agenda for current and future research on digital innovation in ways that inform primarily firm-level strategies and practices. The course provides scope and depth for master students interested in information systems and digital technologies, innovation and entrepreneurship, strategy, and digital platforms and ecosystems. In addition, it is informative to scholars interested in the impact of digital technologies on organizations and the broader society. The course will be taught on a flipped classroom basis. A flipped classroom is an instructional strategy and a type of blended learning focused on student engagement and active learning, giving the instructor a better opportunity to deal with mixed levels, student difficulties, and differentiated learning preferences during in-class time.

This format intentionally shifts instruction to a student-centred model in which time in the classroom is used to explore topics in greater depth and create meaningful learning opportunities while students are initially introduced to new topics outside of the classroom. Content delivery takes place through mandatory pre-readings and collaborative class discussions.

Learning outcomes

Students that accomplish this course will

- understand the foundations of digital innovations,
- be proficient in digital platforms, ecosystems, and entrepreneurship,
- advance their knowledge on business models and value creation in digital innovation,
- comprehend its impact on the future of work, and
- be exposed to transdisciplinary application domains.

Prerequisites for participation

Necessary: IS 512 or IS 614 or IS 615
Recommended: IS 615

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	15 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Written exam (60 min)
Restricted admission	yes
Further information	Website of the Chair
Examiner Performing lecturer	**Dr. Anna-Maria Seeger** Dr. Anna-Maria Seeger
Frequency of offering	Spring semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf.
Preliminary course work	Reading the respective chapter in the assigned literature

Program-specific Competency Goals	CG 1

Module: IS 613 Applied Project in Enterprise Cloud Design and Development

EN

Contents

The goal of this term project is to collaboratively develop a software artifact to solve a real-world business problem in a student development team environment. We offer a project-based lecture with hands-on experience for enterprise cloud software development as well as general agile software development practices, lean management principles, as well as design thinking and business model innovation practices. Students will learn about innovative product and process design for software development which then can be directly applied in exercise sessions and project iterations. The used technology will depend on the students' skills and experience. Prototypes must be developed and deployed with state-of-the-art cloud technology.

Learning outcomes

After completing the project, students will be able to:

- learn how to apply design principles for developing user centered applications,
- understand the difficulties involved in team-based software development,
- improve both product design and software engineering skills
- improve the ability to work in teams and collaborate effectively
- and use state-of-the-art software engineering methods and tools.

Prerequisites for participation

Necessary: IS 615 (parallel attendance possible)
Recommended: This course is designed for master students of management or information systems. A basic understanding of how to program information systems is helpful.

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	15 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Software development term project
Restricted admission	yes
Further information	Limited to 32 participants. More information: Chair's Website (www.bwl.uni-mannheim.de/heinzl/)
Examiner Performing lecturer	**Prof. Dr. Tobias Schimmer** Dr. Alexander Scheerer
Frequency of offering	Fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf.
Preliminary course work	–
Program-specific Competency Goals	CG 2

Module: IS 614 Corporate Knowledge Management

EN

Contents

Companies have realized that the knowledge of their professionals is a decisive factor in competition. Firms are able to differentiate against their competitors through superior knowledge in the long term. This lecture deals with the question of how the creation acquisition, transfer, storage, retrieval, and use of knowledge can be supported with the information technology and where the limits of such efforts are. It also addresses how to design information technology to support different knowledge processes.

Learning outcomes

Course participants will be able to:

- explain the role and importance of knowledge for organizations
- understand and explain the processes of knowledge management (KM)
- describe and evaluate the possibilities to support the different knowledge processes through information technology
- understand and evaluate different design principles of KM systems
- evaluate and apply organizational and technological mechanisms that ensure the use of KM systems

Prerequisites for participation

Necessary: –

Recommended: –

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	15 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Written exam (60 min), optional case study (20%)
Restricted admission	no
Further information	–
Examiner	**Prof. Dr. Armin Heinzl**
Frequency of offering	Fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., MAKUWI
Preliminary course work	–
Program-specific Competency Goals	CG 1

Module: IS 615 Enterprise Cloud Design and Development

EN

Contents

Enterprise software is expected to serve a plethora of customer needs from different industries in an integrated and seamless way. Traditionally, the market leaders provided integrated enterprise resource planning (ERP) solutions as a suite of business applications that are being operated by their customers on-premises or hosted as isolated instances by third party providers. Today, customers and end users expect fully cloud-based provisioning so that business models leaving the operations and related costs with the vendors of enterprise software. Hence, established software vendors have to rethink and improve the way they organize development in terms of skills and organizational design, development processes and methodology, business models as well as tools and technologies needed. This academic lecture includes agile software development practices including multi-team coordination and planning as well as empirical process control and traceability management. Moreover, lean thinking combined with Design Thinking and related practices are increasingly adopted and intertwined in the software industry. The goal of this module is to convey approaches from research and industry experience together with practical application based on concrete enterprise cloud software challenges including both, lecture, and workshop formats.
A combination with IS 613 as related term project applying the content is highly recommended.

Learning outcomes

After completing the class, students will be able to:

- Understand specific issues and challenges of cloud-based enterprise software;
- Understand basic issues and challenges in enterprise software development?;
- Understand and apply large-scale agile development based on lean principles;
- Understand the principles of multi-team coordination and planning as well as
- Understand empirical process control and traceability management in enterprise software development;
- Understand and apply Design Thinking and related innovation practices;
- Understand and evaluate business models for enterprise software solutions?;
- Understand and apply how to bring all of this together in enterprise reality;
- Understand and evaluate state-of-the-art software engineering methods;
- Understand and explain particular success strategies recommended by practitioners.

Prerequisites for participation

Necessary: –
Recommended: attendance of IS 613 in the same semester is recommended

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	15 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Written exam (60 min, 80%), case study (20%)
Restricted admission	yes
Further information	Chair's Website (www.bwl.uni-mannheim.de/heinzl)
Examiner Performing lecturer	 **Prof. Dr. Tobias Schimmer** Prof. Dr. Tobias Schimmer
Frequency of offering	Fall semester

Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf.
Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 2

Module: IS 616 Large Scale Data Analysis and Visualization

EN

Contents

This course teaches students principles of scientific visualization of data using the R and Python programming languages. Starting from introductory large scale data handling and basics of visualization, more advanced methods for visualization will also be covered. Important libraries and frameworks that are essential for data analysis and visualization are introduced.

Learning outcomes

On completion of the course, students should be familiar with libraries in the R and Python programming languages that enable them to create professional scientific visualizations. This outcome includes the application of those scientific libraries, handling of large datasets and knowledge of many examples of how challenges in scientific visualization were overcome and in what ways creative solutions were found. *Skills:*

- Knowledge on how to include scientific visualization in research projects
- Independent choice of ways to prepare large scale data to run visualization methods to solve a given problem
- Knowledge about different libraries and their (dis-)advantages
- Data preprocessing, analysis, organisation and visualization

Prerequisites for participation

Necessary: –

Recommended: Basic knowledge about statistics and 1) either basic knowledge of R and Python or 2) intermediate knowledge of either Python or R and willingness to learn the other, yet unfamiliar language

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	10 SWS
Exercise class	2 SWS	7 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Written exam (90 min)
Restricted admission	yes
Further information	https://www.bwl.uni-mannheim.de/strohmaier/teaching/
Examiner Performing lecturer	**Prof. Dr. Markus Strohmaier** M. Strohmaier & M. Pellert
Frequency of offering	Fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. VWL, M.Sc. Wirt. Inf., MMDS
Preliminary course work	Successful completion of the corresponding exercises
Program-specific Competency Goals	CG 2

Module: IS 622 Network Science

EN

Contents

The lecture gives an introduction to the analysis of networks. It includes theoretical foundations of social networks (definitions, representation as a graph, local structures), elementary graph algorithms (shortest path, clustering coefficient, ...), centrality measures for social networks (PageRank, betweenness centrality, ...), methods for community detection, phenomena in empirical social networks (scale-free networks, small-world phenomenon, homophilia, ...), graph models (random graphs, preferential attachment,...), robustness of graphs, as well as dynamics in networks, epidemics and information cascades.

Learning outcomes

Knowledge: Upon successful completion of this module, students will have developed an understanding of basic concepts and algorithms for analyzing networks and have acquired knowledge of empirically occurring phenomena in networks. Furthermore, the students get an overview of current analysis tools of social networks.

Skills: The students learn how to analyze empirical social networks with regard to their structure and mathematical properties such as the determination of central nodes, as well as methods to understand dynamics in social networks. In addition, the students learn how to use the most common program libraries for analyzing social networks.

Competences: The students should be able to effectively use analysis methods for social networks in other areas of application.

Prerequisites for participation

Necessary: –

Recommended: Basic knowledge of algorithms and data structures as well as programming concepts and methods, practical programming skills (Python), basic knowledge of statistics.

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	7 SWS
Exercise class	2 SWS	6 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Written exam (80 min)
Restricted admission	yes
Further information	–
Examiner Performing lecturer	 **Prof. Dr. Markus Strohmaier** Prof. Dr. Markus Strohmaier, Marlene Lutz
Frequency of offering	Spring semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., MMDS
Preliminary course work	Students must pass at least 50% of the written assignments in the exercise class in order to take the final exam.

Module: IS 628 Advances in Public Blockchains

EN

Contents
The achievement of the learning goals is pursued by practicing on the basis of personally assigned in-depth scientific topics as well as by actively participating in the presentation dates. The organizer will choose subject areas within the field of Public Blockchains and provide scientific papers to students to work through.

Learning outcomes
Skills: On the basis of suitable literature, in particular original scientific articles, students independently familiarize themselves with a topic in data-science, classify and narrow down the topic appropriately and develop a critical evaluation.

Students work out concepts, procedures and results of a given topic clearly and with appropriate formalisms in a timely manner and to a defined extent in depth in writing; Evidence of independent development by presenting self-selected examples. Descriptive oral presentation of an in-depth data science topic using suitable media and examples in a given format.

Prerequisites for participation
Necessary: –
Recommended: lectures offered by the chair

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Written report (max. 12 p. excl. references) with oral presentation
Restricted admission	yes
Further information	Website of the Chair / “Student Portal”
Examiner Performing lecturer	 **Prof. Dr. Markus Strohmaier** Prof. Dr. Markus Strohmaier, Stefano Balietti
Frequency of offering	Fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., MMDS
Preliminary course work	–
Program-specific Competency Goals	CG 4

Module: IS 629 Agile Software Product Management and Design

EN

Contents

More and more products, from consumer to business markets, show an ever-increasing amount of software at their very heart. The ability to understand, design, and manage software-intense products has become of great importance to ensure sustainable success across all industries. This module introduces key aspects of the entire software product lifecycle, ranging from product strategy and planning, to the actual product development and finally the postdevelopment phase covering aspects such as the product launch and product support. Furthermore, the interplay between processes, people, and practices will be discussed and contemporary software development paradigms will be framed into this interplay. This course puts specific emphasis on the two roles of the product manager and the product designer (also: Usability / User Experience Professional) within software development. Following an interdisciplinary perspective, this course will introduce key concepts from the field of management, marketing and human computer interaction.

The course contents will be put into a practical perspective by selected industry talks. Furthermore, as part of a case study, the students will be asked to analyze and propose solutions for a given software product development challenge leveraging the knowledge acquired within the lecture and industry talks.

Learning outcomes

Students

- learn basic concepts and characteristics of software products and the associated software product lifecycle.
- understand the underlying mechanisms for a successful interplay between people, processes, and practices within product development.
- understand key concepts and methods required for fulfilling the product management and product design role.
- analyze and propose solutions for a given software product challenge along the entire lifecycle.

Prerequisites for participation

Necessary: –
Recommended: IS 540 (Management of Enterprise Systems)

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	8 SWS
Case Study Presentation	1 SWS	6 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Written exam (60 min, 60%) and case study (40 %)
Restricted admission	no
Further information	–
Examiner Performing lecturer	**Prof. Dr. Hartmut Höhle** Prof. Dr. Hartmut Höhle
Frequency of offering	Spring semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf.

Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 2

Module: IS 661 Text Analytics

EN

Contents

In the digital age, techniques to automatically process textual content have become ubiquitous. Given the breakneck speed at which people produce and consume textual content online – e.g., on micro-blogging and other collaborative Web platforms like wikis, forums, etc. – there is an ever-increasing need for systems that automatically understand human language, answer natural language questions, translate text, and so on. This class will provide a complete introduction to state-of-the-art principles and methods of Natural Language Processing (NLP). The main focus will be on statistical techniques, and their application to a wide variety of problems. This is because statistics and NLP are nowadays highly intertwined, since many NLP problems can be formulated as problems of statistical inference, and statistical methods, in turn, represent de-facto the standard way to solve many, if not the majority, of NLP problems.

Learning outcomes

Students will acquire knowledge of state-of-the-art principles and methods of Natural Language Processing, with a specific focus on the application of statistical methods to human language technologies.
Successful participants will be able to understand state-of-the-art methods for Natural Language Processing, as well as being able to select, apply and evaluate the most appropriate techniques for a variety of different practical and application-oriented scenarios.

Prerequisites for participation

Necessary: –
Recommended: Basic knowledge of programming concepts and methods, practical programming skills (Python).

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	4 SWS
Exercise class	2 SWS	4 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Written exam (90 min)
Restricted admission	yes
Further information	–
Examiner	**Prof. Dr. Markus Strohmaier**
Frequency of offering	Fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. Wirt. Inf., MMDS
Preliminary course work	Students must pass at least 50% of the written assignments in the exercise class in order to take the final exam.

Module: IS 703 Seminar Applied Data Science

EN

Contents

Welcome to the Masters Seminar in Applied Data Science, a unique, project-based course designed for Masters students who are looking forward to immersing themselves in the world of real-world data analysis and solution development. This seminar is characterized by our exciting collaboration with Coface, a leading global credit insurance group (www.coface.com). In addition to the credit insurance business, Coface operates factoring with Coface Finanz GmbH and is also a leader in this field in Germany. Factoring is a financial transaction in which a company sells its trade receivables (i.e. invoices) to a third party, the so-called factor. This process provides the company with immediate cash flow, which is crucial for maintaining liquidity and financing day-to-day operations. Coface will provide students with access to current, industry-relevant factoring datasets and offer an unprecedented opportunity to apply data science techniques in a practical context.

The seminar is structured to not only introduce students to the challenges of the factoring industry but also to equip them with the skills to develop applicable data science solutions. One of the key learning goals is to enable students to effectively solve real-world problems using advanced data science methods.

This involves analyzing and interpreting complex data sets provided by Coface and applying a range of sophisticated algorithms and techniques to address the practical challenges in the factoring industry.

The seminar is an excellent opportunity for students with a strong interest in data science to develop and apply their knowledge in a real-world setting, bridging the gap between academic learning and practical application. It promises to be an enriching and challenging experience, offering a glimpse into the dynamic intersection of data science and the factoring industry.

Learning outcomes

After completing this course, students will

- Have developed the skills to analyze and interpret real-world data sets.
- Be able to apply advanced data science techniques and algorithms to solve practical problems.
- Have enhanced collaboration skills by working in teams and improve communication skills through presentations.

Prerequisites for participation

Necessary: –

Recommended: Basic data science knowledge and rudimentary experience with data analysis software such as Python or R.

Forms of teaching and learning	Contact hours	Independent study time
Seminar	2 SWS	15 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Written paper and developed solution (50%) with oral presentation (50%)
Restricted admission	yes
Further information	Application via email (Brief motivation letter, Transcript of Records and CV) to kevin.bauer@uni-mannheim.de; Application deadline is the 08.02.2024
Examiner Performing lecturer	**Prof. Dr. Kevin Bauer** Prof. Dr. Kevin Bauer
Frequency of offering	Spring semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. Wirt. Inf.

Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 4

Module: IS 712 Seminar

EN

Contents
The seminar is a preparation for writing a master thesis and introduces students to academic work related to current topics of IS. Students independently compile a written seminar paper covering a current research topic and present their research findings in class.

Learning outcomes
By the end of the course students developed

- a basic knowledge on the principles of academic writing,
- the ability to independently and systematically explore a research topic,
- readiness to take on a master thesis project in IS.

Prerequisites for participation
Necessary: –
Recommended: Basic knowledge of IS

Forms of teaching and learning	Contact hours	Independent study time
Seminar	2 SWS	15 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Seminar paper (scope depends on the assigned topic), presentation, and discussion **For students of the M.Sc. Information Systems the seminar means a reduced workload with only 4 ECTS.**
Restricted admission	yes
Further information	Registration at the end of previous semester: http://wifo1.bwl.uni-mannheim.de
Examiner Performing lecturer	**Prof. Dr. Armin Heinzl** Timo Himmelsbach
Frequency of offering	Spring semester & fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. Wirt. Inf.
Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 4

Module: IS 723 Seminar Data-Science II

EN

Contents
The achievement of the learning goals is pursued by practicing on the basis of personally assigned in-depth scientific topics as well as by actively participating in the presentation dates. The organizer will choose subject areas within the field of Data-Science and provide scientific papers to students to work through.

Learning outcomes
Skills: On the basis of suitable literature, in particular original scientific articles, students independently familiarize themselves with a topic in data-science, classify and narrow down the topic appropriately and develop a critical evaluation.

Students work out concepts, procedures and results of a given topic clearly and with appropriate formalisms in a timely manner and to a defined extent in depth in writing; Evidence of independent development by presenting self-selected examples. Descriptive oral presentation of an in-depth data science topic using suitable media and examples in a given format

Prerequisites for participation
Necessary: –
Recommended: lectures offered by the chair

Forms of teaching and learning	Contact hours	Independent study time
Seminar	2 SWS	15 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Seminar paper (50%, scope depends on the assigned topic), presentation (40%), and discussion (10%)
Restricted admission	yes
Further information	Website of the chair
Examiner Performing lecturer	**Prof. Dr. Markus Strohmaier** Tobias Schumacher, Marlene Lutz
Frequency of offering	Spring semester & fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, MMDS
Preliminary course work	–
Program-specific Competency Goals	CG 4

Module: IS 724 Seminar Current topics in Human-(X)AI collaboration

EN

Contents

This seminar focuses on exploring state-of-the-art research topics in the domain of human interactions with Artificial Intelligence and eXplainable Artificial Intelligence systems. Students have to write a seminar paper about a specifically assigned research topic and present their work in class for discussion. Student presentations will be held together with the IS 742 Seminar Trends in Enterprise Systems.

Learning outcomes

After completing this course, students will

- *able to summarize a current research topic from the human-(X)AI collaboration domain and put it into the context of related work.*
- *gain a basic knowledge on the principles of academic writing, the ability to independently and systematically explore a research topic.*
- *have improved their presentation skills*

Prerequisites for participation

Necessary: –

Recommended: –

Forms of teaching and learning	Contact hours	Independent study time
Seminar	2 SWS	15 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Written paper (60%, scope depends on the assigned topic) with oral presentation (40%)
Restricted admission	yes
Further information	Application via email (Brief motivation letter, Transcript of Records and CV) to kevin.bauer@uni-mannheim.de; Application deadline will be announced via the Chair's homepage.
Examiner Performing lecturer	 **Prof. Dr. Kevin Bauer** Prof. Dr. Kevin Bauer
Frequency of offering	Spring semester & fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. Wirt. Inf.
Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 4

Module: IS 742 Seminar Trends in Enterprise Systems

EN

Contents
This module is a research seminar where state-of-the-art research topics are discussed. Students systematically explore a research topic from the enterprise systems domain. They present their work in class for discussion and will write a seminar paper, following academic guidelines.

Learning outcomes
After completing this seminar, students will be able to summarize a current research topic from the enterprise systems domain and put it into the context of related work. They will know to evaluate extant work and how to communicate the insights academically in a written report. Students will also learn and train presentation skills, too.

Prerequisites for participation
Necessary: –
Recommended: IS 540

Forms of teaching and learning	Contact hours	Independent study time
Seminar	2 SWS	15 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Written report (80%, scope depends on the assigned topic) and presentation (20%) **For students of the M.Sc. Information Systems the seminar means a reduced workload with only 4 ECTS.**
Restricted admission	yes
Further information	Application via email (Motivation letter, Transcript of Records and CV) to applicat@mail.uni-mannheim.de; Application deadline will be announced via the Chair's homepage.
Examiner Performing lecturer	 **Prof. Dr. Hartmut Höhle** Prof. Dr. Hartmut Höhle
Frequency of offering	Spring semester & fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. Wirt. Inf.
Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 4

Module: IS 752 Seminar on Process and Management Analytics

EN

Contents
This module is a research seminar, which will introduce students to academic work in the fields of Business Process Management and Information Systems and prepare them for writing a master thesis. Students will write a seminar paper on a current research topic in process analytics and present their findings in class.

Learning outcomes
After completing this course, you will be able to:

- Apply basic research methods from the IS discipline
- Independently and systematically explore a research topic
- Structure and write an academic paper
- Be equipped to start your master thesis

Prerequisites for participation
Necessary: –
Recommended: IS 515 (recommended)

Forms of teaching and learning	Contact hours	Independent study time
Seminar	2 SWS	15 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Seminar paper (80%, scope depends on the assigned topic), presentation and discussion (20%) **For students of the M.Sc. Business Informatics the seminar has a reduced workload with only 4 ECTS.**
Restricted admission	yes
Further information	https://www.bwl.uni-mannheim.de/rehse/lehre/is-752-master-seminar/
Examiner Performing lecturer	 **Prof. Dr. Jana-Rebecca Rehse** Prof. Dr. Jana-Rebecca Rehse
Frequency of offering	Spring semester & fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. Wirt. Inf.
Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 4

Module: IS 777 Seminar current topics in generative Artificial Intelligence

EN

Contents

This seminar focuses on exploring the latest issues related to generative artificial intelligence (e.g., large language models such as ChatGPT). In the seminar paper, students will explore the economic, psychological, and sociological consequences of using this new technology. Students are required to write a seminar paper on a specifically assigned research topic and present and discuss their work in the course.

Learning outcomes

After completing this course, students will

- able to summarize a current research topic from the generative AI domain and put it into the context of related work.
- gain a basic knowledge on the principles of academic writing, the ability to independently and systematically explore a research topic.
- have improved their presentation skills

Prerequisites for participation

Necessary: –
Recommended: –

Forms of teaching and learning	Contact hours	Independent study time
Seminar	2 SWS	15 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Written paper (70%, scope depends on the assigned topic) with oral presentation (30%)
Restricted admission	yes
Further information	Application via email (Brief motivation letter, Transcript of Records and CV) to kevin.bauer@uni-mannheim.de; Application deadline will be announced via the Chair's homepage
Examiner Performing lecturer	**Prof. Dr. Kevin Bauer** Prof. Dr. Kevin Bauer
Frequency of offering	Spring semester & fall semester
Range of application	M.Sc. MMM, M.Sc. Wirt. Inf., B.Sc. WiPäd
Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 4

3.4 AREA MANAGEMENT

Module: ACC/MAN 560 Managerial Accounting - Evaluating Financial and Non-Financial Performance

EN

Contents

An organization's long-term competitive success is critically dependent on the availability and the efficient use of information about its products, services, processes, organizational units, suppliers, customers, as well as its social and environmental performance. Managerial accounting includes the concepts, models, and systems that provide managers with the information necessary to achieve both the financial and the non-financial (ESG) goals.

The course will familiarize participants with the terminology and basic concepts of managerial accounting. The topics range from the analysis of cost information for decision-making to performance measurement, financial planning, and budgeting. The design and use of internal reporting systems varies substantially across different firms and industries and is closely interlinked with a firm's governance and control systems.

To shed light on these different governance practices, the course integrates a number of real-world cases. Applications cover the manufacturing, the services, and the financial industry.

Learning outcomes

Students will become familiar with advanced issues in managerial accounting and understand the use of financial and non-financial (ESG) information in managerial decision-making. Students will also develop a thorough understanding of performance measurement systems and managerial incentives.

Prerequisites for participation

Necessary: –

Recommended: Bachelor-level knowledge of cost accounting

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	9 SWS
Case Study Presentation	2 SWS	4 SWS
Exercise class	2 SWS	4 SWS

ECTS credits	8
Graded	yes
Workload	240h
Language	English
Form of assessment	Case study presentation (25%) and written exam (90 min, 75%)
Restricted admission	no
Further information	Will be counted towards ACC.

Examiner
Performing lecturer

Prof. Dr. Jannis Bischof
Prof. Dr. Jannis Bischof (Lecture), Dr. Claudia Max and Can Toygar (Case Studies)

Frequency of offering	Spring semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., LL.M.
Preliminary course work	–

Program-specific Competency Goals	CG 1, CG 3

Modul: MAN 521 Science Management

DE

Lerninhalte
Zu den Lerninhalten des Moduls zählen neben einem systematischen Überblick über die Struktur und Funktion des deutschen Wissenschaftssystems dessen Rechtsgrundlagen und die Art und Weise der Steuerung von Hochschulen und Wissenschaftseinrichtungen. Dabei werden neben Managementaufgaben in der Forschungs-, Qualitäts- und Personalentwicklung auch Einblicke in den Arbeitsalltag von Hochschulleitungen über Personalführung bis hin zum Förderungs-/Marketingmanagement gegeben. Auch Karriereperspektiven in der Wissenschaft einschließlich der Beschäftigungsverhältnisse gehören zum Modulinhalt, ebenso wie Verknüpfungen des Wissenschaftssystem mit der aktuellen (Welt-)Politik.

Lern- und Qualifikationsziele
Nach Bestehen des Moduls

- … kennen die Studierenden die spezifischen Bedingungen von Hochschulen und Wissenschaftseinrichtungen sowie die Herausforderungen im politischen Kontext.
- … haben die Studierenden Managementwissen über wissenschaftsadäquate Führungs-, (Personal-)Entwicklungs- und Service-Aufgaben erworben.
- … sind die Studierenden qualifiziert, ihr erworbenes Know-how auf wissenschaftsrelevante Managementaufgaben anzuwenden.

Voraussetzungen für die Teilnahme
Notwendige: –
Empfohlen: Interesse an übergreifendem Kenntnisgewinn in unterschiedlichen Disziplinen des Wissenschaftsmanagements.

Lehr- und Lernformen	Lehre	Selbststudium
Vorlesung	2 SWS	9 SWS

ECTS-Leistungspunkte	4
Benotung	Ja
Gesamtarbeitsaufwand	120h
Sprache	Deutsch
Prüfungsform und -umfang	Schriftliche Abschlussklausur (60 Min.)
Zulassungsbeschränkt	Ja
Informationen zur Anmeldung	Portal2
Durchführende Lehrkraft	Dr. Yvonne Dorf
Häufigkeit des Angebots	Frühlings-/Sommersemester
Dauer des Moduls	1 Semester
Verwendbarkeit	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., LL.M., MAKUWI
Vorleistungen	–
Programmspezifische Kompetenzziele	CG 1, CG 2, CG 4

Modul: MAN 522 Verantwortung im Management

DE

Lerninhalte

Die Vorlesung geht der Frage der Verantwortung im Management von Unternehmen und anderen Organisationen anhand von konkreten Fallbeispielen sowie Grundlagentexten der ökonomischen und philosophischen Tradition nach. Die Leitfragen der Vorlesung sind: (1) Was ist Verantwortung, und wer ist verantwortlich? (2) In welchem Verhältnis stehen ökonomisches und ethisches Handeln? Lässt sich das eine auf das andere zurückführen? (3) Wie entscheidet man in Verantwortung? Nach welchen Kriterien oder Werten bestimmt und begründet man sein Handeln? (4) Lässt sich Verantwortung institutionalisieren? Wie weit trägt ein Ansatz der „Corporate Responsibility"? (5) Lässt sich Verantwortung an die Maschine delegieren? Welche Fragen stellen sich angesichts der Zunahme von KI in so gut wie allen Unternehmensprozessen?

Lern- und Qualifikationsziele

Nach diesem Kurs sollen die Studierenden in der Lage sein, ihre Verantwortung als zukünftige Führungskräfte oder Mitarbeiter in Unternehmen und anderen Institutionen kritisch zu reflektieren, auf der Basis wesentlicher ökonomischer und philosophischer Positionen und Referenzrahmen ihre Entscheidungen zu begründen sowie Entscheidungen anderer begründet zu analysieren und zu kritisieren. Zudem sollen die Studierenden typische Dilemmata-Situationen kennen und analysieren können.

Voraussetzungen für die Teilnahme

Notwendige: –

Empfohlen: Aneignung der philosophischen und ökonomischen Literatur, die in der Vorlesung genannt wird.

Lehr- und Lernformen	Lehre	Selbststudium
Vorlesung	2 SWS	8 SWS

ECTS-Leistungspunkte	4
Benotung	Ja
Gesamtarbeitsaufwand	120h
Sprache	Deutsch
Prüfungsform und -umfang	Schriftliche Klausur (60 min)
Zulassungsbeschränkt	Ja
Informationen zur Anmeldung	Student Portal
Durchführende Lehrkraft	Dr. Carsten Lotz
Häufigkeit des Angebots	Frühlings-/Sommersemester
Dauer des Moduls	1 Semester
Verwendbarkeit	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., LL.M., MAKUWI
Vorleistungen	–
Programmspezifische Kompetenzziele	CG 1, CG 2, CG 3

Module: MAN 550 International Course – Management

EN

Contents
Vom belegten Kurs abhängig

Learning outcomes
Vom belegten Kurs abhängig

Prerequisites for participation
Necessary: Das Niveau des Kurses entspricht dem Niveau eines üblichen Mannheimer Master-Kurses (mindestens 500er Level). Der Kurs kann nur während eines Auslandstudiums absolviert werden und stellt eine sinnvolle Ergänzung des Mannheimer Curriculums dar.
Recommended: –

Graded	yes
Language	English
Form of assessment	Präsentation/ Hausarbeit/ Klausur/ mündliche Prüfung (kann variieren, eine Note muss ausgewiesen werden)
Restricted admission	no
Further information	Ausschließlich während eines Auslandsstudiums belegbar. Es können mehrere Kurse mit diesem Code belegt werden; beachten Sie bitte das Merkblatt.
Performing lecturer	Lecturer at the host university. Course will be assessed when students request a learning agreement. Please find details in the „Guidelines for learning agreements and course recognition“ in ILIAS > MMM > Auslandssemester/Study Abroad Semester. Dozent/in an der Gastuniversität. Prüfung der Wertigkeit bei Abschluss eines Learning Agreements. Bitte lesen Sie das „Merkblatt zu Learning Agreements und Anerkennungen“ ILIAS > MMM > Auslandssemester/Study Abroad Semester.
Frequency of offering	Spring semester & fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. Wirt. Inf., MAKUWI, andere Studiengänge, wenn mit Prüfungsordnung vereinbar
Preliminary course work	–

Module: ACC/MAN 660 Corporate Sustainability Strategies and Value Creation

EN

Contents

The sustainability of a company's business model is an increasingly important driver of firm value and, therefore, an essential input into the strategy process. This course will teach how sustainability goals can be integrated into strategy development and how this integration creates firm value. Topics include the role of regulation, materiality assessment, sustainability targets, the development of specific measures and flagship initiatives, and the interaction with corporate organization and governance. The course also offers an introduction to the link between sustainability strategies and sustainability reporting. Many business cases from different industries will illustrate the real-world impact of the lecture content.

Learning outcomes

Students gain a solid understanding of the relationship between corporate sustainability objectives, corporate strategy, and firm value. They develop an economic intuition for the real-world importance of such an integrated approach to corporate sustainability. They also understand how this relationship further interacts with factors such as a company's regulatory environment, internal target setting, corporate organization and governance. They can relate their knowledge to applied business cases.

Prerequisites for participation

Necessary: –
Recommended: Bachelor-level knowledge of value-based management

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	9 SWS

ECTS credits	4
Graded	yes
Workload	120h
Language	English
Form of assessment	Written exam (45 min)
Restricted admission	no
Further information	Will be counted towards ACC.
Examiner Performing lecturer	 **Jannis Bischof** Dr. Holger Rubel
Frequency of offering	Fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., LL.M., MAKUWI
Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 2, CG 3

Module: ACC/MAN 661 Corporate Sustainability Performance: Measurement, Assessment and Improvement

EN

Contents

The success of a company's sustainability strategy critically depends on its ability to monitor and evaluate sustainability performance. This course introduces the most important management tools to measure and assess sustainability performance, with a particular focus on decarbonization, waste and circular economy management, and life cycle assessment. Building on these sustainability performance metrics, the course will also focus on how to turn the insights from performance measurement into specific actions, for example, by discussing approaches to reduce carbon emissions and increase the circularity of the business model. Many business cases from different industries will illustrate the real-world impact of the lecture content, including cases study exercises and hands-on usage of leading management tools.

Learning outcomes

Students gain a comprehensive overview over the measurement of corporate sustainability performance and understand how to measure key metrics, especially in the fields of decarbonization, circularity, and life cycle assessment in general, but also specifically for a variety of industrial businesses. They develop an economic intuition for the real-world application of the metrics and become familiar with typical challenges in their implementation. They also understand how to interpret the indicators and are able to link their interpretation to suitable actions that lead to performance improvement.

Prerequisites for participation

Necessary: - (from spring 2025: ACC 510 oder ACC 520 oder ACC 530 oder ACC 540 oder ACC/TAX 550 oder ACC 560)
Recommended: ACC 660, Bachelor-level knowledge of sustainability management and performance measurement

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	9 SWS

ECTS credits	4
Graded	yes
Workload	120h
Language	English
Form of assessment	Case study presentation (25%) and written exam (45 min, 75%)
Restricted admission	no
Further information	Will be counted towards ACC.
Examiner Performing lecturer	**Jannis Bischof** Dr. Holger Rubel
Frequency of offering	Spring semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., LL.M., MAKUWI
Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 2, CG 3

Module: ACC/MAN 662 Private Equity: Due Diligence and Value Creation

EN

Contents

The course aims at exploring Private Equity (PE) as an alternative asset class on the rise and will equip the participants with a sound understanding of its characteristics and mechanics.
After outlining Private Equity's role from an asset management perspective, the course will focus on PE fundamentals (strategy, economics, stakeholders) as well as on detailing the Leverage Buy-out value chain including the sourcing strategy, due diligence, portfolio value creation and exit. There will be a specific emphasis on teaching the LBO mechanics, core due diligence techniques and value creation strategies.
The course will be complemented by several practical exercises, in class discussions, as well as guest lectures from professionals in the Private Equity Industry.

Learning outcomes

Participants will be able to distinguish Private Equity from other asset classes. In particular, participants understand how to assess and create value from potential investments. Overall, this course will provide participants with practical insights into Private Equity and will equip them with advanced knowledge for a potential career in the industry.

Prerequisites for participation

Necessary: ACC 510 oder ACC 520 oder ACC 530 oder ACC 540 oder ACC/TAX 550 oder ACC 560
Recommended: Basic knowledge of Corporate Finance

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	6 SWS
Case Study Presentation	2 SWS	7 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Case study presentation (50%) and written exam (45 min, 50%)
Restricted admission	no
Further information	Wird der Area ACC zugeordnet.
Examiner Performing lecturer	**Prof. Dr. Wilhelm Schmundt** Dr. Wilhelm Schmundt
Frequency of offering	Spring semester & fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., LL.M.
Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 2

Module: MAN 608 Business, Society, and the Environment EN

Contents

We are the wealthiest and healthiest generation in the history of the planet. Unfortunately, we could also be the last generation that enjoys this level of health and wealth. Capitalism is in many ways responsible for much of our wealth and longevity, but it also underlines the ecological crisis that we are experiencing.
While many may regard environmental sustainability as aimed at conservation of nature, it is in reality paramount for the survival of humanity as a species, and ultimately too for the survival of business.
How should business react to the impeding ecological crisis that we face? What does sustainable and regenerative businesses look like? What role does business play in shaping an eco-friendlier future. This module investigates what people and businesses can do to co-create a better world.

Learning outcomes

Upon successful completion of this course, students

- …are able to describe the impact of business on the environment;
- …understand the role of policy in governing human and business behaviours;
- …describe, contrast and recommend different policy instruments for specific environmental issues;
- …contrast the exposure of different industries to environmental impacts, and vice versa (contrast the impact of different industries on the ecological environment);
- …contrast, apply and recommend sustainability strategies based on the profile of a case company or industry.

Prerequisites for participation

Necessary: –
Recommended: –

Forms of teaching and learning	Contact hours	Independent study time
Lecture with integrated exercise	3 SWS	8 SWS

ECTS credits	4
Graded	yes
Workload	120h
Language	English
Form of assessment	Final written test (35%) Class based assessments (30%) Group assignment (35%)
Restricted admission	yes
Further information	Student Portal Please feel free to contact Ms. Christina Paul with any questions about the course: christina.paul@uni-mannheim.de
Examiner Performing lecturer	**Prof. Dr. Karin Hoisl** Prof. Jako Volschenk
Frequency of offering	Spring semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., M.Sc. Wirt. Math., MAKUWI
Preliminary course work	–

Program-specific Competency Goals	CG 1, CG 2, CG 3

Module: MAN 609 Hybrid Organizing in Corporate and Nonprofit Management

EN

Contents

This seminar explores the intersection of corporate and nonprofit management through the lens of hybrid organizing. Hybrid organizations are increasingly prevalent in today's complex and interconnected world and are argued to exist in the for-profit as well as in the nonprofit and the public sector. They combine profit-driven and mission-oriented approaches (incl. social and environmental responsibilities).

In this seminar, students will explore the complexities of blending such logics, and will gain insights into the challenges and opportunities of hybrid organizing in diverse sectors. Through the examination of scientific papers, students will acquire a solid understanding of the fundamental features and principles of hybrid organizations. Participants will also gain insights into how hybrid organizing has evolved as a research field. In addition to the scientific perspective, the course will cover real-world examples of hybrid organizations and critically discuss their impact and potential challenges.

Learning outcomes

Upon successful completion of this course, students are able to…

- *define and explain the concept of hybrid organizing in the context of corporate and nonprofit management.*
- *formulate strategic insights into the management of hybrid organizations, considering the unique challenges and opportunities they present.*
- *discuss and critically assess the ethical dimensions of hybrid organizing, considering the impact on various stakeholders.*

critically evaluate scientific papers on the topic of hybrid organizing and beyond, assess the field's research agenda, and identify research gaps in this field.

Prerequisites for participation

Necessary: –

Recommended: Completion of the introductory course MAN 679 "Eine wissenschaftliche Einführung in das Public & Nonrofit Management"

Forms of teaching and learning	Contact hours	Independent study time
Seminar	2 SWS	9 SWS

ECTS credits	4
Graded	yes
Workload	120h
Language	English
Form of assessment	Presentation: 50% Written exam (60 min): 50%
Restricted admission	yes
Further information	Website of the Chair of Prof. Helmig, Student Portal
Examiner Performing lecturer	**Dr. Moritz Motyka** Dr. Moritz Motyka
Frequency of offering	Spring semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., LL.M., MAKUWI
Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 2, CG 3, CG 4

Module: MAN 626 Entrepreneurship and Innovation - Enhancing Access to Capital via Crowdfunding

EN

Contents

Today's economic landscape is strongly influenced by highly innovative ventures. This development is driven by rapid technological change and digitization. This implies that existing firms, large and small, family-owned or widely held, as well as new or established will need to entrepreneurially adapt their businesses and manage innovation processes. Hence, these entrepreneurial and intrapreneurial skills combined with the state of the art in innovation management and an understanding of digital business are seen as key competencies of entrepreneurs but also (future) top level executives in today's fast-moving, networked business world. Therefore, the focus of this course is to supply students with a deep understanding of the theoretical foundations of entrepreneurship and practical tools to create ideas and start their own business in the digital age. Light is also shed on digital forms of entrepreneurship, especially crowdfunding and crowd interaction, competitive positioning and advantage in entrepreneurial firms, and strategic dimensions of recent developments in the market such as digitalization and their implications for new ventures, family firms, and business models.
Students will have the chance to understand and train these tools and topics while developing and presenting their own business idea in a team.

Learning outcomes

Students will not only learn the theoretical foundations of entrepreneurship, crowdfunding, crowd interaction, and innovation management, but they will also learn practical approaches and tools. They will have the chance to apply these learnings for developing and pitching their own business ideas hands-on, with a focus on a digital and crowdfunded environment.

The learned skills allow entrepreneurs to successfully enter the market with their own businesses, but also enable "corporate entrepreneurs" to support existing firms in developing new products, services, and innovation strategies helping them to stay ahead of competition. The module is thereby suitable for individuals thriving to engage in either innovative intrapreneurial thinking within existing companies or in setting up their own entrepreneurial ventures. After the course, students will:

- Understand the fundamentals of entrepreneurship, crowdfunding, and innovation
- Gain insights into the German entrepreneurship landscape
- Discuss the impacts of digitalization on innovation and entrepreneurship
- Learn tools to generate and develop business ideas
- Be able to design and iterate business models based on the ideas to fill a lucrative niche
- Acquire a deep understanding of how to develop a business plan for acquiring (crowd-)funding
- Gain practical experience by applying the learnings to their own business idea and pitch
- Learn which objective criteria constitute a great pitch given stiff competition

The course will be a markedly international in nature with participants joining from the international partner universities as it is **part of the MBS Summer School**. The course is scheduled as a one-week block course at the end of June.

Prerequisites for participation

Necessary: not taken MAN 634
Recommended: A basic understanding of business foundations is helpful.

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	4 SWS

ECTS credits	3
Graded	yes
Workload	90h
Language	English
Form of assessment	Video presentation (75%, 4 videos), pitch presentation (12,5%), campaign & business plan (12,5%)
Restricted admission	yes
Further information	You have to apply separately to the Mannheim Business School for this course. A list of the required application documents, the application deadline and further details can be found at the following link. Please read the information carefully: Website of the Mannheim Business School

Examiner Performing lecturer		**Prof. Dr. Jan-Philipp Ahrens** Dr. Jan-Philipp Ahrens, Dr. Andrew Isaak, Dr. Baris Istipliler, Dr. Kateryna Nekit
Frequency of offering	Spring semester	
Duration of module	1 semester	
Range of application	M.Sc. MMM	
Preliminary course work	–	
Program-specific Competency Goals	CG 1, CG 3	

Module: MAN 630 Introduction to Entrepreneurship

EN

Contents

University of Mannheim alumni founders, such as Lea-Sophie Cramer (Amorelie), David Handlos and Florian Barth (Stocard), Alexander Rittweger (Payback) and Rupprecht Rittweger (e-shelter), are examples of successful entrepreneurs who have pursued new business opportunities in a way which is innovative, path-breaking and contributing to growth and employment generation.

But who is a typical entrepreneur? How well does the typical startup perform? Is there such a thing as the typical entrepreneur or the typical startup? Why do people start businesses? Is every young business a startup? What characteristics do entrepreneurs have? How do entrepreneurs finance their start-up? What is the role of networks for launching and running new businesses? These are some of the questions that we will discuss in MAN 630 Introduction to Entrepreneurship. We will discuss in lecture settings and have 3 to 4 additional case study sessions in which student teams will present their solutions and advice to startup challenges. Theories presented will be combined with real-life cases. Additionally, guest speakers (i.e., entrepreneurs and/or academics) may come to class to shed light on specific topics of interest or how they have overcome challenges.

Beware of the following upsides and downsides: The course is tons of fun and highly rewarding but challenging and demanding in terms of its self-study elements and the case study team efforts. If your expectation is a class with lectures to randomly attend, this might not be your first choice.

What you can expect from us is a fun and rewarding atmosphere in class paired with optional Founder Talks and Startup Lounges (evening events) throughout the semester to get in touch with lots of role models, business models and a fair chance to develop your networks. Overall, you can expect a perfect introduction to central theories in entrepreneurship and the Startup Ecosystem at and around the University of Mannheim and beyond.

Side note on choosing MAN 630 vs. alternatives:
You should choose MAN 630 if you...

- are interested in combining insights from lectures with readings at home and with insights gained from speakers in Startup Lounges, Founder Talks and in class to maximize your learning
- are interested in startups and entrepreneurship in general and want to gain a top-level view on both entrepreneurship in theory and practice.
- like the practical world but do not want to lose sight of the underlying academic foundations.
- love aiming for the big picture and love discussing topics of interest from a variety of angles.
- do not like courses based on keywords and phrases to learn but on concepts to put into perspective and forming your own sophisticated line of argumentation.

You should, however, not choose MAN 630 if you...

- expect this to be a multiple-choice-style course of memorizing material and then jotting buzzwords down on the exam. Our interactive style of teaching and a wealth of readings will get you frustrated – focus is set on understanding concepts rather than memorizing them.
- expect teaching staff to tell you what to learn and what to forget – this is up to you (see point above).
- want to develop or advance your own startup project in class. Apply for MCEI course MAN 631.

Learning outcomes

By the end of this course, students will have gained fundamental perspectives in theoretical and practical entrepreneurial mechanisms. They will gain experience with case studies.

Prerequisites for participation

Necessary: –
Recommended: –

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	10 SWS
Exercise class	1 SWS	4 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Written exam (60 min, 50%), presentations (40%), peer evaluation (10%)
Restricted admission	no

Further information	https://www.mcei.de/teaching
Examiner Performing lecturer	 **Prof. Dr. Michael Woywode** Prof. Dr. Michael Woywode, Nora Zybura, Dr. Bettina Müller
Frequency of offering	Fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., LL.M., MAKUWI
Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 2, CG 4

Module: MAN 631 Creativity and Entrepreneurship in Practice

EN

Contents

The course `Creativity and Entrepreneurship in Practice´ introduces concepts of creativity and entrepreneurship and tools to develop business designs and eventually business models. MAN 631 starts at the very grassroots of building a business – with team building, ideation and design thinking. By the end of the course, all student teams will have turned their idea into a pitch deck that will be presented in a real startup pitch setting with a jury including experts from the private equity, legal, consulting and academic world. Thus, all the projects that will be developed in this class are taken seriously and will be developed into real ventures by the end of class – no showcases, simple write-ups whatsoever. You can expect tremendous opportunities for your personal and entrepreneurial development in this class – including growing your network into the German startup scene and beyond. Beware of the following upsides and downsides: The course is tons of fun and highly rewarding but challenging and highly demanding in terms of the team settings and the workload required to build a great venture. If you want the real startup experience with its real ups and downs, MAN 631 is your perfect choice. Please beware that once the team building has been conducted, you cannot leave this class without failing it – just like in a real startup setting when you let your team down.
What you can expect from us is dedicated and continuous feedback to advance your projects, intros to MCEI partners who can help you grow and a fun and rewarding atmosphere to create something new in class. Do not miss out on our Startup Lounges and Founder Talks throughout the semester to maximize your Startup experience.

Side note on choosing MAN 631 vs. alternatives (i.e., when not to choose MAN 631):

- If you already have a team and an advanced business idea, you may contact us regarding our other support schemes. You are probably too advanced for MAN 631.
- If you expect a more traditional lecture setting, join MAN 630 Introduction to Entrepreneurship.

Learning outcomes

By the end of the module students will have...

- explored and developed their own entrepreneurial creativity.
- their own startup team.
- an advanced startup idea that tackles a real customer need.
- a pitch deck and business plan on their startup idea for following up on the project.
- presented and defended the concept of their project in front of an expert jury.
- gained financing opportunities to pursue their venture (depending on performance).
- gained lots of feedback on their personal and professional development in real life settings.
- developed skills and abilities that can be applied to improve their effectiveness in the rest of their studies and in their lives – including team building skills.

Prerequisites for participation

Necessary: –
Recommended: MAN 630 or MAN 632

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	10 SWS
Exercise class	1 SWS	4 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Pitch presentations (35%), reporting (35%), written exam (30 min, 20%), peer evaluation (10%)
Restricted admission	no
Further information	www.mcei.de/teaching. Obligatory registration in the kick-off meeting (see course website)

Examiner Performing lecturer		**Prof. Dr. Michael Woywode** Nora Zybura, Dr. Bettina Müller, Thomas Hipp
Frequency of offering	Fall semester	
Duration of module	1 semester	
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., LL.M., MAKUWI	
Preliminary course work	–	
Program-specific Competency Goals	CG 1, CG 2	

Module: MAN 632 Advanced Entrepreneurship

EN

Contents

Successful entrepreneurs pursue new business opportunities in a pioneering way. They significantly contribute to innovation, growth and employment generation. Meet top entrepreneurs who share their experience and insights in MAN 632 and explore their entrepreneurial challenges in real-life case studies.
The course takes a four-pronged approach:

- We bring distinguished entrepreneurs to class who share their insights, lessons learned and advice on how to build and grow a business from a Business-to-Consumer (B2C), Business-to-Business (B2B) and Corporate Entrepreneurship (CE) perspective.
- We work on real-life case studies with newly developed and most recent Mannheim Business School Cases. You will prepare your results and suggestions, present in Case Study Sessions and deepen your insights by discussing and reflecting your insights with the founders coming to class.
- We develop tools and concepts based on an underlying strategic perspective to grow the venture. We will address and connect the four focus areas of 1) Team, Culture and Communication, 2) Growth-Oriented Marketing and Strategy, 3) Financing Growth and Exit 4) Corporate Entrepreneurship & Corporate Venturing.

The blend of unique practical insights from top entrepreneurs, discussing concepts on how to advance the business with them, and theoretical insights and tools, will enable you with outstanding skills and a great network.

This will support you in advancing your own venture and/or your corporate career in the future. Next to the practical insights and tools, you will also gain fundamental insights into theoretical perspectives on entrepreneurship to prepare your master's thesis and/ or future research career.

Learning outcomes

By the end of this course students

- will have gained fundamental insights into both practical and theoretical perspectives on entrepreneurship
- have learned best practices and gained deep insights from top entrepreneurs
- will have built a solid entrepreneurial network to advance their own business and careers
- have gained knowledge on how investors look at new ventures
- will be acquainted with case study training and elements of problem-based learning (PBL)
- will have improved their case solving and presentation skills
- have a solid foundation e.g. for a seminar or master thesis at our chair – especially for the "Inside the Venture" theses
- have improved their problem solving capabilities

If you want to develop or advance your own startup project in class: Apply for our course MAN 631 next semester.

Prerequisites for participation

Necessary: –
Recommended: –

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	10 SWS
Exercise class	1 SWS	4 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Written exam (60 min, 50%), presentation (40%), peer evaluation (10%)
Restricted admission	no
Further information	www.mcei.de/teaching

Examiner
Performing lecturer

Prof. Dr. Michael Woywode
Prof. Dr. Michael Woywode, Nora Zybura, Dr. Bettina Müller

Frequency of offering	Spring semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., MAKUWI
Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 2, CG 4

Module: MAN 634 Entrepreneurial Behavior and Crowdfunding Social Ventures

EN

Contents

This practical course familiarizes students with concepts of entrepreneurial action and sustainable opportunity creation. Students learn key elements of crowdfunding, especially crowd interaction and digital communication, to foster sustainable entrepreneurship via creative ideas. In workshop-like sessions, students are encouraged to develop their own business models and crowdfunding campaign for a social idea focusing on goals such as gender equality, powerty reduction, stronger institutions, and quality education. The course is flanked via impulses of experts from practice.

Learning outcomes

Students are capable to

- gain advanced insights in venturing,
- work in groups to create a social business model with economic viability,
- understand social and psychological dynamics underlying crowdfunding success,
- craft high quality multimedia content for a crowdfunding campaign,
- pitch their business model in front of an expert jury.

Prerequisites for participation

Necessary: Not taken MAN 626

Recommended: –

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	15 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Video and conventional pitch (75%), campaign- & business plan (25%)
Restricted admission	yes
Further information	Website of the Chair / "Student Portal"
Examiner Performing lecturer	**Dr. Baris Istipliler** Dr. Baris Istipliler
Frequency of offering	Spring semester & fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., LL.M., MAKUWI
Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 2

Module: MAN 638 Employment Relations

EN

Contents

The study of employment relations involves examining the dynamic between employees and their employers, a key aspect of HR responsibilities. The course "Employment Relations" equips students with a robust foundation in the various facets of employment relations, covering processes, contextual understanding, and real-world applications. It also imparts the necessary skills for a successful career in HR.
This course will cover a wide spectrum, ranging from the legal dimensions of employment relations, essential policies, and evolving societal influences to conflict resolution, mediation, fostering employee engagement, and maintaining workplace discipline.
The lecture syllabus will include the following topics:
The concepts and processes of employment relations The context of employment relations Employment relations strategies, policies, and change Employee engagement Managing employment relations Employee representation Managing workplace conflict Managing workplace discipline Managing employee grievances Managing redundancy Legal frameworks – comparative employment relations The role of mediation in conflict resolution

Exercise sessions will aim to reinforce the students' knowledge with respect to selected topics through case studies, group assignments, practical group exercises and plenary discussions.

Learning outcomes

Upon completion of this course, students will be able to:

- knowledgably discuss key concepts and processes of employment relations
- demonstrate an understanding of
  - the context in which employment relations exist
  - the actors involved in employment relations and the interests they pursue
  - key strategic consideration of employment relations and how they impact policy and change processes
  - key considerations in securing employee engagement

key aspects of managing employment relations including the handling of workplace conflict, workplace discipline, employee grievances, redundancy, and mediation

Prerequisites for participation

Necessary: –
Recommended: –

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	8 SWS

ECTS credits	4
Graded	yes
Workload	120h
Language	English
Form of assessment	Written exam (60 min), assignment
Restricted admission	yes
Further information	See homepage of the Chair of Business Administration, Human Resource Management and Leadership Student Portal
Examiner Performing lecturer	**Dr. Frank Danesy** Dr. Frank Danesy
Frequency of offering	Spring semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., LL.M., MAKUWI

Preliminary course work	–
Program-specific Competency Goals	CG 3

Module: MAN 639 TRANSFORM - Innovation & Entrepreneurship for Sustainability

EN

no offering in spring 2024

Contents

TRANSFORM is a collaborative 4EU+ course on innovation and (social) entrepreneurship for sustainable development. It will be offered by a team of lecturers across the Universities of **Heidelberg, Warsaw, Sorbonne, Copenhagen, and Mannheim**. The course will introduce the concepts of: open and frugal innovation, strategic thinking for social problem solving, scaling sustainable solutions, and measuring societal impact. TRANSFORM offers students a unique opportunity for intercultural exchange, critical thinking and pro-active learning.

The course consists of four modules (innovation, strategy, scaling, and impact). Throughout the semester students will team up in groups across universities to create service, product or process innovations that address a sustainability challenge (**course project**). After an introduction of the key concepts, students analyze and examine how these concepts can be applied to their course projects. Therefore, the course does not only provide a strong theoretical foundation, but also allows students to gain valuable insights into the concrete application of concepts through a hands-on and practical approach. Lecturers from the participating universities conduct classes in their respective areas of expertise and jointly mentor student teams.

The course builds on the previously established "Accelerating Investment Readiness" MOOC (**#AirMOOC**, see https://youtu.be/yPUVuh_uFgg), but extends its contents significantly. It takes place online with students from all universities. The sessions alternate between content and application, allowing students to work on their projects regularly. At the end of the semester students present their results and write an assignment.

The best student outputs will be featured on the public **online platform** the team of lecturers will build for the contents to be used by other university educators globally. The platform will also provide all contents to students.

Learning outcomes

Praxis-oriented:

- Participants will gain a thorough understanding of how to create, manage and grow an impact-oriented organization, how to measure its impact and develop and maintain an impact orientation.
- A high practitioner orientation is ensured in particular through including contents from MOOCs, case studies and other material.
- Participants will learn about currently much discussed phenomena of impact orientation and sustainability. They will get insights from current research projects on the phenomenon.

Theoretical and conceptual:

- Participants will develop thorough knowledge of theoretical and conceptual ideas related to sustainable organizations (e.g. frugal innovation, sustainable business models, scaling and diffusion, impact measurement) and their role in society.
- They will be able to navigate in a „fuzzy" field of sustainability (rather than focusing on selected clear-cut definitions).
- Strengthen ability to analyse and critically discuss topics around sustainable entrepreneurship

Prerequisites for participation

Necessary: –

Recommended: Students are interested in the key topics of the course: (social, frugal) innovation, sustainable business models and strategy, scaling and diffusion, impact measurement and management

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	2 SWS
Exercise class	2 SWS	10 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Written assignment 50%, presentations 30%, participation in the course 20%

Restricted admission	yes
Further information	Website of the Chair / “Student Portal” / own platform (tbd)
Examiner Performing lecturer	 **Prof. Dr. Dominika Wruk** Dominika Wruk, Gorgi Krlev, Mikolaj Pawlak, Ghita Dragsdahl, Deborah Wallet-Wodka
Frequency of offering	Spring semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., LL.M., MAKUWI
Preliminary course work	–
Program-specific Competency Goals	CG 1

Module: MAN 644 Human Resource Training and Development

EN

Contents

In this course, we will focus on Training and Development as a key discipline within the field of Human Resource Management. Starting with strategic considerations related to Training and Development, this course will take you through the various aspects of training and development design, as well as the training and development methods. The lecture will cover the following topics:

- Strategic Training and Development
- Training and Development Needs Assessment
- Learning and Knowledge Transfer
- Training and Development Program Design
- Training and Development Evaluation
- Traditional Training Methods
- Technology-based Training Methods
- Employee Development and Career Management

During the exercise sessions, various topics that will have been covered in the lecture will be further elaborated through case studies, group assignments, practical group exercises and plenary discussions.

Learning outcomes

Upon completion of this course, students will able to:

- perform a training and development needs assessment,
- knowledgably discuss key concepts of learning and knowledge transfer,
- design a training and development program,
- evaluate the impact of training and development measures,
- identify and apply key characteristics of traditional training methods,
- and identify and apply key characteristics of traditional technology-based training methods.

Prerequisites for participation

Necessary: –
Recommended: –

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	8 SWS
Exercise class	2 SWS	5 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Written exam (60 min, 75%), assignment (25%)
Restricted admission	yes
Further information	–
Examiner Performing lecturer	**Dr. Frank Danesy** Dr. Frank Danesy
Frequency of offering	Spring semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., LL.M., MAKUWI

Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 2

Module: MAN 645 Leadership and Motivation

EN

Contents

This course is designed to introduce students to different perspectives on leadership and the role that motivation plays in the leadership process. It provides students with a comprehensive understanding of leadership theories (e.g., trait, skills, style, and situational approaches) and discusses contemporary challenges of leadership in organizations (e.g., culture and leadership, women in leadership positions, ethical leadership). Furthermore, the course gives students the opportunity to experience their own leadership behavior and thereby help to prepare them for leadership roles in organizations.

Learning outcomes

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

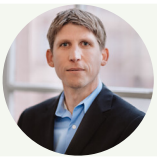
- understand different approaches to leading and motivating employees,
- analyze different leadership styles and evaluate their advantages and disadvantages,
- assess factors of successful leadership,
- understand potential problems in the interaction between supervisors and subordinates,
- and learn about their own leadership style.

Prerequisites for participation

Necessary: –

Recommended: –

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	8 SWS
Exercise class	2 SWS	5 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Written exam (60 min)
Restricted admission	yes
Further information	–
Examiner Performing lecturer	 **Prof. Dr. Torsten Biemann** Prof. Dr. Torsten Biemann
Frequency of offering	Fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., LL.M., MAKUWI
Preliminary course work	–
Program-specific Competency Goals	CG 1

Module: MAN 646 HR Analytics

EN

no offering in fall 2023/2024

Contents

This course looks at the link between human resource (HR) practices and firm performance. Knowledge and other intangible assets have been shown to provide a source of competitive advantage, but their effects on firm performance are often difficult to quantify. What is the economic value of job performance? How can organizations gain from trainings or improved personnel selection? What are the costs of employee absenteeism and turnover? HR professionals are confronted with such questions, but often lack the necessary skills to find satisfying answers in existing firm data.
The course first introduces analytical approaches to HR measurement and discusses its implementation in an organization's HR architecture. Second, it aims at providing knowledge on existing empirical evidence regarding the impact of HR practices on firm outcomes.
By combining both approaches, the course offers ways to improve decision quality in HR management and demonstrate how HR practices can add value at the level of the firm.

Learning outcomes

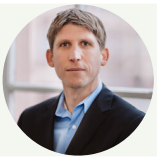
By the end of the module students will be able to:

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

Prerequisites for participation

Necessary: –
Recommended: Module MAN 645 or MAN 647

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	8 SWS
Exercise class	2 SWS	5 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Written exam (60 min)
Restricted admission	yes
Further information	–
Examiner Performing lecturer	 **Prof. Dr. Torsten Biemann** Prof. Dr. Torsten Biemann
Frequency of offering	Fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf.
Preliminary course work	–

Program-specific Competency Goals	CG 1

Module: MAN 647 Strategic and International Human Resource Management

EN

Contents

This course is intended to expand students' knowledge on basic human resource management (HRM) processes and instruments by adding an international and a strategic dimension. In the first part of the module (international dimension), we examine the impact of national context on HRM and discuss basic HRM functions in international organizations. Topics include international recruiting and selection, training and development, compensation, and employee relations.
In the second part of the module (strategic dimension), we focus on the dynamics of HRM systems. Various approaches of how singular HRM practices conceptually and empirically form bundles are considered. We review how HRM practices can be aligned with respect to other HR practices (horizontal fit) as well as organizations' objectives (vertical fit) to form HRM systems that help improve organizations' performance.

Learning outcomes

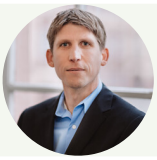
By the end of the module, students will be able to:

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

Prerequisites for participation

Necessary: –
Recommended: –

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	8 SWS
Exercise class	2 SWS	5 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Written exam (60 min)
Restricted admission	yes
Further information	–
Examiner Performing lecturer	 **Prof. Dr. Torsten Biemann** Prof. Dr. Torsten Biemann
Frequency of offering	Spring semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., LL.M., MAKUWI
Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 2

Module: MAN 648 Incentives and Performance

EN

Contents

In this course, we study performance management and analyze the link between incentives and individual's performance in organizations. Based on the performance management process, the course covers performance measurement and monitoring, key performance management tools, and implementation of performance management systems targeted at employees in organizations. Furthermore, the course investigates the role of incentives in organizations, both theoretically and empirically from a psychological and economic perspective.

Learning outcomes

By the end of the module, students:

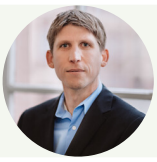
- will be able to select and implement appropriate performance measures,
- are familiar with formal performance appraisals,
- understand the link between pay and performance,
- are able to analyze the effectiveness of incentives both theoretically and empirically, and
- are able to design performance management systems.

Prerequisites for participation

Necessary: –

Recommended: MAN 645 or MAN 647

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	8 SWS
Exercise class	2 SWS	5 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Written exam (60 min)
Restricted admission	yes
Further information	–
Examiner Performing lecturer	 **Prof. Dr. Torsten Biemann** Prof. Dr. Torsten Biemann
Frequency of offering	Spring semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf.
Preliminary course work	–
Program-specific Competency Goals	CG 1

Module: MAN 649 Human Resource Recruitment and Selection

EN

Contents

In this course, we will be focusing on two important aspects of human resource management: recruitment and staff selection. Starting with the job analysis as a point of departure, this course will take you through the various stages of the recruitment and selection process up to the point where a candidate is selected for a specific job. The lectures are set to take place during the first half of the semester and will cover the following topics:

- Determination of job requirements
- Function and structure of a job description
- Determination and evaluation (weighting) of selection criteria
- Identification of suitable recruitment channels
- Methods for attracting potential applicants – as well as their advantages and disadvantages (e.g. Internet, recruitment agencies, headhunters, press advertising, social networks)
- Methods for assessing applicants – as well as their advantages and disadvantages (including application forms interviews, work sampling, psychometric instruments)
- Development of a criteria methodology matrix
- Quality management of recruitment and personnel selection
- During the exercise sessions, which are scheduled for the second half of the semester, topics covered during the lectures will be further elaborated through case studies, group assignments, practical group exercises and plenary discussions.

Learning outcomes

Upon completion of this course, students will able to:

- perform job analyses and develop job descriptions,
- derive selection criteria from job analyses,
- assess recruitment methods according to their benefits and drawbacks,
- assess selection methods according to their benefits and drawbacks,
- develop complex selection plans (criteria-methodology-matrix),
- and identify and apply quality requirements for recruitment and personnel selection.

Prerequisites for participation

Necessary: –
Recommended: –

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	8 SWS
Exercise class	2 SWS	5 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Written exam (60 min, 75%), assignment (25%)
Restricted admission	no
Further information	–
Examiner Performing lecturer	**Dr. Frank Danesy** Dr. Frank Danesy
Frequency of offering	Fall semester

Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., LL.M., MAKUWI
Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 2

Module: MAN 654 Corporate Restructuring- Avenues to Rigorous and Responsible Corporate Revitalization

EN

Contents

This course exposes students to a broad range of strategic and financial restructuring techniques (e.g., equity carveouts, spin-offs, leveraged buyouts) that can be applied to improve business performance. We will engage in an analysis of the rationale underlying specific corporate restructuring transactions, the process of executing these transactions, and their effects on the welfare of managers, stockholders and other corporate stakeholders. Current business cases and guest speakers representing the different parties involved in corporate restructuring (e.g., investment bankers, consultants, business unit managers, employees) will help illustrate how various corporate restructuring approaches may be applied in business practice to increase firm value.

Learning outcomes

Students will

- acquire and demonstrate expert knowledge in the specific subject area of corporate restructuring.
- be able to apply and critically reflect upon contemporary theories, models and tools utilized in restructuring research and practice
- be able to identify key issues, derive appropriate solutions when analyzing business cases, and have a good understanding of their impact on restructuring success.
- be able to design and deliver professional and effective oral presentations of their business case analyses.

Prerequisites for participation

Necessary: Not taken MAN 656
Recommended: –

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	9 SWS
Exercise class	2 SWS	4 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Written exam (60 min, 70%) and presentations in exercise classes (30%)
Restricted admission	yes
Further information	–
Examiner Performing lecturer	**Prof. Dr. Matthias Brauer** Prof. Dr. Matthias Brauer
Frequency of offering	Spring semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., LL.M., MAKUWI
Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 2

Module: MAN 655 Corporate Strategy - Sustainable value-creation in multi-business firms

EN

Contents
In this course, we will critically reflect upon the role of corporate centers of multinational companies (MNCs). A particular emphasis will be placed on the challenges faced by corporate centers and their opportunities for value creation in their quest to turn a conglomerate discount into a conglomerate premium.

Learning outcomes
Students will acquire and demonstrate expert knowledge in the specific subject area of corporate strategy (i.e. about the challenges and value creation opportunities faced by corporate centers of MNCs).

Students will be able to apply and critically reflect upon contemporary theories, models and tools utilized in strategy research and practice (i.e. the repertoire of analytical tools applied by corporate centers to fulfill their "parenting" role).
When analyzing fictitious or real-life business cases, students will be able to identify key issues, derive appropriate solutions, and have good understanding of their impact on strategic decision outcomes.

Prerequisites for participation
Necessary: –
Recommended: Knowledge in strategic management

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	9 SWS

ECTS credits	4
Graded	yes
Workload	120h
Language	English
Form of assessment	Written exam (60 min)
Restricted admission	yes
Further information	–
Examiner Performing lecturer	**Prof. Dr. Matthias Brauer** Prof. Dr. Matthias Brauer
Frequency of offering	Spring semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., LL.M., MAKUWI
Preliminary course work	–
Program-specific Competency Goals	CG 1

Module: MAN 656 Mergers & Acquisitions

EN

Contents
For decades, mergers and acquisitions (M&A) have continued to be the primary vehicle for reshaping firms' business portfolios. Both the rationales and economic outcomes of mergers and acquisitions, however, have remained a source of controversy in both academic research and business practice. The purpose of this course is to unpack which of the "received wisdoms" on mergers and acquisitions really hold up to rigorous scrutiny and which ones do not. To serve this purpose, we will systematically review the key determinants of acquisitions, and discuss the economic outcomes of acquisitions coupled with the key contingencies influencing acquisition outcomes. Moreover, we will discuss and practice some of the key tools for analyzing and implementing acquisitions.

Learning outcomes
CG 1, CG 2

Prerequisites for participation
Necessary: Not taken MAN 654
Recommended: –

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	9 SWS
Exercise class	2 SWS	4 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Written exam (60 min, 70%) and assignment/presentation in exercise class (30%)
Restricted admission	yes
Further information	–
Examiner Performing lecturer	 **Prof. Dr. Matthias Brauer** Prof. Dr. Matthias Brauer
Frequency of offering	Fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., LL.M., MAKUWI
Preliminary course work	–
Program-specific Competency Goals	CG 1

Module: MAN 659 Understanding and Tackling Societal Challenges through Management Research

EN

no offering in fall 2023/2024

Contents

"Grand challenges" are formulations of global problems that can be plausibly addressed through coordinated and collaborative effort. In this seminar, we discuss management research that examines societal problems that individuals, organizations, communities, and nations face around the world. Based on research publications in top management journals we will cover topics such as: "the interplay between nonprofits, institutional actors and the community", "health care's grand challenges"; "climate change"; "water supply"; "corporate volunteering for societal causes". Besides, methodological issues when studying grand challenges will be discussed.

Learning outcomes

Upon successful completion of this course, students

- … are able to point out who or what is impacted by ethical issues.
- …are able to evaluate academic literature based on profound research skills.
- …are able to summarize academic literature

Prerequisites for participation

Necessary: –
Recommended: –

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Presentation
Restricted admission	yes
Further information	Website of the Chair / "Student Portal"
Examiner Performing lecturer	 **Prof. Dr. Bernd Helmig** Prof. Dr. Bernd Helmig
Frequency of offering	Fall semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf.
Preliminary course work	–
Program-specific Competency Goals	CG 3, CG 4

Module: MAN 665 Sustainability Management Simulation: Net Zero

EN

Contents

The module is designed for students who want to gain deeper understanding of emission reduction strategies and sustainable management of companies. Students will experience the challenges and opportunities related to reducing corporate greenhouse gas emissions while at the same time managing overall business performance. This will include the actions that can be taken to reduce emissions, and the impact that such actions can have on the financial performance of a company.

Learning outcomes

Students will be able to apply their theoretical and conceptual knowledge of sustainability management in a hands-on application exercise. Upon successful completion of the course, students will understand drivers of greenhouse gas emissions, actions to reduce emissions and their impact on financial performance.

Moreover, students will have acquired knowledge of *how cutting greenhouse gas emissions can help companies to reduce costs and increase revenues and are able to evaluate corporate emission reduction efforts.* The course focuses on the computer simulation *Sustainability Management Simulation: Net Zero.*

Prerequisites for participation

Necessary: –
Recommended: Bachelor-level knowledge of management and strong interest in application of sustainability management.

Forms of teaching and learning	Contact hours	Independent study time
Case Study Presentation	1 SWS	5 SWS

ECTS credits	2
Graded	yes
Workload	60h
Language	English
Form of assessment	Simulation result (50%), strategy outline (25%), final report (25%) Only one examination date per semester!
Restricted admission	yes
Further information	via “Student Portal”
Examiner Performing lecturer	 **Prof. Dr. Florian Stahl** Alicia Minnerup
Frequency of offering	Spring semester & fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf.
Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 2, CG 3

Module: MAN 675 Ausgewählte Herausforderungen im Nonprofit Management

EN

Contents
Jedes Semester wird ein Schwerpunktthema aus dem Bereich Nonprofit Management ausgewählt und diskutiert. Dies geschieht durch die Bearbeitung wissenschaftlicher Texte, praxisnaher Fallstudien sowie von Kurzprojekten.

Learning outcomes
Die Studierenden sollen nach Abschluss des Moduls in der Lage sein, Rahmenbedingungen und theoretische Grundlagen des Nonprofit Management bezüglich des Schwerpunktthemas zu erklären, Management-Herausforderungen im gewählten Schwerpunktthema kritisch zu diskutieren und wissenschaftliche Artikel kritisch zu lesen. Des Weiteren sollen Schlüsselqualifikationen wie Präsentationskompetenz, Arbeiten mit wissenschaftlichen Texten und Teamkompetenz erworben werden.

Prerequisites for participation
Necessary: –
Recommended: Helmig, B. & Boenigk, S (2020). *Nonprofit Management*. 2. Aufl. München: Vahlen.

Forms of teaching and learning	Contact hours	Independent study time
Seminar	2 SWS	15 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Präsentation (25%) und schriftliche Ausarbeitung (75%, 15 S. Seminararbeit)
Restricted admission	no
Further information	–
Examiner Performing lecturer	 **Prof. Dr. Bernd Helmig** tba.
Frequency of offering	Fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., LL.M., MAKUWI
Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 2, CG 3, CG 4

Modul: MAN 676 Ausgewählte Herausforderungen im Public Management

DE

Lerninhalte
Jedes Semester wird ein Schwerpunktthema aus dem Bereich Public Management ausgewählt und diskutiert. Dies geschieht durch die Bearbeitung von wissenschaftlicher Literatur, die Lösung von praxisnahen Fallstudien, oder die Erarbeitung von Kurzprojekten.

Lern- und Qualifikationsziele
Nach diesem Kurs sollen die Studierenden in der Lage sein: Rahmenbedingungen und theoretische Grundlagen des Public Management bezüglich des Schwerpunktthemas zu erklären, Management-Herausforderungen im gewählten Schwerpunktthema kritisch zu diskutieren und wissenschaftliche Artikel kritisch zu lesen. Des Weiteren sollen Schlüsselqualifikationen wie Präsentationskompetenz, Arbeiten mit wissenschaftlichen Texten und Teamkompetenz erworben werden.

Voraussetzungen für die Teilnahme
Notwendige: –
Empfohlen: Rosenbloom, D. H., Kravchuck, R., & Clerkin R. M. (2015), *Public administration: understanding management, politics, and law in the public sector,* Boston, McGraw-Hill.

Lehr- und Lernformen	Lehre	Selbststudium
Vorlesung	2 SWS	15 SWS

ECTS-Leistungspunkte	6
Benotung	Ja
Gesamtarbeitsaufwand	180h
Sprache	Deutsch
Prüfungsform und -umfang	Präsentation (30 %) und schriftliche Ausarbeitung (70%, 3500 Worte Seminararbeit)
Zulassungsbeschränkt	Ja
Informationen zur Anmeldung	–
Geprüft durch Durchführende Lehrkraft	**Prof. Dr. Bernd Helmig** tba
Häufigkeit des Angebots	Frühlings-/Sommersemester
Dauer des Moduls	1 Semester
Verwendbarkeit	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., LL.M., MAKUWI
Vorleistungen	–
Programmspezifische Kompetenzziele	CG 1, CG 2, CG 4

Modul: MAN 679 Eine wissenschaftliche Einführung in das Public und Nonprofit Management

DE

Lerninhalte

Das Modul stellt eine wissenschaftliche Einführung in das Management von öffentlichen und Nonprofit-Organisationen dar. Dabei erfolgt zunächst eine Beschreibung und Analyse des öffentlichen und des Nonprofit-Sektors. Im Anschluss wird auf Besonderheiten und Herausforderungen im Management von öffentlichen und Nonprofit-Organisationen in Bezug auf verschiedene Managementfunktionen (z. B. Governance, Personalmanagement, Marketing, etc.) eingegangen. Damit bietet das Modul einen theoretischen Bezugsrahmen für das Management von öffentlichen und Nonprofit-Organisationen. Gleichzeitig werden die Besonderheiten im Vergleich zum Management privat-erwerbswirtschaftlicher Unternehmen herausgestellt. Die Erarbeitung der Inhalte erfolgt anhand der aktuellen wissenschaftlichen Literatur im Bereich Public und Nonprofit Management. Dabei erfolgt auch eine Diskussion der methodologischen Vorgehensweisen in der Forschung im Public- und Nonprofit-Kontext.

Lern- und Qualifikationsziele

Die Studierenden sollen nach Abschluss des Moduls in der Lage sein, die Relevanz des öffentlichen und des Nonprofit-Sektors einzuschätzen, die Besonderheiten des Management von öffentlichen und Nonprofit-Organisationen zu erläutern, wissenschaftliche Literatur aus den Bereichen Public und Nonprofit Management zu verstehen und kritisch zu beurteilen und Thesen und Erkenntnisse in den Bereichen Public und Nonprofit Management zu diskutieren. Des Weiteren sollen Schlüsselqualifikationen wie Präsentationskompetenz, Arbeiten mit wissenschaftlichen Texten und Teamkompetenz erworben werden.

Voraussetzungen für die Teilnahme

Notwendige: –
Empfohlen: –

Lehr- und Lernformen	Lehre	Selbststudium
Vorlesung	2 SWS	7 SWS
Übung	1 SWS	7 SWS

ECTS-Leistungspunkte	6
Benotung	Ja
Gesamtarbeitsaufwand	180h
Sprache	Deutsch
Prüfungsform und -umfang	Klausur (90 Min., 90%) und schriftliche Arbeit (10%, 1 S. Analyse eines wissensch. Texts)
Zulassungsbeschränkt	Nein
Informationen zur Anmeldung	–
Geprüft durch Durchführende Lehrkraft	 **Prof. Dr. Bernd Helmig** Prof. Dr. Bernd Helmig, Jonas Bruder, Ludwig Uhl
Häufigkeit des Angebots	Herbst-/Wintersemester
Dauer des Moduls	1 Semester
Verwendbarkeit	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., LL.M., MAKUWI
Vorleistungen	–
Programmspezifische Kompetenzziele	CG 1, CG 3, CG 4

Module: MAN 680 Challenges of Public and Nonprofit Management – Case Study Seminar

EN

Contents

World-wide public and nonprofit organizations make an important contribution to society. In order to face the increasing economization and globalization in the public and nonprofit sector, organizations need to professionalize. Combined with the public and nonprofit-specific organizational purpose, these tendencies pose particular challenges to public and nonprofit management. These will be highlighted by analyzing scientific papers and by discussing practical cases and project work.

Learning outcomes

By the end of the module students will be able to explain the particularities of public and nonprofit management, apply general management methods in the public and nonprofit sector, evaluate the development of specific concepts for public and nonprofit organizations, discuss hypotheses and findings in the field of public and nonprofit management, and critically analyze scientific papers. Moreover, key competences such as presentation competence, working with academic papers and team competences shall be acquired.

Prerequisites for participation

Necessary: –

Recommended: Helmig, B./Boenigk, S. (2020): Nonprofit Management, 2. Aufl., München.
Veit, S./Reichard, C./Wewer, G. (2019): Handbuch zur Verwaltungsreform, 5. Aufl., Wiesbaden.

Forms of teaching and learning	Contact hours	Independent study time
Seminar	3 SWS	14 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Presentation (40%) and written seminar work (60%)
Restricted admission	no
Further information	–
Examiner Performing lecturer	 **Prof. Dr. Bernd Helmig** tba
Frequency of offering	Spring semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., LL.M., MAKUWI
Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 2, CG 3, CG 4

Module: MAN 690 Innovation Management

EN

Contents

The lecture "Innovation Management" provides an overview of theoretical foundations and fundamental conceptions in the field of innovation management. The lecture further analyzes innovative activity at the industry as well as at the firm level. In particular, determinants that affect the development and the spread of innovations will be scrutinized. At the industry level, special emphasis will be put on the prediction of market development and future trends. At the firm level, the development of innovation strategies and alternative implementations of innovation processes will be covered. Core topics are, for instance, a business venture's incentive systems, organizational structures that are supposed to foster innovative activity, collaboration in innovation processes, commercialization strategies, and the design of internal interfaces between different departments.

Learning outcomes

The aim of the lectures on innovation management is to provide the students with central concepts from the area of innovation management and findings from theoretical and empirical research into innovation. Students should also learn to apply findings from theoretical and empirical research into innovation in order to analyze and to solve innovation management-related problems. In particular, they should develop the core competences needed to manage innovation from its early stages to the introduction of products or services in the market and the strategic positioning of the firm within its industry.

Prerequisites for participation

Necessary: –
Recommended: Basic bachelor-level knowledge on organization and management

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	9 SWS

ECTS credits	4
Graded	yes
Workload	120h
Language	English
Form of assessment	Written exam (60 min)
Restricted admission	no
Further information	–
Examiner Performing lecturer	**Prof. Dr. Karin Hoisl** Prof. Dr. Karin Hoisl
Frequency of offering	Spring semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., LL.M.
Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 4

Module: MAN 691 Selected Topics in Organizational Behavior

EN

Contents
Organizational behavior is defined as the systematic study and application of knowledge about how individuals and groups act within the organizations where they work. The lecture presents essential theories and concepts explaining how individual and group behavior shape the internal dynamics of organizations. The course deals with factors that facilitate or hinder effective behavior. Topics include communication, motivation, individual skills, abilities, and emotions, group dynamics, leadership, power, organizational culture and organizational design.

Learning outcomes
This course helps students develop a conceptual understanding of organizational behavior to analyze, understand, and manage human behavior in organizations to improve organizational efficiency and effectiveness.

Prerequisites for participation
Necessary: –
Recommended: Basic bachelor-level knowledge on organization and management

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	9 SWS

ECTS credits	4
Graded	yes
Workload	120h
Language	English
Form of assessment	Written exam (60 min)
Restricted admission	no
Further information	–
Examiner Performing lecturer	**Prof. Dr. Karin Hoisl** Prof. Dr. Karin Hoisl
Frequency of offering	Spring semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., LL.M.
Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 4

Module: MAN 693 Strategic Intellectual Property Management

EN

Contents

Strategic Intellectual Property (IP) Management is becoming ever more important. IP management does not simply mean filing and maintaining different forms of intellectual property (patents, trademarks, copyright, or trade secrets) or concluding licensing deals. IP has to be integrated with overall business model design and corporate strategy. This course offers a broad introduction to the types and integrated use of IP. Economic rationales for the increasing contribution of IP rights will be analyzed. Furthermore, it relates IP to current trends in Innovation and Strategic Management like Open Innovation and the development of markets for IP and technology.

Learning outcomes

This course helps students develop an understanding of different types of IP rights, enables them to evaluate business situations involving IP rights, and to work up appropriate IP strategies for organizations of different sizes (startups, SMEs, MNEs) or active in different industries.

Prerequisites for participation

Necessary: –
Recommended: Basic bachelor-level knowledge on organization and management

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	9 SWS

ECTS credits	4
Graded	yes
Workload	120h
Language	English
Form of assessment	Written exam (60 min)
Restricted admission	no
Further information	–
Examiner Performing lecturer	**Prof. Dr. Karin Hoisl** Prof. Dr. Karin Hoisl
Frequency of offering	Fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., LL.M.
Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 4

Module: MAN 698 Sustainable Business Innovations for the Circular Economy

EN

Contents

Organisations are facing increased pressure to become more sustainable, due to issues concerning climate change, high pollution levels, and the scarcity of natural non-renewable resources.
To respond to such pressures, businesses are changing their supply chains as well as their production and logistics systems, shifting from a linear 'take, make, use, dispose' model to a circular 'take, make, use, recover' model typical of the circular economy.
This course provides a comprehensive introduction to sustainable organisational approaches, strategies and business models innovations supported by digital technologies, which are enabling business transitions from the linear to the circular economy.
Through a combination of lectures and tutorials involving case studies, practical activities and analysis of current industry trends and publications of relevance to post-graduate level students, the course covers relevant theoretical and practical aspects of sustainability, responsible management, digital technologies, and key principles of the circular economy.

More specifically, the lectures will explain and demonstrate the core subject content of the module. They will be complemented by interactive in-class activities that will include case study analysis and discussion of academic papers. These activities will provide an opportunity for the application of relevant theory into management practice.

Learning outcomes

Upon successful completion of this course, students will be able to:

- Articulate the main socio, economic and environmental pressures for businesses to become more responsible and sustainable.
- Understand the key fundamental principles of the circular economy.
- Characterise the main drivers, business challenges, and practices of the circular economy.
- Analyse business model innovations in the light of circular economy values.
- Explain how digital technologies enable business transitions to the circular economy.

Prerequisites for participation

Necessary: –
Recommended: –

Forms of teaching and learning	Contact hours	Independent study time
Seminar	3 SWS	8 SWS
ECTS credits	4	
Graded	yes	
Workload	120h	
Language	English	
Form of assessment	Written exam (60 min)	
Restricted admission	yes	
Further information	Feel free to contact Ms. Christina Paul with any questions about the course: christina.paul@uni-mannheim.de	
Examiner Performing lecturer	**Prof. Dr. Karin Hoisl** Prof. Dr. Luciano Batista	
Frequency of offering	Fall semester	
Duration of module	1 semester	

Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf.
Preliminary course work	The preliminary course work involves the **pre-reading** of the **book chapters** and **academic papers** listed below. The students have to give proof of the pre-reading in order to take part in the exam. The preliminary course work will not be counted towards the final grade of the module. It is understandable that books might not be available to the students. Therefore, the book chapters pre-reading is a recommendation only. However, the pre-reading of the academic papers is compulsory, and the students must provide a 1-page summary of each paper, highlighting the key points of the paper read. The summaries will be considered as proof of the preliminary course work covered. **Book Chapters:** **Chapter 2** of the book by Nunes, B., Batista, L., Masi, D., & Bennett, D. (2022). *Sustainable Operations Management?: Key Practices and Cases*. London: Routledge. https://doi.org/10.4324/9781003009375 **Chapters 1 and 4** of the book by Lovins, A., Braungart, M., Stahel, W., et al. (2014). *A New Dynamic – Effective Business in a Circular Economy*. 2nd ed. Cowes: Ellen MacArthur Foundation Publishing. **Chapters 1, 2, 7, and 9** of the book by Webster, K. (2015). *The Circular Economy – a wealth of flows*. Cowes: Ellen MacArthur Foundation Publishing. **Academic papers:** Atasu, A., Dumas, C., & Van Wassenhove, L. (2021). The Circular Business Model. *Harvard Business Review*. https://hbr.org/2021/07/the-circular-business-model Batista, L., Bourlakis, M., Smart, P., & Maull, R. (2018). In Search of a Circular Supply Chain Archetype – A Content-Analysis-Based Literature Review. *Production Planning & Control*, Vol. 29, Issue 6, pp. 438-451. DOI: 10.1080/09537287.2017.1343502 Jabbour, AB., Jabbour, C., Foropon, C., & Filho, MG. (2018). When titans meet – Can industry 4.0 revolutionise the environmentally-sustainable manufacturing wave? The role of critical success factors. *Technological Forecasting and Social Change*, 132, pp. 18–25. https://doi.org/10.1016/j.techfore.2018.01.017 Stahel, W. (2016). The circular economy. *Nature*, 531(7595), 435–438. https://doi.org/10.1038/531435a Velenturf, A. P. M., & Purnell, P. (2021). Principles for a sustainable circular economy. *Sustainable Production and Consumption*, 27, pp. 1437–1457. https://doi.org/10.1016/J.SPC.2021.02.018 Xu, LD., Xu, EL., & Li, L. (2018). Industry 4.0: State of the art and future trends. *International Journal of Production Research*, pp. 2941–2962. https://doi.org/10.1080/00207543.2018.1444806
Program-specific Competency Goals	CG 1, CG 2

Modul: MAN 710 Forschungsseminar Public & Nonprofit Management

DE EN

Lerninhalte

Im Rahmen des Forschungsseminars werden die bislang erlernten Grundlagen des Public & Nonprofit Management aus einer akademischen, forschungsorientierten Perspektive vertieft. Die Studierenden werden in aktuelle Themen der Public & Nonprofit-Forschung eingeführt und erlernen wissenschaftliches Arbeiten. Die konkrete inhaltliche Ausgestaltung des Seminars kann verschiedene Formen annehmen.

Lern- und Qualifikationsziele

Die Studierenden sollen nach Abschluss des Moduls in der Lage sein:

- Forschungslücken zu erkennen und im Hinblick auf eigene Forschungsarbeiten zu reflektieren,
- Forschungsziele und Forschungsfragen zu formulieren,
- wissenschaftliche Literatur zu recherchieren, interpretieren, beurteilen und selektieren,
- geeignete Forschungsmethoden (qualitativ und/oder quantitativ) für verschiedene Forschungsfragen auszuwählen,
- eine qualitative und/oder quantitative Forschungsarbeit zu verfassen.

In diesem Seminar sollen insbesondere die Schlüsselqualifikation des wissenschaftlichen Arbeitens erworben werden.

Voraussetzungen für die Teilnahme

Notwendige: Um das Forschungsseminar MAN 710 besuchen zu können, muss eines der 600er Module des Lehrstuhls (MAN 659, MAN 675, MAN 676, MAN 679, MAN 680) erfolgreich besucht werden. Dies kann parallel zum Forschungsseminar erfolgen.
Empfohlen: –

Lehr- und Lernformen	Lehre	Selbststudium
Seminar	3 SWS	14 SWS

ECTS-Leistungspunkte	6
Benotung	Ja
Gesamtarbeitsaufwand	180h
Sprache	Deutsch, Englisch
Prüfungsform und -umfang	Schriftliche Seminararbeit(en) (Teil 1: 25%, Teil 2: 75%, Umfang wird je nach Thema vom Lehrstuhl festgelegt)
Zulassungsbeschränkt	Ja
Informationen zur Anmeldung	Webseite des Lehrstuhls
Geprüft durch Durchführende Lehrkraft	**Prof. Dr. Bernd Helmig** Prof. Dr. Bernd Helmig
Häufigkeit des Angebots	Frühlings-/Sommersemester & Herbst-/Wintersemester
Dauer des Moduls	1 Semester
Verwendbarkeit	M.Sc. MMM, M.Sc. WiPäd
Vorleistungen	–
Programmspezifische Kompetenzziele	CG 1, CG 4

Module: MAN 721 Research Seminar Organization and Innovation

EN

Contents
The seminar deals with current topics in the field of strategic organization and innovation research. Participation in the seminar will enable students to independently explore a research topic in a written paper. Students will get acquainted with basic literature research techniques and will learn how to organize and structure their research. Furthermore, students will be introduced to presentation techniques and how to present research findings.

Learning outcomes
Students learn how to conduct high quality research in the areas of Organization & Innovation, they will independently write a paper about a topic in Organization & Innovation and present and discuss their results in class. Successful seminar attendance qualifies the students to write their master thesis at the Chair of Organization and Innovation.

Prerequisites for participation
Necessary: Innovation Management (MAN 690) or Organizational Behavior (MAN 691) or Strategic Innovation Management (MAN 658) or Organisationstheorie (MAN 692) or IP Management (MAN 693), parallel attendance possible
Recommended: Master-level knowledge on organization and management

Forms of teaching and learning	Contact hours	Independent study time
Seminar	2 SWS	15 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Written seminar thesis (scope depends on the assigned topic)
Restricted admission	yes
Further information	–
Examiner Performing lecturer	**Prof. Dr. Karin Hoisl** Prof. Dr. Karin Hoisl
Frequency of offering	Spring semester & fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd
Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 4

Module: MAN 741 Research Seminar on Human Resource Management and Leadership

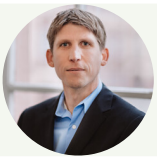
EN

Contents
Die Veranstaltung zielt darauf ab, mit Hilfe empirischer Ergebnisse praktische Probleme mit Bezug zu Personalmanagement zu beantworten. Die Teilnehmer bearbeiten jeweils eine Fragestellung mit praktischer Relevanz.

Learning outcomes
Studierende lernen im Seminar, ein Forschungsproblem zu strukturieren, wissenschaftliche Evidenz zu sammeln, eine wissenschaftliche Arbeit darüber zu verfassen und ihre Ergebnisse in der Gruppe zu präsentieren.

Prerequisites for participation
Necessary: Mindestens ein Masterkurs am Lehrstuhl belegt (MAN 64X)
Recommended: Grundlagenkenntnisse in Personalmanagement

Forms of teaching and learning	Contact hours	Independent study time
Seminar	2 SWS	15 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Seminararbeit (70%, Umfang wird je nach Thema vom Lehrstuhl festgelegt), Präsentation (30%)
Restricted admission	yes
Further information	Homepage des Lehrstuhls
Examiner Performing lecturer	 **Prof. Dr. Torsten Biemann** Dr. Katja Dlouhy, Dr. Irmela Koch-Bayram
Frequency of offering	Spring semester & fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd
Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 4

Module: MAN 750 Seminar Corporate Strategy & Governance

EN

Contents

The research seminar aims at advancing students' expertise in corporate strategy and governance research. By critically reviewing the extant body of research and conducting complementary analysis, students are meant to distil scientifically grounded insights on topics of both theoretical and practical relevance and to derive fruitful avenues for future research.

Learning outcomes

The students are supposed to acquire and demonstrate expert knowledge about the evolution of and current state-of-the-art in relevant substreams of corporate strategy and governance research. Against the backdrop of this knowledge, students will be able to critically reflect upon contemporary theories, models and research approaches applied in corporate strategy and governance research. Students will be able to develop and deliver effective presentations on their conceptual and empirical work.

Prerequisites for participation

Necessary: MAN 654 (parallel attendance possible) or MAN 655 (parallel attendance possible) or MAN 656 (parallel attendance possible)
Recommended: –

Forms of teaching and learning	Contact hours	Independent study time
Seminar	2 SWS	15 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Written seminar thesis (66.6 %, scope depends on the assigned topic), oral presentation (33.3 %)
Restricted admission	yes
Further information	–
Examiner Performing lecturer	**Prof. Dr. Matthias Brauer** Prof. Dr. Matthias Brauer
Frequency of offering	Spring semester & fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd
Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 4

Modul: MAN 770 Research Seminar

DE EN

Lerninhalte

The aim of this seminar is to prepare students for writing an empirical master-thesis in family business & entrepreneurship research. The content of this seminar allows students to get an overview regarding current research questions in the area of empirical family business research and entrepreneurship and to work in-depth on one the topics of this research realm. The content focus within the area of empirical family business research and entrepreneurship research may take varying forms depending on the semester – see the syllabus for the focus of the current semester. Regarding methods the students will be familiarized with the fundamental econometric methods which area applied in the area of empirical family business & entrepreneurship research.

Lern- und Qualifikationsziele

The students will to apply statistical software (STATA) and will be familiarized to work with the empirical research databases such as Worldscope, Datastream, CRSP, WRDS, Amadeus or Compustat. Moreover, the course teaches the students to understand and apply methods in line with the current state of research and provides access to current research topics in the area of empirical family business and entrepreneurship research.

Voraussetzungen für die Teilnahme

Notwendige: –

Empfohlen: It is helpful for participants to have visited the lecture CC 502. No previous knowledge on quantitative empirical methods is required.

Lehr- und Lernformen	Lehre	Selbststudium
Seminar	2 SWS	15 SWS

ECTS-Leistungspunkte	6
Benotung	Ja
Gesamtarbeitsaufwand	180h
Sprache	Deutsch, Englisch
Prüfungsform und -umfang	Participation (1/3), oral presentation (1/3), written (empirical) assignment (1/3, scope depends on the assigned topic)
Zulassungsbeschränkt	Ja
Informationen zur Anmeldung	www.bwl.uni-mannheim.de/en/woywode/teaching
Geprüft durch Durchführende Lehrkraft	 **Dr. Marc Kowalzick** Dr. Marc Kowalzick
Häufigkeit des Angebots	Frühlings-/Sommersemester & Herbst-/Wintersemester
Dauer des Moduls	1 Semester
Verwendbarkeit	M.Sc. MMM, M.Sc. WiPäd
Vorleistungen	–
Programmspezifische Kompetenzziele	CG 1, CG 4

Module: MAN 771 Seminar on Corporate Decarbonization EN

no offering in spring 2024

Contents

This seminar examines and discusses the challenges and opportunities that companies face on their pathway towards net carbon emissions of zero. Such pathways hinge on the economic analysis of reducing corporate carbon emissions and the formulation of abatement strategies. Particular topics covered in this seminar include:

- Climate-Tech Innovation
- Corporate Decarbonization Strategies
- Competitiveness of Clean Energy Technologies
- Emergence of Sustainable Transportation Services
- Pathways for Industrial Decarbonization

The analysis of these topics involves a review of the most current literature as well as the use of analytical and empirical research methods. As part of the seminar, participants will present and discuss the key findings of their analysis and write up their findings and conclusions in the form of a seminar paper.

Learning outcomes

Participants will get a better understanding of the main challenges and opportunities associated with the transition towards a decarbonized energy economy. They will also learn both theoretical economic concepts central to this transition as well as recent practical developments and tools. In addition, the participants will improve their skill in writing a coherent state-of-the-art seminar paper.

Prerequisites for participation

Necessary: –

Recommended: (i) basic knowledge of econometrics and statistical methods, (ii) basic knowledge in economics, management, finance, or accounting, and (iii) active interest in the topics of climate change, climatetech and decarbonization.

Forms of teaching and learning	Contact hours	Independent study time
Seminar	2 SWS	15 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Written seminar thesis (70%, 15 p. +/- 10%)) and in-class presentation (30%)
Restricted admission	yes
Further information	www.uni-mannheim.de/mises
Examiner Performing lecturer	**Prof. Dr. Gunther Glenk, Prof. Stefan Reichelstein, Ph.D., Dr. Amadeus Bach, Jannik Bach, LL.B.** Dr. Amadeus Bach / Prof. Dr. Gunther Glenk / Prof. Stefan Reichelstein
Frequency of offering	Spring semester & fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, MMM Business Research Program
Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 3, CG 4

3.5 AREA MARKETING AND SALES

Module: MKT 510 Price and Product Management

EN

Contents

This module deals with two important components of the marketing mix: price and product management. With regard to price management, the fundamentals of pricing decisions will be discussed as well as classic pricing theory and behavioral pricing. Furthermore, a focus of the lecture will be on determining optimal prices and on price implementation.
The part on product management is concerned with all decisions related to the current and future product portfolio and includes all stages of the product life cycle with a special focus on innovation management and the management of products already established in the market. Finally, the module covers fundamental models of product choice and major aspects of brand management.

Learning outcomes

At the end of this module, students will understand the relevance of pricing and product decisions and become familiar with important instruments/tools of price and product management. Especially, they know and understand the fundamentals of pricing decisions which are rooted in microeconomics and psychological theory, and they are able to derive detailed recommendations for actions regarding all areas of product decisions. In addition, the students will be able to apply analytical tools used to make pricing and product decisions.

Prerequisites for participation

Necessary: –
Recommended: –

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	9 SWS
Exercise class	1 SWS	5 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Exam (60 min)
Restricted admission	no
Further information	–
Examiner Performing lecturer	**Prof. Dr. Dr. h. c. mult. Christian Homburg** Prof. Dr. Dr. h. c. mult. Christian Homburg
Frequency of offering	Fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., LL.M., MAKUWI
Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 2

Module: MKT 511 Marketing Analytics

EN

Contents

Due to the digitalization of consumers' life as well as corporate functions and processes, companies today have vast amounts of different types of data, not only on an aggregated level but increasingly also on an individual level. But the amount of available data and information does not always translate into better decisions. Knowing how to interpret data is the challenge -- and marketers in particular are increasingly expected to use analytics to inform and justify their decisions. Marketing analytics enables marketers to measure, manage and analyze marketing performance to maximize its effectiveness and optimize return on investment (ROI). Beyond the obvious sales and lead generation applications, marketing analytics can offer profound insights into customer preferences and trends, which can be further utilized for future marketing and business decisions.

This course builds on the theory and foundations of marketing analytics and focuses on practical application by demystifying the use of data in marketing.

Learning outcomes

This course gives you the tools to measure brand and customer assets, understand various analytical approaches from statistics to machine learning as a way to evaluate and optimize marketing actions and campaigns. You'll leave the course with a solid understanding of how to use marketing analytics to predict outcomes and systematically allocate resources.

Prerequisites for participation

Necessary: –
Recommended: –

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	7 SWS
Exercise class	2 SWS	6 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Written exam (90 min)
Restricted admission	no
Further information	–
Examiner Performing lecturer	 **Prof. Dr. Florian Stahl** Prof. Dr. Florian Stahl
Frequency of offering	Spring semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., LL.M., MAKUWI, MMDS
Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 4

Module: MKT 512 Designing Data-Driven Business Models EN

Contents

Despite an enormous amount of business-relevant data generated every day, many managers and top executives still rely on conventional wisdom or intuition to guide their decisions. Using poor or incomplete data can misguide important decisions. "Designing Data-Driven Business Models" should therefore introduce participants to the key concepts, tools, and practices of business analytics and data science that allows them to solve critical business challenges using data. They will learn techniques they need to transform an organization into a data-driven organization and apply their knowledge in a real-life case with a partnering company.

Learning outcomes

In this course, participants will learn key analytical and strategic principles that allows them to understand how to turn data into insights, better decisions, and enhanced corporate value. In particular, the course will…

- introduce participants to the economic potential of data
- allow participants to think strategically to develop data-related business model ideas
- enable participants to define adequate internal and external data monetization initiatives
- address challenges and best practices to successfully managing big data in a company
- enable participants to conduct basic data analyses on their own
- enhance the participants' ability to read, understand, create, and communicate data as information
- allow to practically develop a suitable data-driven business model for a specific company
- improve participants' presentation skills

The course will be a markedly international in nature with participants joining from the international partner universities as it is **part of the MBS Summer School**. The course is scheduled as a one-week block course in July.

Prerequisites for participation

Necessary: –
Recommended: A basic understanding of business foundations and statistics is helpful (but not required).

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	4 SWS

ECTS credits	3
Graded	yes
Workload	90h
Language	English
Form of assessment	Group presentation on the implementation of a data-driven business model for a partner company (75%) and individual participation in classroom and case discussions (25%)
Restricted admission	yes
Further information	You have to apply separately to the Mannheim Business School for this course. A list of the required application documents, the application deadline and further details can be found at the following link. Please read the information carefully: Website of the Mannheim Business School
Examiner Performing lecturer	**Prof. Dr. Florian Stahl** Victoria Meil, Andreas Hamann
Frequency of offering	Spring semester
Duration of module	1 semester

Range of application	M.Sc. MMM
Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 3

Module: MKT 520 Market Research

EN

Contents

This module gives an overview of the market research process and deals with methods for data analysis and interpretation. The emphasis is on multivariate methods of data analysis. In presenting those analytical methods, a special focus is on discussing strengths and weaknesses of different methods and on possible fields of application in market research projects. Moreover, the application of different methods by means of common statistical software packages will be demonstrated.

Learning outcomes

Participants gain a sound knowledge of how market research projects are conducted and are able to critically evaluate market research projects. Especially, students will have an understanding of the data analysis methods used in market research and how these are applied by means of statistical software. The students are familiar with the strengths and weaknesses of the presented methods and know their fields of application within market research projects.

Prerequisites for participation

Necessary: –

Recommended: Module CC 503, Basic marketing and statistic knowledge on Bachelor level / B.Sc. Business Administration

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	9 SWS
Exercise class	2 SWS	5 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Written exam (60 min)
Restricted admission	no
Further information	–
Examiner Performing lecturer	**Prof. Dr. Florian Kraus** Prof. Dr. Florian Kraus
Frequency of offering	Spring semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., LL.M., MAKUWI
Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 4

Module: MKT 531 Marketing Theory: Consumer Behavior and Decision Making

EN

Contents

Marketing begins and ends with the consumer – from understanding consumer preferences and needs to providing consumer satisfaction. Thus, a clear understanding of consumers is critical in successfully managing the marketing function in any organization. This module examines the nature of consumer behavior and consumer decision process. The effects of psychological influences (such as learning, motives, perception, and beliefs and attitudes) on consumer behavior and decision-making are discussed. Understanding consumers' behavior and the irrationality of the human decision-making process is key to developing winning marketing strategies for advertising, branding, pricing or promotions.

Learning outcomes

Students develop an understanding of important theories in marketing and its relevance within business administration. More precisely, they will be able to critically discuss and apply models and theories of consumer behavior, such as prospect theory and mental accounting.

They will further know about the foundations of social psychology, including feeling-as-information theory, attachment theory, attribution theory of motivation, and cognitive dissonance theory. Based on these foundations, they will be able to reflect on consumer perception as well as on concepts of consumer learning, memory, motivation, and attitudes, which altogether imply on consumer decision processes. In addition to their knowledge on marketing theory, they will be able to assess various frameworks and tools in this regard, e.g., marketing mix strategies and market analysis as well as segmentation.

Prerequisites for participation

Necessary: Not taken MKT 530
Recommended: Basic marketing knowledge on Bachelor level / B.Sc. Business Administration

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	9 SWS
ECTS credits	4	
Graded	yes	
Workload	120h	
Language	English	
Form of assessment	Written exam (60 min)	
Restricted admission	no	
Further information	–	
Examiner Performing lecturer	**Prof. Dr. Florian Stahl** Prof. Dr. Florian Stahl	
Frequency of offering	Spring semester	
Duration of module	1 semester	
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., LL.M., MAKUWI	
Preliminary course work	–	
Program-specific Competency Goals	CG 1	

Module: MKT 545 Customers, Markets and Firm Strategy

EN

Contents
This module provides new and articulate strategy concepts, analytical frameworks, and hands-on tools for students to execute industry analyses and develop competitive strategies. Building on consumer behavior, customer analytics, industry analyses and strategy foundations, it helps to analyze the competitive behavior of firms (including pricing, market positioning, product development, expansion, entry and deterrence) under various economic conditions of industry structure.

Learning outcomes
By the end of the module students are able to execute industry analyses and develop competitive strategies. In particular, students will have a deep understanding of identifying customers' preferences, needs and willingness-to-pay.

Taking this understanding of consumer into account, students are able to analyze the principles and foundations of business strategies from the interrelationship of product demand, market environments and firms' characteristics. Moreover, students are capable of executing industry analyses, uncovering durable economic principles that are applicable to different strategic situations. That means, course participants gain a profound understanding of how firms compete and organize themselves and how firms have to make good strategic marketing decisions.

Prerequisites for participation
Necessary: Not taken MKT 650
Recommended: Basic marketing knowledge on Bachelor level / B.Sc. Business Administration

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	9 SWS
Exercise class	1 SWS	5 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Written exam (90 min)
Restricted admission	no
Further information	–
Examiner Performing lecturer	**Prof. Dr. Florian Stahl** Prof. Dr. Florian Stahl
Frequency of offering	Spring semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., LL.M., MAKUWI, MMDS
Preliminary course work	–
Program-specific Competency Goals	CG 1

Module: MKT 550 International Course – Marketing & Sales EN

Contents
Vom belegten Kurs abhängig

Learning outcomes
Vom belegten Kurs abhängig

Prerequisites for participation
Necessary: Das Niveau des Kurses entspricht dem Niveau eines üblichen Mannheimer Master-Kurses (mindestens 500er Level). Der Kurs kann nur während eines Auslandstudiums absolviert werden und stellt eine sinnvolle Ergänzung des Mannheimer Curriculums dar.
Recommended: –

Graded	yes
Language	English
Form of assessment	Präsentation/ Hausarbeit/ Klausur/ mündliche Prüfung (kann variieren, eine Note muss ausgewiesen werden)
Restricted admission	no
Further information	Ausschließlich während eines Auslandsstudiums belegbar. Es können mehrere Kurse mit diesem Code belegt werden; beachten Sie bitte das Merkblatt.
Performing lecturer	Lecturer at the host university. Course will be assessed when students request a learning agreement. Please find details in the „Guidelines for learning agreements and course recognition“ in ILIAS > MMM > Auslandssemester/Study Abroad Semester. Dozent/in an der Gastuniversität. Prüfung der Wertigkeit bei Abschluss eines Learning Agreements. Bitte lesen Sie das „Merkblatt zu Learning Agreements und Anerkennungen“ ILIAS > MMM > Auslandssemester/Study Abroad Semester.
Frequency of offering	Spring semester & fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. Wirt. Inf., MAKUWI, andere Studiengänge, wenn mit Prüfungsordnung vereinbar
Preliminary course work	–

Module: MKT 561 Service Business Model Innovations

EN

Contents

Students get an insight into and understand current developments and marketing-specific characteristics of the solution business and business model innovations in general. Especially the topics of servitization, digital transformation and service business model innovations are discussed and knowledge deepened based on multiple case studies. Along the process students will get to know and apply various essential methods, such as service blueprinting, customer journey mapping, business model canvas etc. for the cases at hand. At the end of the module students will be able to apply and adapt their knowledge of marketing strategies, concepts and instruments to specific problems in the services marketing context.

Learning outcomes

Upon successful completion of this course, students

- are able to apply various essential methods for marketing purposes, such as customer journey mapping, service blueprinting, business model canvas etc.,
- understand the role of managing customer experiences for innovative business models,
- are able to evaluate and interpret the measurement of service quality,
- will have acquired skills to generate customer insights to provide a better customer experience in B2C and B2B contexts.

Prerequisites for participation

Necessary: Not taken MKT 560
Recommended: Basic marketing knowledge on Bachelor level

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	9 SWS

ECTS credits	4
Graded	yes
Workload	120h
Language	English
Form of assessment	Written exam (60 min)
Restricted admission	no
Further information	–
Examiner Performing lecturer	**Prof. Dr. Florian Kraus** Prof. Dr. Florian Kraus
Frequency of offering	Fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., MAKUWI
Preliminary course work	–
Program-specific Competency Goals	CG 1

Module: MKT 570 Marketing of Innovations

EN

no offering in spring 2024

Contents
For students seeking knowledge in innovation and the management of new products and services, this course explores the complex challenges organizations face in bringing innovative ideas to market. How do you know which idea is the right one? What marketing strategy and which marketing program should be employed? What are the most effective consumer insights and research methods? The course will combine theory, case studies, in-class team exercises, guest lectures, and practical tools and techniques – all of which students will use in their team innovation challenge project which is the primary course deliverable.

Learning outcomes
At the end of this course, students will be able to develop and critically evaluate the marketing strategy for a product or service innovation. This course will enable students to apply frameworks, concepts, and methods for crafting marketing strategies around innovations. Students will apply their knowledge in an innovation challenge case.

Prerequisites for participation
Necessary: –
Recommended: Knowledge of marketing strategy and marketing mix

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	15 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Innovation Challenge Pitch (30%), Innovation Challenge Final Presentation (70%)
Restricted admission	yes
Further information	Student Portal (information on central registration process) and website of the chair (course information)
Examiner Performing lecturer	**Prof. Dr. Sabine Kuester** Prof. Dr. Sabine Kuester
Frequency of offering	Spring semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf.
Preliminary course work	–
Program-specific Competency Goals	CG 1

Module: MKT 575 Marketing Strategy for Innovation & Sustainability

EN

Contents

The world's most valuable companies succeed because they make innovation a fundamental part of their business strategy. While the marketing strategy sets the direction for the future, the innovative power within the company ensures that new products and services are developed, new processes are designed, and new business models are created. The global economic system is straining available resources, and consumers are becoming increasingly aware of the importance of sustainable business practices. To account for these market dynamics, marketing strategy and innovation have a vital and unique role to play in creating a more sustainable society, as most of consumers' material needs are met through marketing systems. Sustainable innovation and marketing strategies then involve the process of creating, communicating, and delivering value to customers in a way that preserves or enhances both environment and human capital in the process of value creation and delivery.

Learning outcomes

For participants seeking knowledge in marketing strategy and innovation, this course explores the complex challenges organizations face in bringing sustainable innovative ideas to market successfully. How does a business interact with sustainability issues from an innovation strategy perspective? Which marketing strategy and marketing program should be employed to ensure rapid customer adoption and successful go-to-market? What are the most effective consumer insights and methods to support sustainable innovation endeavors? These questions will be addressed in a two-day course combining theoretical insights, case study exercises, and a collaborative design thinking exercise. At the completion of this course, students should be able to:

- identify challenges for sustainable innovation, especially recognizing current consumption trends, and identifying barriers to and benefits of sustainable consumer behavior,
- evaluate the role sustainable innovations play for companies,
- assess strategies for creating, communicating, and delivering value for a sustainability focused brand by identifying consumer segments and values relevant to sustainability issues and understanding consumer responses to sustainable products and practices, and
- apply design thinking as a methodology for understanding customer needs and creating innovative sustainability solutions.

Prerequisites for participation

Necessary: –

Recommended: Knowledge of marketing fundamentals (Bachelor level knowledge)

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	4 SWS

ECTS credits	3
Graded	yes
Workload	90h
Language	English
Form of assessment	Case Study Assignment (50%), Design Thinking exercise & presentation (50%)
Restricted admission	yes
Further information	Student Portal

Examiner Performing lecturer		**Prof. Dr. Sabine Kuester** Prof. Dr. Sabine Kuester
Frequency of offering	Spring semester	
Duration of module	1 semester	
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf.	
Preliminary course work	–	
Program-specific Competency Goals	CG 1, CG 2, CG 4	

Module: MKT 580 Digital Marketing Strategy

EN

Contents

Businesses worldwide have been facing a fundamental change in the ways in which customers and companies interact with each other. Customers are more socially connected than ever, they expect more from companies and brands, and information reaches them faster than ever before. At the same time, companies develop digital business models. One apparent development is the rise of platform business models. Thus, the rise of digital technologies has fundamentally changed the way companies craft marketing strategies and how marketing creates, communicates, and delivers value to customers. The overarching goal of this course is to establish a perspective on the digital marketing strategies companies can employ to occupy a sustainable position in the age of social, digital, and mobile for both pipeline and platform businesses.

Learning outcomes

The course will equip students with the relevant knowledge, perspectives, and practical skills required to develop marketing strategies that leverage the opportunities offered by digital technologies for achieving business and marketing goals. The emphasis of this course is on understanding what various digital platforms and tools offer to companies, how to build digital marketing strategies in order to have a solid foundation from which to evaluate opportunities in the digital economy.

Prerequisites for participation

Necessary: –
Recommended: –

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	15 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Written exam (60 min, 50%), group project and presentation (50%)
Restricted admission	yes
Further information	Student Portal (information on central registration process) and website of the chair (course information).
Examiner Performing lecturer	**Prof. Dr. Sabine Kuester** Prof. Dr. Sabine Kuester
Frequency of offering	Fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf.
Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 2

Module: MKT 612 Business-to-Business-Marketing

EN

Contents
In many industries (e.g. consumer goods, retail, metalworking industry) an essential part of transactions is done between companies and organizational clients (also companies or public sector institutions). This lecture deals with the central characteristics of business-to-business markets and their consequences for marketing.

Learning outcomes
Students understand the characteristics of organizational buying behaviour and the peculiarities of the Marketing Mix in the B2B context. Also, students are aware of different types of business and their implications for marketing. At the end of the course, students are able to apply and adapt marketing strategy, concepts and instruments to business-to-business environments.

Prerequisites for participation
Necessary: Not taken MKT 610
Recommended: Module MKT 510

Forms of teaching and learning	Contact hours	Independent study time
Lecture	1 SWS	5 SWS

ECTS credits	2
Graded	yes
Workload	60h
Language	English
Form of assessment	Written exam (45 min)
Restricted admission	no
Further information	–
Examiner Performing lecturer	**Prof. Dr. Florian Kraus** Prof. Dr. Florian Kraus
Frequency of offering	Fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf.
Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 2

Module: MKT 614 Marketing Communication

EN

Contents
This module is designed to introduce students into the field of marketing communications and communication management. The emphasis will be on the role of advertising and other promotional mix elements in the integrated marketing communications program of an organization. Attention will be given to the various marketing communication tools used in contemporary marketing including advertising, direct marketing, the Internet and social media. Moreover, the process by which integrated marketing communications programs are planned, developed and executed as well as the various factors and considerations that influence this process are examined.

Learning outcomes
Students are able to develop a marketing communications program, which requires an understanding of the overall marketing process, customer behavior, communications theory, and how to set goals, objectives and budgets.

Prerequisites for participation
Necessary: Not taken MKT 530 or MKT 532
Recommended: Basic marketing knowledge on Bachelor level / B.Sc. Business Administration

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	9 SWS

ECTS credits	4
Graded	yes
Workload	120h
Language	English
Form of assessment	Written exam (60 min)
Restricted admission	no
Further information	–
Examiner Performing lecturer	 **Prof. Dr. Florian Stahl** Prof. Dr. Florian Stahl
Frequency of offering	Spring semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., LL.M., MAKUWI
Preliminary course work	–
Program-specific Competency Goals	CG 1

Module: MKT 615 Sales Management

EN

Contents

The module deals with the primary sales tasks of customers' acquisition and retention as well as sales objectives and necessary sales instruments from an instrumental and strategic perspective. Accordingly, the lecture is covering five central areas of sales management. First, the foundations and objectives of sales management are discussed, as well as the concept of sales strategy and its core elements are introduced. Second, the key sales instruments which are essential for achieving sales objectives are discussed. Third, the fundamentals of sales channel design are presented, followed by the discussion of the management of external sales partners. The final chapter covers the fundamentals of managing the internal sales force.

Learning outcomes

Upon successful completion of this course, students can understand the foundations and objectives of sales management and can apply the key sales instruments necessary for the achievement of sales objectives. They are aware of the importance of efficient management of external sales partners and internal sales force. At the end of this module, students are able to apply the acquired knowledge about sales strategy, concepts, and key sales instruments in practice.

Prerequisites for participation

Necessary: Not taken MKT 611
Recommended: Module MKT 510

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	9 SWS

ECTS credits	4
Graded	yes
Workload	120h
Language	English
Form of assessment	Written exam (60 min, 60%), group work (Cases) (40%)
Restricted admission	no
Further information	–
Examiner Performing lecturer	 **Prof. Dr. Dr. h. c. mult. Christian Homburg** Prof. Dr. Dr. h. c. mult. Christian Homburg, Janina Riether, M.Sc.
Frequency of offering	Spring semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf.
Preliminary course work	–
Program-specific Competency Goals	CG 1

Modul: MKT 616 Grundlagen der Verhandlungsführung

DE

Lerninhalte
In „Grundlagen der Verhandlungsführung" erhalten Studierende einen Einblick in grundlegende Prinzipien, Strategien und Taktiken der Verhandlungsführung. So werden häufige Fehler von Verhandelnden und die Bedeutung von ersten Angeboten und Zugeständnissen thematisiert. Ferner werden etablierte verhaltenswissenschaftliche (kognitive und motivationale) Verzerrungen auf den Verhandlungskontext angewandt und Strategien aufgezeigt, deren Einfluss für Verhandlungspartner zu minimieren. Im letzten Abschnitt der Veranstaltung wird ein kurzer Einblick in Einfluss- und Verkaufsstrategien aus der Praxis gegeben und Techniken zur Erkennung von Unwahrheiten veranschaulicht.

Lern- und Qualifikationsziele
Die Studierenden lernen grundlegende Prinzipien und Taktiken in der Verhandlungsführung kennen. Die Teilnehmer werden in der Lage sein, unterschiedliche Verzerrungen und deren Einfluss auf Verhandlungen zu verstehen und damit häufig auftretende Fehler antizipieren können.

Voraussetzungen für die Teilnahme
Notwendige: MKT 613 nicht bereits belegt
Empfohlen: –

Lehr- und Lernformen	**Lehre**	**Selbststudium**
Vorlesung	1 SWS	5 SWS

ECTS-Leistungspunkte	2
Benotung	Ja
Gesamtarbeitsaufwand	60h
Sprache	Deutsch
Prüfungsform und -umfang	Schriftliche Ausarbeitung direkte Wiederholung ausgeschlossen
Zulassungsbeschränkt	Nein
Informationen zur Anmeldung	–
Geprüft durch Durchführende Lehrkraft	**Prof. Dr. Florian Kraus** Dr. Maximilian Gaerth
Häufigkeit des Angebots	Herbst-/Wintersemester
Dauer des Moduls	1 Semester
Verwendbarkeit	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., LL.M., MAKUWI
Vorleistungen	–
Programmspezifische Kompetenzziele	CG 1, CG 3

Modul: MKT 617 Angewandte Verhandlungsführung

DE

kein Angebot im Studienjahr 2023/2024

Lerninhalte
Studierenden sollen Verhandlungsstrategien anhand konkreter Beispiele aus der Unternehmenspraxis nähergebracht werden. Hierzu werden Verhandlungen in Kleingruppen vorbereitet, durchgeführt und per Videoaufzeichnung analysiert. Zur Vorbereitung der Verhandlung werden ergänzende theoretische Grundlagen zur Verhandlungsführung vermittelt sowie sinnvolle Einblicke in das korrekte Lesen der Körpersprache gegeben. Sehr konkret werden mimische Einwandsignale vorgestellt und erklärt.
Im Anschluss soll auf Basis des erworbenen Wissens ein praktischer Verhandlungsfall schriftlich ausgearbeitet werden.

Lern- und Qualifikationsziele
Die Studierenden werden nach Absolvierung des Moduls in der Lage sein, ihr Wissen über Verhandlungsstrategien praktisch anzuwenden.

Voraussetzungen für die Teilnahme
Notwendige: MKT 616 Grundlagen der Verhandlungsführung, MKT 613 nicht bereits belegt
Empfohlen: –

Lehr- und Lernformen	**Lehre**	**Selbststudium**
Case Study	2 SWS	4 SWS

ECTS-Leistungspunkte	2
Benotung	Ja
Gesamtarbeitsaufwand	60h
Sprache	Deutsch
Prüfungsform und -umfang	Schriftliche Case-Ausarbeitung
Zulassungsbeschränkt	Ja
Informationen zur Anmeldung	–
Geprüft durch Durchführende Lehrkraft	**Prof. Dr. Florian Kraus** Dr. Clemens Jüttner und Guido Bötticher
Häufigkeit des Angebots	Frühlings-/Sommersemester
Dauer des Moduls	1 Semester
Verwendbarkeit	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., LL.M., MAKUWI
Vorleistungen	–
Programmspezifische Kompetenzziele	CG 1, CG 3

Module: MKT 622 Country Manager

EN

Contents
The module is designed for students who expect to undertake international marketing assignments, work for global corporations or help smaller companies to expand globally. The course portrays opportunities and competitive challenges in regional market settings and pays special attention to the issue of standardization versus adaptation of marketing programs.

Learning outcomes
Students will be able to apply their theoretical and conceptual knowledge of marketing strategy and international marketing in a hands-on application exercise. Students can sharpen their strategy formulation skills and learn about market dynamics. Students will experience the challenges pertaining to international marketing by playing the role of a category manager for a major consumer products company. The course focuses on the computer simulation Country Manager.

Prerequisites for participation
Necessary: –
Recommended: Understanding of International Marketing

Forms of teaching and learning	Contact hours	Independent study time
Case Study Presentation	1 SWS	5 SWS

ECTS credits	2
Graded	yes
Workload	60h
Language	English
Form of assessment	Simulation result (50%), strategy outline (25%), final report (25%). Only one examination date per semester!
Restricted admission	yes
Further information	Student Portal (information on central registration process) and website of the chair (course information)
Examiner Performing lecturer	**Prof. Dr. Sabine Kuester** Angeliki Kalogeraki
Frequency of offering	Spring semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., MAKUWI
Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 2

Module: MKT 623 Strategic Marketing Management Simulation

EN

Contents

The module is designed for students who expect to undertake assignments within the context of strategic marketing management. This module is concerned with the development, evaluation, and implementation of marketing management elements in a strategic setting. The module deals primarily with an analysis of concepts, theories, techniques, and models in marketing. Basis for the module is a computer simulation in the context of strategic marketing decisions of a leading manufacturer of over-the-counter cold medicine.

Learning outcomes

Students will be able to apply their theoretical and conceptual knowledge of marketing management in a hands-on application exercise. Students can hone their understanding within the following four categories:

- Situation Analysis
- STP – Segmentation, targeting and positioning
- Marketing mix (4Ps – product, price, promotion, place)
- Integrated marketing decision-making and analysis

Prerequisites for participation

Necessary: –
Recommended: Solid Understanding of Strategic Marketing Management

Forms of teaching and learning	Contact hours	Independent study time
Case Study Presentation	1 SWS	5 SWS

ECTS credits	2
Graded	yes
Workload	60h
Language	English
Form of assessment	Simulation result (50%), strategy outline (25%), final report (25%)
Restricted admission	yes
Further information	Student Portal (information on central registration process) and website of the chair (course information).
Examiner Performing lecturer	**Prof. Dr. Sabine Kuester** Prof. Dr. Sabine Kuester
Frequency of offering	Fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., MAKUWI
Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 2

Module: MKT 661 Consumer Behavior

EN

Contents
The course examines the key aspects of consumer behavior. It defines consumer behavior as the acquisition, consumption, and disposition of goods, services, time, and ideas by (human) decision making units. Based on this definition, important implications for retailing are explored. Starting from the Elaboration Likelihood Model, we distinguish between the central and peripheral route of information processing and discuss topics such as decision making and store choice (both high and low involvement).

Learning outcomes
Students understand the key aspects of consumer behavior with specific application to marketing communication and retailing. They will be able to apply and adapt their knowledge to develop strategies and tactics for both areas.

Prerequisites for participation
Necessary: –
Recommended: Module MKT 531

Forms of teaching and learning	Contact hours	Independent study time
Lecture	1 SWS	5 SWS

ECTS credits	2
Graded	yes
Workload	60h
Language	English
Form of assessment	Written exam (45 min)
Restricted admission	yes
Further information	Student Portal (information on central registration process) and website of the chair (course information)
Examiner Performing lecturer	**Prof. Dr. Dr. h. c. mult. Christian Homburg** Prof. Dr. Wayne D. Hoyer
Frequency of offering	Spring semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., LL.M.
Preliminary course work	–
Program-specific Competency Goals	CG 1

Module: MKT 663 Branding and Brand Management

EN

Contents

Although brand names represent one of the most valuable (intangible) assets for a firm, creating and nurturing a strong brand poses considerable challenges. Branding is therefore a critical management task that has both strategic and tactical elements. The concept of brand equity can provide managers with a valuable perspective and a common denominator to interpret the potential effects and trade-offs of various strategies and tactics for their brands. Brand management involves the design and implementation of marketing programs and activities to build, measure, and manage brand equity.

The aim of this module is to introduce students to proven techniques and frameworks for assessing and formulating branding strategies and tactics that improve the long-term profitability of brand names.

This course revolves around understanding how to develop effective branding strategies, while keeping in mind economic and psychological factors of branding.

Learning outcomes

Students are able to understand and discuss the importance of branding, brand equity and brand strategies within marketing.

Prerequisites for participation

Necessary: –

Recommended: –

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	9 SWS

ECTS credits	4
Graded	yes
Workload	120h
Language	English
Form of assessment	Written exam (60 min)
Restricted admission	no
Further information	–
Examiner Performing lecturer	**Prof. Dr. Florian Stahl** Prof. Dr. Florian Stahl
Frequency of offering	Spring semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., LL.M., MAKUWI
Preliminary course work	–
Program-specific Competency Goals	CG 1

Module: MKT 664 Brand Strategy Seminar

EN

Contents

Although brand names represent one of the most valuable (intangible) assets for a firm, creating and nurturing a strong brand poses considerable challenges. Branding is therefore a critical management task that has both strategic and tactical elements. The seminar brand strategy involves the design and implementation of a marketing program to establish in a strategic way an existing brand in a new product category or subcategory. During the seminar we will discuss topics such as the product design, product positioning and product advertising of a new product which extends an existing brand and follows the umbrella brand identity and umbrella brand vision. This seminar will be useful for those pursuing careers in marketing, general management, and consulting.

Learning outcomes

Learning objectives of this course comprise the design and positioning of a branded product and the strategic brand extension of a well-established global brand. Further learning objectives are writing a marketing plan, design of a specific product advertisement as well as the presentation of the results to managers of a global company.

Prerequisites for participation

Necessary: –

Recommended: MKT 663 or other course on Branding

Forms of teaching and learning	Contact hours	Independent study time
Seminar	1 SWS	5 SWS

ECTS credits	2
Graded	yes
Workload	60h
Language	English
Form of assessment	Team seminar paper (70%, scope depends on the assigned topic) and Team Presentation (30%)
Restricted admission	yes
Further information	Please register directly with the chair: https://www.bwl.uni-mannheim.de/quantitativemarketing/teaching/brandstrategy/#c39004
Examiner Performing lecturer	**Prof. Dr. Florian Stahl** Prof. Dr. Florian Stahl
Frequency of offering	Fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., LL.M., MAKUWI
Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 2

Modul: MKT 710 Research Seminar

DE EN

Lerninhalte
Das Seminar ist eine Vorbereitung auf die Erstellung einer Masterarbeit innerhalb der Marketing-Area und bietet eine Einführung in wissenschaftliches Arbeiten mit Bezug auf neue Entwicklungen der Marketingforschung. Die Studierenden erstellen eigenständig eine schriftliche Seminararbeit zu einem aktuellen Forschungsthema und präsentieren ihre Ergebnisse im Rahmen des Seminars.

Lern- und Qualifikationsziele
Die Studierenden können wissenschaftlich arbeiten und selbständig ein Forschungsthema aus dem Bereich Marketing untersuchen. Sie kennen grundlegende Techniken der Literaturrecherche und wissen, wie wissenschaftliche Arbeiten zu strukturieren sind. Weiterhin lernen die Studierenden, ihre Forschungsergebnisse zu präsentieren.

Voraussetzungen für die Teilnahme
Notwendige: –
Empfohlen: –

Lehr- und Lernformen	**Lehre**	**Selbststudium**
Seminar	2 SWS	15 SWS

ECTS-Leistungspunkte	6
Benotung	Ja
Gesamtarbeitsaufwand	180h
Sprache	Deutsch, Englisch
Prüfungsform und -umfang	Schriftliche Seminararbeit (70%, Umfang wird je nach Thema vom Lehrstuhl festgelegt), Präsentation (30%)
Zulassungsbeschränkt	Ja
Informationen zur Anmeldung	Homepage des Lehrstuhls
Geprüft durch Durchführende Lehrkraft	 **Prof. Dr. Dr. h. c. mult. Christian Homburg** Prof. Dr. Dr. h. c. mult. Christian Homburg
Häufigkeit des Angebots	Frühlings-/Sommersemester & Herbst-/Wintersemester
Dauer des Moduls	1 Semester
Verwendbarkeit	M.Sc. MMM, M.Sc. WiPäd
Vorleistungen	–
Programmspezifische Kompetenzziele	CG 1, CG 4

Modul: MKT 720 Research Seminar

DE EN

Lerninhalte
Das Marketingseminar dient dazu, den Teilnehmern die Prinzipien des wissenschaftlichen Arbeitens zu vermitteln. Diese Fähigkeiten werden von Studierenden durch die Anfertigung einer Seminararbeit erschlossen und in den Seminarveranstaltungen vertieft. Sie versetzen die Studierenden – in Verbindung mit dem im Marketing-Studium erworbenen Wissen – in die Lage, eine Master-Arbeit innerhalb der Marketing-Area anfertigen zu können, welche den Ansprüchen an eine akademische Abschlussarbeit genügt. Die Studierenden erstellen eine schriftliche Seminararbeit zu einem aktuellen Forschungsthema. Die Arbeit wird im Rahmen des Seminars präsentiert und mit anderen Teilnehmern diskutiert.

Lern- und Qualifikationsziele
Die Teilnahme befähigt Studierende, ein wissenschaftliches Thema umfassend zu erschließen. Studierende werden in die Lage versetzt, Forschungslücken zu identifizieren und Forschungsfragen zu formulieren, ihr Thema zu motivieren und zu positionieren, einen konzeptionell-theoretischen Rahmen für die Arbeit zu entwickeln, die zentralen Konstrukte zu konzeptualisieren und zu operationalisieren, einen Review aktueller empirischer Studien zu erstellen und theoretische und Managementimplikationen abzuleiten. Sie werden außerdem mit Präsentationstechniken vertraut gemacht.

Voraussetzungen für die Teilnahme
Notwendige: –
Empfohlen: –

Lehr- und Lernformen	**Lehre**	**Selbststudium**
Seminar	2 SWS	15 SWS

ECTS-Leistungspunkte	6
Benotung	Ja
Gesamtarbeitsaufwand	180h
Sprache	Deutsch, Englisch
Prüfungsform und -umfang	Schriftliche Seminararbeit (70%, Umfang wird je nach Thema vom Lehrstuhl festgelegt), Präsentation (30%)
Zulassungsbeschränkt	Ja
Informationen zur Anmeldung	Homepage des Lehrstuhls
Geprüft durch Durchführende Lehrkraft	 **Prof. Dr. Florian Stahl** Prof. Dr. Florian Stahl
Häufigkeit des Angebots	Frühlings-/Sommersemester & Herbst-/Wintersemester
Dauer des Moduls	1 Semester
Verwendbarkeit	M.Sc. MMM, M.Sc. WiPäd
Vorleistungen	–
Programmspezifische Kompetenzziele	CG 1, CG 4

Modul: MKT 730 Research Seminar

DE EN

Lerninhalte
Das Seminar bietet eine Einführung in das akademische Arbeiten mit Bezug auf neue Entwicklungen und Herausforderungen aktueller und relevanter Fragestellungen im Marketing.

Lern- und Qualifikationsziele
Die Teilnahme an diesem Modul ermöglicht es Studierenden, eigenständig ein Forschungsthema zu untersuchen, indem sowohl theoretische Grundlagen als auch empirische Studien in einer schriftlichen Seminararbeit erarbeitet, diskutiert und präsentiert werden.

Voraussetzungen für die Teilnahme
Notwendige: –
Empfohlen: –

Lehr- und Lernformen	**Lehre**	**Selbststudium**
Seminar	2 SWS	15 SWS

ECTS-Leistungspunkte	6
Benotung	Ja
Gesamtarbeitsaufwand	180h
Sprache	Deutsch, Englisch
Prüfungsform und -umfang	Schriftliche Seminararbeit (70%, Umfang wird je nach Thema vom Lehrstuhl festgelegt), Präsentation (30%)
Zulassungsbeschränkt	Ja
Informationen zur Anmeldung	Homepage des Lehrstuhls
Geprüft durch Durchführende Lehrkraft	 **Prof. Dr. Sabine Kuester** Prof. Dr. Sabine Kuester, Dr. Elisa Konya-Baumbach
Häufigkeit des Angebots	Frühlings-/Sommersemester & Herbst-/Wintersemester
Dauer des Moduls	1 Semester
Verwendbarkeit	M.Sc. MMM, M.Sc. WiPäd
Vorleistungen	–
Programmspezifische Kompetenzziele	CG 1, CG 4

Modul: MKT 740 Research Seminar

DE EN

Lerninhalte
The seminar introduces students to academic work and therefore provides the basis for writing a master thesis in the field of marketing. Students individually prepare a written paper covering a current research topic and present their research findings in class.

Lern- und Qualifikationsziele
Students will get acquainted with basic research techniques and will learn how to organize and structure their research. Furthermore, students will be introduced to presentation techniques.

Voraussetzungen für die Teilnahme
Notwendige: –
Empfohlen: –

Lehr- und Lernformen	Lehre	Selbststudium
Seminar	2 SWS	15 SWS
ECTS-Leistungspunkte	6	
Benotung	Ja	
Gesamtarbeitsaufwand	180h	
Sprache	Deutsch, Englisch	
Prüfungsform und -umfang	Written paper (70%, scope depends on the assigned topic), presentation (30%)	
Zulassungsbeschränkt	Ja	
Informationen zur Anmeldung	central organization by the Area Marketing details see homepage of the chair	
Geprüft durch Durchführende Lehrkraft	**Prof. Dr. Florian Kraus** Prof. Dr. Florian Kraus	
Häufigkeit des Angebots	Frühlings-/Sommersemester & Herbst-/Wintersemester	
Dauer des Moduls	1 Semester	
Verwendbarkeit	M.Sc. MMM, M.Sc. WiPäd	
Vorleistungen	–	
Programmspezifische Kompetenzziele	CG 1, CG 4	

Modul: MKT 750 Research Seminar

DE EN

Lerninhalte
Das Seminar ergänzt das im Studium erworbene (Marketing-)Wissen und bereitet die Studierende auf die Erstellung einer Masterarbeit in der Area Marketing & Sales vor. Die Studierenden erhalten eine Einführung in das wissenschaftliche Arbeiten. Die Studierenden erstellen eigenständig eine schriftliche Seminararbeit zu einem aktuellen Forschungsthema und präsentieren ihre Ergebnisse im Rahmen des Seminars.

Lern- und Qualifikationsziele
Die Studierenden können wissenschaftlich arbeiten und lernen eigenständig ein Forschungsthema zu untersuchen. Sie kennen grundlegende Techniken der Literaturrecherche und wissen, wie wissenschaftliche Arbeiten zu strukturieren sind. Weiterhin lernen die Studierenden, ihre Forschungsergebnisse zu präsentieren.

Voraussetzungen für die Teilnahme
Notwendige: –
Empfohlen: –

Lehr- und Lernformen	**Lehre**	**Selbststudium**
Seminar	2 SWS	15 SWS

ECTS-Leistungspunkte	6
Benotung	Ja
Gesamtarbeitsaufwand	180h
Sprache	Deutsch, Englisch
Prüfungsform und -umfang	Schriftliche Seminararbeit (70%, Umfang wird je nach Thema vom Lehrstuhl festgelegt), Präsentation (30%)
Zulassungsbeschränkt	Ja
Informationen zur Anmeldung	Homepage des Lehrstuhls
Geprüft durch	**Prof. Dr. Arnd Vomberg**
Häufigkeit des Angebots	Frühlings-/Sommersemester & Herbst-/Wintersemester
Dauer des Moduls	1 Semester
Verwendbarkeit	M.Sc. MMM
Vorleistungen	–
Programmspezifische Kompetenzziele	CG 1, CG 4

3.6 AREA OPERATIONS MANAGEMENT

Module: OPM 501 Logistics Management

EN

Contents

Logistics is concerned with managing the flow and storage of goods along the supply chain, to assure that products are available at the right location at the right time. As such, logistics plays a crucial role in matching supply and demand and thus in delivering customer service, thereby generating business value. This course aims to provide insight into key decisions regarding the design and management of logistics activities. The course takes an analytics-oriented approach and introduces quantitative models that link managerial levers to logistics performance. It thereby highlights relevant trade-offs and reveals how managers can strike an optimal balance. Particular attention is given to the design of distribution networks, as a key element of a firm's infrastructure. Other core topics include capacity management and transportation planning.

Learning outcomes

This course makes students aware of the role of logistics in managing cost and customer service. It helps students understand how to align logistics decisions with an underlying business strategy. Students will become acquainted with fundamental logistics planning tasks. They will also become familiar with relevant analytics tools and concepts. The course enables students to analyze logistics decisions by means of quantitative techniques and to make the right trade-offs between different performance criteria.

Prerequisites for participation

Necessary: –

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

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	8 SWS
Exercise class	2 SWS	5 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Written exam (90 min)
Restricted admission	no
Further information	–

Examiner
Performing lecturer

Prof. Dr. Moritz Fleischmann
Prof. Dr. Moritz Fleischmann

Frequency of offering	Fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., M.Sc. Wirt. Math., MAKUWI
Preliminary course work	–
Program-specific Competency Goals	CG 1

Module: OPM 502 Inventory Management

EN

Contents

Inventory management is a core element of any company's supply chain management activities. Yet, deciding on the right amount of inventory, in a given setting, is a challenging task. For many companies, inventory ties up a huge amount of capital. To set appropriate inventory levels, companies must trade off inventory costs and benefits. While inventory costs tend to be readily visible, measuring inventory benefits is more demanding, in general. Business analytics tools and techniques are of great value to master these challenges. This course introduces such approaches. It structures the analysis by distinguishing different inventory drivers. For each driver, it first highlights the underlying economic trade-offs and then introduces and analyses quantitative models that allow to optimize them. Core topics include demand forecasting, lot sizing, safety stocks, and seasonal inventory. The course also addresses the interplay between the sales and operations functions of a firm.

Learning outcomes

In this course, students will learn how inventory can be used to manage supply chain performance. They will be able to distinguish different inventory roles in different supply chain environments. Students will become acquainted with relevant business analytics techniques and will understand how to apply them to address inventory management tasks. In conclusion, the course enables students to analyze inventory systems quantitatively and to determine the right inventory levels to achieve given performance objectives. Students will also gain insights into the interdependencies between the sales and operations functions of a firm.

Prerequisites for participation

Necessary: –

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

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	8 SWS
Exercise class	2 SWS	5 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Written exam (90 min)
Restricted admission	no
Further information	–
Examiner Performing lecturer	**Prof. Dr. Moritz Fleischmann** Eunji Lee
Frequency of offering	Spring semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., M.Sc. Wirt. Math., MAKUWI
Preliminary course work	–
Program-specific Competency Goals	CG 1

Module: OPM 503 Transportation Management: Road, Rail, and Sea Freight

EN

Contents

This lecture gives an overview about market developments in road and rail transport, inland and maritime shipping. Part of this is the overview of present and future transportation technologies. General business developments in the shipping, trucking, and railway industries are discussed as well as individual strategies of companies active in these transportation sectors. Another focus is laid on the developments of transportation policy, which is still an important framework for the business activities of transportation companies. As traffic infrastructure is a key factor for the performance of transportation services, the possibilities for an optimization of the use of the existing traffic infrastructure are discussed.

Attention is not only given to the developments in Germany, but also to the developments in Europe and other world regions.

Learning outcomes

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

Prerequisites for participation

Necessary: –
Recommended: –

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	9 SWS

ECTS credits	4
Graded	yes
Workload	120h
Language	English
Form of assessment	Written exam (45 min)
Restricted admission	no
Further information	–
Examiner Performing lecturer	**Prof. Dr. Borislav Bjelicic** Prof. Dr. Borislav Bjelicic
Frequency of offering	Spring semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., M.Sc. Wirt. Math.
Preliminary course work	–
Program-specific Competency Goals	CG 1

Module: OPM 504 Transportation Management: Aviation

EN

Contents
This lecture gives an introduction to the quickly changing world of airline companies and their business activities. The topics of the lecture are: aviation history, aviation technology, aviation and environment, air traffic development (historic and forecast), air transport policy, airline management (strategy, operations, financing, marketing & sales etc.), air cargo transport, airports and air traffic control systems.

Learning outcomes
Students will understand the dynamics and interdependencies of the global aviation industry. They learn about the characteristics of airline management in various areas.

Prerequisites for participation
Necessary: –
Recommended: –

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	9 SWS

ECTS credits	4
Graded	yes
Workload	120h
Language	English
Form of assessment	Written exam (45 min)
Restricted admission	no
Further information	–
Examiner Performing lecturer	**Prof. Dr. Borislav Bjelicic** Prof. Dr. Borislav Bjelicic
Frequency of offering	Fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., M.Sc. Wirt. Math.
Preliminary course work	–
Program-specific Competency Goals	CG 1

Module: OPM 510 Sustainable Operations Management

EN

Contents

Sustainability refers to the long-term viability of businesses from a financial, environmental, and social perspective. In recent years, firms are facing growing regulatory and societal pressure to become more sustainable and to take responsibility for the environmental and social impact of their activities. This poses challenges for traditional business models and practices. Powerful levers to manage sustainability reside in the origins of a firm's value creation, in their operations and supply chains. This module – jointly offered by all chairs of the Area Operations Management – provides a broad analysis of sustainability from the operations and supply chain perspective, and illustrates the potential of operations management to strategically contribute to the economic, environmental, and social performance of firms. Topics include sustainable product and service design, lean and green operations, closed-loop supply chains, and sustainability in procurement. The course targets both, (i) students focusing on operations management and intending to learn how sustainability affects a company's operations and (ii) students with a general interest in sustainability that seek to understand the role of operations management in steering the sustainability of companies and supply chains.

Learning outcomes

The main intended learning outcome is a sound understanding of how to tackle sustainability goals in the economic reality of matching supply and demand. Participants will learn how to effectively lessen the negative environmental and social impacts of firms while maintaining their competitiveness. Special emphasis is put on analytical approaches and practical insights that illustrate concepts and challenges. Furthermore, students will intensify their understanding of operations and sustainability topics by putting concepts and analytical tools into a broader, interdisciplinary, and strategic context.

Prerequisites for participation

Necessary: –

Recommended: Basic knowledge in operations management (e.g. BSc course "OPM 301 Operations Management"), mathematics, and statistics.

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	9 SWS

ECTS credits	4
Graded	yes
Workload	120h
Language	English
Form of assessment	Written exam (60 min)
Restricted admission	no
Further information	–
Examiner Performing lecturer	**Prof. Dr. Christoph Bode, Prof. Dr. Moritz Fleischmann, Prof. Dr. Cornelia Schön, Prof. Dr. Raik Stolletz** Prof. Dr. Christoph Bode, Prof. Dr. Moritz Fleischmann, Prof. Dr. Cornelia Schön, Prof. Dr. Raik Stolletz
Frequency of offering	Spring semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., M.Sc. Wirt. Math.
Preliminary course work	–

Program-specific Competency Goals	CG 1, CG 3

Module: OPM 511 Management of Technology for Sustainability

EN

Contents

The coming years will be, without doubt, a very challenging time for businesses. It will also be a very exciting moment from which many new opportunities will emerge. This module looks how organisations are responding to sustainability changes, navigating through trade-offs to survive or increase value as well as managing their impact on the environment and society.
This module will include case studies, the established theory of sustainability strategies, and new concepts such as essentiality and sustainability fitness in the discussion of managing technologies for sustainability.

Learning outcomes

Upon successful completion of this course, students should be able to

- Comprehend the fundamentals of technology management and how it helps to address sustainability challenges
- Critically analyse the limitations and unintended consequences of technology adoption as the means to achieve sustainability goals, including the process of technology transfer to developing economies
- Recognise the economic, environmental, and social impacts of technologies, particularly emerging technologies
- Apply theory to a specific business context, i.e, use a range of tools and techniques to effectively manage technologies for a higher sustainability performance.

Prerequisites for participation

Necessary: –
Recommended: –

Forms of teaching and learning	Contact hours	Independent study time
Seminar	3 SWS	8 SWS

ECTS credits	4
Graded	yes
Workload	120h
Language	English
Form of assessment	group presentation
Restricted admission	yes
Further information	student portal, Please feel free to contact Ms. Christina Paul with any questions about the course: christina.paul@uni-mannheim.de
Examiner Performing lecturer	**Prof. Dr. Christoph Bode** Dr Breno Nunes
Frequency of offering	Spring semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., MAKUWI
Preliminary course work	–

Program-specific Competency Goals	CG 1, CG 2, CG 3

Module: OPM 544 Planning Resilient Supply Chains – recent concepts and technologies

EN

Contents

Resilient Value Chains, end-to-end planning processes to address risk and disruptions, machine learning to support a robust self-driving supply chain and the consideration of sustainability in decisions – these are the concepts that modern Supply Chain organizations need to master to achieve a competitive advantage for their enterprise.

Supply chain management involves the coordination of different parties within and across companies, such as sales and marketing affiliates, manufacturing sites, logistics, suppliers, and customers. With increasing size of an organization and its supply chain structures, and frequent supply shortages, disruptions, and demand peaks, global supply chain management (SCM) requires adequate processes, visibility, and decision support. Advanced Planning Systems like SAP IBP (Integrated Business Planning), enhanced by modern technologies like Risk engines, digital twins, optimization, and machine learning are used to standardize global planning processes and to solve the required planning tasks from the strategical to the operational level, such as statistical forecasting, inventory and supply network planning. Decoupled and parameter driven operating models like the Demand-Driven operating model help to manage the highly digital interlinked Supply Chains and form the backbone of global supply chain planning today.

This course discusses how SCM, end-to-end planning, Risk considerations and Demand-Driven Adaptive Planning principals, supported by integrated business planning systems, are crucial for companies, addressing new challenges with modern concepts and technologies.

Key topics include demand planning, supply network planning, production planning & scheduling, as well as other related topics, such as global availability check, inventory & supply network replenishment.

Learning outcomes

Students will understand the necessity and benefits of holistic planning processes, risk & sustainability considerations as well as Demand-Driven Adaptive Supply Chain Planning Systems for corporate SCM. The concepts and system solutions will be illustrated using

- real world examples from different industries like consumer goods, semiconductors, or pharma,
- show cases with system demos applying e.g. optimizer technologies to mitigate disruptions and
- business games like the Camelot DDMRP Business Game to visualize the impact of the concepts.

This will promote the understanding of how these concepts and systems are applied and used within the Sales & Operations Process, and how they are implemented within various organizations. Students will also get an introduction into SAP SCM and SAP IBP, one of the leading Advanced and Integrated Business Planning Systems in SCM, and they will get some insights into the work of Supply Chain consultants and their projects, daily work, challenges and experiences.

Prerequisites for participation

Necessary: –

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

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	9 SWS
ECTS credits	4	
Graded	yes	
Workload	120h	
Language	English	
Form of assessment	Written exam (90 min)	
Restricted admission	yes	
Further information	–	

Examiner Performing lecturer	**Dr. Ulrich Wetterauer** Ulrich Wetterauer
Frequency of offering	Fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., M.Sc. Wirt. Math., MAKUWI
Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 2

Module: OPM 550 International Course – Operations Management

EN

Contents
Vom belegten Kurs abhängig

Learning outcomes
Vom belegten Kurs abhängig

Prerequisites for participation
Necessary: Das Niveau des Kurses entspricht dem Niveau eines üblichen Mannheimer Master-Kurses (mindestens 500er Level). Der Kurs kann nur während eines Auslandstudiums absolviert werden und stellt eine sinnvolle Ergänzung des Mannheimer Curriculums dar.
Recommended: –

Graded	yes
Language	English
Form of assessment	Präsentation/ Hausarbeit/ Klausur/ mündliche Prüfung (kann variieren, eine Note muss ausgewiesen werden)
Restricted admission	no
Further information	Ausschließlich während eines Auslandsstudiums belegbar. Es können mehrere Kurse mit diesem Code belegt werden; beachten Sie bitte das Merkblatt.
Performing lecturer	Lecturer at the host university. Course will be assessed when students request a learning agreement. Please find details in the „Guidelines for learning agreements and course recognition“ in ILIAS > MMM > Auslandssemester/Study Abroad Semester. Dozent/in an der Gastuniversität. Prüfung der Wertigkeit bei Abschluss eines Learning Agreements. Bitte lesen Sie das „Merkblatt zu Learning Agreements und Anerkennungen“ ILIAS > MMM > Auslandssemester/Study Abroad Semester.
Frequency of offering	Spring semester & fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. Wirt. Inf., M.Sc. Wirt. Math., MAKUWI, andere Studiengänge, wenn mit Prüfungsordnung vereinbar
Preliminary course work	–

Module: OPM 560 Business Analytics: Introduction to Operations Analytics with Python

EN

Contents

Business Analytics helps to optimize decisions for the design and management of operations systems and production processes. This course introduces into the programming language Python. Based on OPM 561, selected concepts and methods from prescriptive and predictive analytics are implemented and numerically assessed. They will be applied to support decisions in capacity management and operations planning.
We apply descriptive analytics to quantify and visualize all three dimensions of variability, as introduced in OPM 561. For predictive analytics, we introduce data sampling and perform sensitivity analysis to understand the impact of stochastic variability. For prescriptive analytics, linear and mixed integer optimization models are implemented and solved numerically. During the course, the students will work on several case studies and assignments (individual and in groups).

Learning outcomes

Students will learn

- basics in Programming with Python.
- how to numerically analyze capacity planning and operations scheduling problems.
- how to use Python to implement and solve models from predictive and descriptive analytics with standard packages.
- how to deal with the complexity of real-world problems and how to perform sensitivity analysis in order to obtain useful managerial insights.

Prerequisites for participation

Necessary: –
Recommended: Successful completion of the course OPM 561 is recommended. OPM 560 starts in the second half of the semester (directly when OPM 561 is finished).

Forms of teaching and learning	Contact hours	Independent study time
Lecture with integrated exercise	2 SWS	9 SWS
Exercise class	1 SWS	5 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Assignments (70%, individual and in groups) and programming exam (30%)
Restricted admission	no
Further information	–
Examiner Performing lecturer	**Prof. Dr. Raik Stolletz** Prof. Dr. Raik Stolletz
Frequency of offering	Fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL
Preliminary course work	–

Module: OPM 561 Production Management: Lean Approaches and Variability

EN

Contents

To match supply/capacity with demand, managers and planners have to consider different types of variability. This course discusses sources for three dimensions of variability and analyzes the effects on several operational performance measures. It introduces planning tasks for the design and management of operations systems from the strategic to the operational level. The first part of the course deals with design problems for flow production systems. The second part of the course covers control and scheduling decisions. Challenges and opportunities arising from the fourth industrial revolution (Industry 4.0) and key concepts for future factories are presented. To manage and reduce variability, we introduce modern business analytics tools as well as classical lean management approaches.
This course aims to provide insights into the key decisions regarding the design and management of lean production systems. For this purpose, quantitative models for the performance analysis and optimization are discussed.

Learning outcomes

Students will

- develop skills for quantitative planning in the field of production management,
- have an overview of requirements, objectives and key concepts in lean production management, and
- understand reasons and effects of variability in operations management.

Prerequisites for participation

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

Forms of teaching and learning	Contact hours	Independent study time
Lecture	1 SWS	6 SWS
Exercise class	1 SWS	3 SWS

ECTS credits	4
Graded	yes
Workload	120h
Language	English
Form of assessment	Written exam (60 min)
Restricted admission	no
Further information	–
Examiner Performing lecturer	**Prof. Dr. Raik Stolletz** Prof. Dr. Raik Stolletz
Frequency of offering	Fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., M.Sc. Wirt. Math.
Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 4

Module: OPM 581 Service Operations Management

EN

Contents

Services are the largest and fastest growing segment of our economy. However, services pose particular challenges to managers due to their intangible and experiential nature, perishability and high levels of customer involvement. Accordingly, managing services requires tight integration between operations, marketing, strategy, technology, and organizational issues from an integrated viewpoint with a focus on the customer. Therefore, it is important to understand both, how services differ from manufacturing operations and to understand the potential and limitations of how traditional operations management techniques can be applied to services. This course provides managerial concepts and selected analytical tools for effectively and efficiently managing service operations in face of these challenges. In particular, we will look at critical management decisions related to service strategy development, service operations design, service process analysis and improvement, capacity management and scheduling, revenue management, service experience design, etc. For understanding and developing the managerial concepts underlying productive service systems, we will rely on fundamental theory, state-of-the-art research insights, and actual case studies of firms that have achieved long-term profitability in practice.

Applications cover a broad range of service industries, such as transport and communication, retailing, hospitality, professional services, e-services, as well as service functions of the manufacturing sector.

Learning outcomes

Students will 1) get familiarized with the challenging decisions and problems in service (operations) management, and 2) learn concepts, analytical tools and managerial insights to deal with these issues in order to gain competitive advantage through service operations. The course should be useful for anyone with an intention of going into professional services such as consulting; into industry (service or manufacturing), where the importance of managing service processes is increasing every day; or with a desire to set up their own service business.

Prerequisites for participation

Necessary: –

Recommended: Basic knowledge in operations management, basic knowledge in mathematics (including Linear Programming) and in statistics (probability distributions).

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	8 SWS
Exercise class	2 SWS	5 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Written exam (90 min)
Restricted admission	no
Further information	–
Examiner Performing lecturer	**Prof. Dr. Cornelia Schön** Prof. Dr. Cornelia Schön
Frequency of offering	Spring semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., M.Sc. Wirt. Math., MAKUWI

Preliminary course work	–
Program-specific Competency Goals	CG 1

Module: OPM 582 Case Studies in Operations Management

EN

Contents

In this course, participants will have the opportunity to complete an OM-related case study in a team, using an analytics-oriented approach for deriving recommendations. The main actor / decision maker in the case study may face an organization showing poor performance e.g. due to operational problems, or has to make strategic market-related decisions (e.g. in terms of revenue management, pricing or product design) subject to challenging operational constraints. The managerial decisions ahead are often very complex, involving many alternatives with different impact, and trade-offs between key performance measures (e.g., profit, cost, quality, and environmental impact) must be made.
This course reviews managerial concepts and advanced analytical tools to help make "better" decisions and manage operations more effectively such that they are aligned with the overall strategic objectives. In particular, teams will explore the theory by applying it to various cases studies of firms covering a broad range of industries, such as transport, retailing, hospitality, health care, manufacturing, etc. The approach to derive your recommendations should be analytics-based, using models and software such as state-of the-art spread-sheet tools to analyze the firm's situation, identify root causes of the problem, and assess alternative courses of action.
The methods and tools used in the course have become invaluable aids to informed decision making in order to improve processes, save resources, and create value.
Case topics will be allocated during the course based on student preferences. Students will work in teams of two on the assigned case.

Learning outcomes

Students will intensify their understanding of operations management by applying concepts and analytical tools in a broader, interdisciplinary and strategic context to practical case studies.
The course should be useful for anyone with an intention of going into consulting, industry (service or manufacturing), or with a desire to set up their own business.

Prerequisites for participation

Necessary: –
Recommended: Participants should be familiar with the fundamentals of operations management. Furthermore, students need a basic knowledge in mathematics (including linear programming) and in statistics (probability distributions).

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	8 SWS
Exercise class	2 SWS	5 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Assignment(s)/work on case studies: final team report (60%), final presentation (30%), individual class participation (10%)
Restricted admission	yes
Further information	Max. 20 participants
Examiner Performing lecturer	**Prof. Dr. Cornelia Schön** Prof. Dr. Cornelia Schön
Frequency of offering	Spring semester & fall semester
Duration of module	1 semester

Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., M.Sc. Wirt. Math., MAKUWI
Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 2

Module: OPM 591 Strategic Procurement

EN

Contents

During the last decades, the value sourced from suppliers and innovation stemming from the supply base have increased substantially in many industries. Consequently, purchasing's role has shifted from a clerical support role in the corporate hierarchy to a truly strategic and proactive role that drives growth, innovation, and value creation. Today, most organizations consider the management of their suppliers as a key strategic issue. Given its potential to contribute significantly to firm performance, the procurement function receives strong top management attention. This module provides a broad survey of modern procurement theory and practice from a strategic perspective. Topics include the design and implementation of procurement strategies, processes, organizational structures, and performance measurement systems, as well as the management of supplier portfolios, buyer-supplier relationships, and supplier innovation to meet firms' strategic supply needs. The module consists of regular lectures and exercise classes in which extended and short cases will be discussed. High-caliber guest speakers will serve as a rich source of practical insights.

Learning outcomes

This course is recommended for anyone seeking an introduction to procurement and, more generally, a better understanding of upstream supply chain operations. The main intended learning outcome is to obtain the basic knowledge that enables further steps in procurement research and practice. Based on current theories and a broad coverage of topics, participants will learn how to analyze, structure, and tackle strategic problems surrounding the procurement function. Participants will obtain:

- the fundamental knowledge that enables further steps in purchasing and supply management research and practice
- the ability to analyze, structure, and tackle strategic problems surrounding the procurement function,
- an overview on structured approaches and tools applicable in practice.

Prerequisites for participation

Necessary: –
Recommended: Basic knowledge in supply chain and/or operations management

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	8 SWS
Exercise class	2 SWS	5 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Written exam (90 min)
Restricted admission	no
Further information	–
Examiner Performing lecturer	**Prof. Dr. Christoph Bode** Prof. Dr. Christoph Bode
Frequency of offering	Fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., M.Sc. Wirt. Math., MAKUWI
Preliminary course work	–

Program-specific Competency Goals	CG 1, CG 2, CG 3

Module: OPM 593 Negotiation

EN

Contents

The ability to manage negotiations – where co-dependent parties try to arrive at decisions that satisfy their interests – and the broader micropolitical environment in which they occur is critical for success in business as in life. This module provides the theoretical background of micropolitics and the practical tools to affect joint decision-making processes (negotiations) and their outcomes. It discusses the application of these concepts and tools in different contexts: Agenda setting, mapping the political terrain, networking and coalition building, and bargaining. Different approaches of negotiation and the corresponding tactics will be analyzed. Guest speakers will enrich the module with practical insights from different contexts. Special emphasis will be put on the (inter-)cultural dimension and its impact on negotiations. The topics will be discussed along the typical timeline of a negotiation process: pre-negotiation phase, negotiation phase, post negotiation phase. Psychological tactics will be discussed as well as possible defenses against such tactics.
This course is a mandatory course for incoming students in the European Management track

Learning outcomes

Students understand the importance of developing micropolitical skills for effective leadership in the workplace. After successful completion, participants will:

- understand the theoretical concepts of micropolitics,
- know the negotiation process, key negotiation concepts, and are able to reflect on the different negotiation approaches,
- are able to apply practical tools during bargaining,
- understand and reflect on the impact of (inter-)cultural dimensions in negotiations,
- have reflected about their own personal style in negotiations and how they can advance it.
- have gained a deeper understanding, how psychological aspects influence the negotiation process and the possible outcome.

Prerequisites for participation

Necessary: –
Recommended: Basic knowledge in operations/supply chain management

Forms of teaching and learning	Contact hours	Independent study time
Lecture with integrated exercise	2 SWS	11 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	two essays (each 50%)
Restricted admission	yes
Further information	"Student Portal"
Examiner Performing lecturer	**Prof. Dr. Christoph Bode** Dr. Ingo Bayer, Prof. Dr. Christoph Bode
Frequency of offering	Fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., M.Sc. Wirt. Math., MAKUWI
Preliminary course work	–

Program-specific Competency Goals	CG 1, CG 3, CG 4

Module: OPM 597 Next Generation Procurement

EN

Contents

Starting from a review of modern procurement, this module addresses the future of procurement's IT-landscape, processes, technology, and challenges. The digital transformation of procurement and supply chain management is not just an incremental IT evolution, it is a dramatic departure from both procurement's use of technology and the way companies do business. The module includes a detailed discussion of strategic and operational instruments to examine how next generation's procurement solutions can affect business outcomes, save costs while increasing compliance, and ensure resilient and sustainable supply chains that meet the needs of today's fast-paced and cloud-focused business environment. A key focus of the module rests on discussing how advanced business analytics approaches such as machine learning and artificial intelligence will transform procurement from a transactional based system to an information and intelligence-based suite that connects data from within and from outside of its own data ecosystem.
The module is delivered in four blocked sessions with a strong practice focus.
Each session will include guest talks from industry experts.

Learning outcomes

The main intended learning outcome is to gain a thorough understanding of modern and future procurement solutions and processes. Special emphasis is put on technologies, trends and solution demos that illustrate modern applications, latest innovations, as well as challenges.

Prerequisites for participation

Necessary: –
Recommended: Basic knowledge in operations/supply chain management

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	9 SWS

ECTS credits	4
Graded	yes
Workload	120h
Language	English
Form of assessment	Group essay (70%) and presentation (30%)
Restricted admission	yes
Further information	http://procurement.bwl.uni-mannheim.de/
Examiner Performing lecturer	**Prof. Dr. Christoph Bode, Salvatore Lombardo** Salvatore Lombardo (Chief Product Officer SAP Procurement)
Frequency of offering	Fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., M.Sc. Wirt. Math., MAKUWI
Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 2, CG 4

Module: OPM 601 Supply Chain Management

EN

Contents

Supply Chain Management is concerned with all activities aimed at satisfying customer demand. As such, it is paramount to the creation of business value. Carefully designed and well run supply chains are an important source of competitive advantage.
Particular complexities arise from the interplay between different supply chain members, including suppliers, manufacturers, and retailers, each having their own objectives. At the same time, supply chain members are dependent on each other to serve the customer. Supply chain management addresses the interplay between individual objectives and seeks to align them to optimize overall supply chain performance.
This course discusses the impact of supply chain management on firm performance. It provides tools and concepts for an effective supply chain design and operation. Particular attention is given to supply chain coordination. The course takes an analytics-oriented approach. It presents quantitative models to address the mentioned issues. The course also discusses the impact of recent trends on supply chain management, including e-fulfillment, digitalization, and sustainability.

Learning outcomes

Students will understand the role of supply chain management and its impact on firm performance. They will recognize the potential of coordinated decision making along the supply chain and be aware of obstacles that complicate this coordination. The students will get to know mechanisms for aligning incentives of different supply chain members, e.g. by means of appropriate contracts. They will be acquainted with relevant business analytics techniques to assess and optimize supply chain performance. Students will also be aware of relevant recent trends and of their impact on supply chain management.

Prerequisites for participation

Necessary: At least one of the modules OPM 501, 502, 561, 581, 582, or 591 (parallel attendance possible); other modules may be accepted upon request.
Recommended: Participants should be familiar with the fundamentals of operations management and logistics. Specifically, the course builds on topics covered in the modules OPM 501 and OPM 502. Participants who have not attended these modules will require additional preparation. The course further assumes a basic knowledge in mathematics (including Linear Programming) and in statistics (probability distributions).

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	8 SWS
Exercise class	2 SWS	5 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Written exam (90 min)
Restricted admission	no
Further information	–
Examiner Performing lecturer	**Prof. Dr. Moritz Fleischmann** Prof. Dr. Moritz Fleischmann
Frequency of offering	Spring semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., M.Sc. Wirt. Math.

Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 3

Module: OPM 661 Business Analytics: Robust Planning in Stochastic Systems

EN

Contents

Business Analytics helps to optimize decisions for the design and management of operations systems and production processes. A major driver of the performance of operations systems is stochastic variability. For example, production systems often operate in an uncertain environment due to uncertain demand, unreliable machines, or random processing capacities.
In order to support robust decisions, we apply analytical solution approaches based on techniques from predictive and prescriptive analytics. The basic concepts of the analysis of Markovian queueing systems are explained in detail and performance evaluation approaches are implemented in Python. To create digital twins of operating systems, simulation techniques are introduced and implemented. This allows to analyze the sensitivity of system parameters on the main performance measures. Advanced topics such as queueing systems with general distributions, heterogeneities, and time-dependent input parameters are covered. Additionally, general managerial insights, for example economies of scale and the value of flexible capacities are discussed. Methods and performance measures of robust planning and optimization are introduced. Students become familiar with concepts and tools for predictive and prescriptive business analytics.
Moreover, we will implement those concepts using the programming language Python to perform sensitivity analyses and to develop managerial insights for stochastic operations systems. During the course the students will work on several case studies and assignments (individual and in groups).

Learning outcomes

Students learn to understand the impact of stochastic variability in operations systems. After this course students are familiar with the theory and practice of the analysis of stochastic systems. They learn to implement, adapt and to apply methods and tools from Business Analytics e.g. analytical approximations, simulation, and robust planning methods to support managerial decisions.

Prerequisites for participation

Necessary: OPM 561 and OPM 560 OR: OPM 561 and "Schlüsselqualifikation 1: Programmierkurs Python" (Angebot der WIM)
Recommended: Participants should be familiar with the fundamentals of production and operations management. The course further assumes a basic knowledge in mathematics (including linear programming) and in statistics (probability distributions).

Forms of teaching and learning	Contact hours	Independent study time
Lecture with integrated exercise	4 SWS	9 SWS
Exercise class	2 SWS	8 SWS

ECTS credits	8
Graded	yes
Workload	240h
Language	English
Form of assessment	Assignments and presentations (70%), written exam (45 min) or oral exam (30%)
Restricted admission	yes
Further information	–
Examiner Performing lecturer	**Prof. Dr. Raik Stolletz** Prof. Dr. Raik Stolletz
Frequency of offering	Spring semester
Duration of module	1 semester

Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., M.Sc. Wirt. Math.
Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 4

Module: OPM 662 Business Analytics: Modeling and Optimization

EN

Contents

Business Analytics helps to optimize decisions for the design and management of operations systems and production processes. This course introduces concepts and tools for prescriptive analytics for modeling and optimization based on techniques from Operations Research. Operational and tactical planning tasks are formulated as linear and mixed integer linear programming models. All lectures will be given in a computer lab, where the optimization models are implemented and solved using standard tools of prescriptive analytics. Different heuristic techniques to cope with the complexity of real world scheduling problems are introduced and implemented. Data-driven approaches to cope with stochastic variability are introduced and analyzed. During the course the students will work on several case studies and assignments (individual and in groups).

Learning outcomes

Students learn how to structure operations planning and scheduling problems. They are able to translate them into mixed integer linear models. Students learn how to use Python to implement them and solve them with a standard solver to derive optimal plans/schedules (DOcplex Python Modeling API). They also learn to deal with the complexity of real-world problems (e.g., via aggregation, relaxation, and decomposition techniques) and how to perform sensitivity analyses in order to obtain useful managerial insights.

Prerequisites for participation

Necessary: OPM 561 and OPM 560 OR: OPM 561 and "Schlüsselqualifikation 1: Programmierkurs Python" (Angebot der WIM)
Recommended: The course assumes a basic knowledge in mathematics (including linear programming).

Forms of teaching and learning	Contact hours	Independent study time
Lecture with integrated exercise	4 SWS	9 SWS
Exercise class	2 SWS	8 SWS

ECTS credits	8
Graded	yes
Workload	240h
Language	English
Form of assessment	Assignments and presentations (70%), written exam (45 min) or oral exam (30%)
Restricted admission	yes
Further information	–
Examiner Performing lecturer	**Prof. Dr. Raik Stolletz** Prof. Dr. Raik Stolletz
Frequency of offering	Spring semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., M.Sc. Wirt. Math.
Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 4

Module: OPM 682 Revenue Management – Analytics for Effective Resource Allocation and Value Creation

EN

Contents

Revenue Management (RM) is concerned with demand-management decisions (such as product availability decisions, price and assortment optimization) in face of resource constraints. Since resources to create and offer products are usually limited and often perishable, the effectiveness of market-related decisions is highly interrelated with resource allocation decisions.
Over the last decades, RM tools and systems have helped businesses in several industries to ensure economic viability and to allocate scarce resources more effectively. Robert Crandall, former Chairman and CEO of American Airlines, has called RM "the single most important technical development in transportation management since we entered deregulation." While airlines have the longest history of development in classical RM, applications have rapidly diffused beyond airlines to industries such as retailing, hospitality, railways, car rental, telecommunications and financial services, electric utilities, consumer goods production and even MTO manufacturing.
For outside observers, RM may seem often like an art. But finally, the most important pillar of RM is analytics – including systematic data analysis, understanding value-to-the-customer and forecasting demand, and powerful optimization that allows taking the relevant market- and resource-related factors jointly into account.
With a focus on prescriptive analytics, this course discusses managerial concepts, optimization modelling approaches and state-of-the-art solution tools for RM. We pursue an active-learning approach including lecture-style class sessions, case discussions, exercises, hands-on computer experiments, and guest lectures.
The methods and tools taught in the course have become invaluable aids to informed decision making in order to save resources, create value-to-the-customer, and improve firm profitability.

Learning outcomes

Students will gain insights into practical applications of Revenue Management and get familiar with the underlying models and methods, thereby enhance their analytical skills.

Prerequisites for participation

Necessary: At least one of the modules OPM 501, 502, 561, 581, 582, or 591 (parallel attendance possible); further modules may be accepted by Professor upon request.
Recommended: Participants should be familiar with Operations Management/Research, and enjoy analytics.

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	8 SWS
Exercise class	2 SWS	5 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Written exam, optional home assignment (earn up to 5% of the max. achievable points for the exam as extra points in advance)
Restricted admission	no
Further information	–
Examiner Performing lecturer	**Prof. Dr. Cornelia Schön** Prof. Dr. Cornelia Schön
Frequency of offering	Spring semester

Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., M.Sc. Wirt. Math.
Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 2

Module: OPM 691 Supply Risk Management

EN

Contents

In many industries, the implementation of various efficiency- and/or responsiveness-seeking supply (chain) initiatives has created conditions for supply disruptions to become more widespread and severe. Recent examples have demonstrated that the occurrence of such events can result in substantial losses in shareholder value, sales, production, and reputation for the firms involved. This module offers an introduction to the timely topic of supply risk management. After a discussion of the key theoretical concepts (risk, disruptions, risk sources, vulnerability) (first part of the module), students are exposed to specific risk management issues in the context of supply chain and purchasing operations (second part of the module). Topics include the different types of supply risks, qualitative and quantitative methods, instruments, and frameworks for risk analysis and monitoring, as well as strategies for managing supply chains under conditions of risk.

Learning outcomes

The main intended learning outcome is a sound understanding of the key concepts and tools relevant to the management of risks in supply (chain) operations. Special emphasis is put on results from empirical research, practical tools, industry applications, and case studies that illustrate concepts and challenges. Participants will obtain:

- knowledge of the key concepts and tools relevant to the management of risks in supply (chain) operations,
- a sound understanding of the mechanisms that build the foundation of risk management research and practice,
- an overview on structured approaches and tools applicable in practice.

Prerequisites for participation

Necessary: –
Recommended: Solid knowledge of supply chain management

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	9 SWS

ECTS credits	4
Graded	yes
Workload	120h
Language	English
Form of assessment	Written exam (60 min)
Restricted admission	no
Further information	–
Examiner Performing lecturer	**Prof. Dr. Christoph Bode** Prof. Dr. Christoph Bode
Frequency of offering	Fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., M.Sc. Wirt. Math., MAKUWI
Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 3

Module: OPM 692 Strategic Sourcing

EN

Contents

Looking back over the past twenty years, competitive purchasing approaches created significant value for firms by driving substantial cost savings to the bottom line. However, the widespread usage of professional procurement techniques has eroded the advantages that they had for pioneers in the 1990s and in the early years of the current century. In addition, environmental, competitive, geopolitical, and technological changes have created an uncertain business environment in which a mere focus on purchasing cost will not be sufficient to support sustainable competitive advantage. Against this backdrop, this module covers advanced approaches in procurement that aim at creating "value beyond cost". Based on an end-to-end analysis of the key procurement processes, the module addresses the following core topics: Demand and supply analysis (need identification and specification management, supply market analysis, RFx, cost modeling, optimization levers), sourcing decisions and awarding of business (analytical models for supplier selection, negotiations, and auctions), formal relationship governance (contracts and price models), operational purchasing (purchase-to-pay process), management of nonperformance and conflicts, and technological enablers.

Learning outcomes

This course is of interest to students seeking more in-depth knowledge of the processes and tools in modern procurement. For each topic covered, concepts, frameworks, and analytic tools are presented. Participants will learn:

- how to organize healthy competition to find the right suppliers for a specified demand,
- how to pull commercial, technical, and processual levers of optimization,
- how select the most effective award business mechanism and contract based, and
- how to deal with performance exceptions and supplier conflicts.

Prerequisites for participation

Necessary: –

Recommended: The module builds on topics covered in OPM 591. Participants who have not attended this module might require additional preparation.

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	9 SWS
Exercise class	1 SWS	5 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Written exam (90 min, 90%), case challenge (10%)
Restricted admission	no
Further information	–
Examiner Performing lecturer	**Prof. Dr. Christoph Bode** Prof. Dr. Christoph Bode
Frequency of offering	Spring semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., M.Sc. Wirt. Math., MAKUWI

Preliminary course work	–
Program-specific Competency Goals	CG 1

Module: OPM 693 Sourcing Excellence

EN

no offering in spring 2024

Contents

Increased levels of outsourcing make the management of supply chains and the selection of the right suppliers more crucial than ever. This course addresses corporate sourcing from a holistic perspective including all levels of decision-making (strategic, tactical, and operational) and all activities within the sourcing process to secure the best total value from suppliers, rather than just the lowest purchase price. To this end, the scope encompasses both the theoretical background and the practical tools of sourcing, starting from internal demand analysis all the way to business award decisions and the management of the ensuing buyersupplier relationships. This course is recommended for anyone seeking a broad introduction to modern purchasing and supply management ("procurement") with a specific focus on sourcing. Based on a modern definition of procurement, all major aspects of the sourcing process are covered from pre-transaction (requirements and specification management, supply market analysis, quotation management, negotiation, contracting) to post-transaction (governance, P2P process, expediting, conflicts, performance management) issues. Special emphasis is put on optimization levers from a technical (e.g., cost modelling) and a commercial (e.g., negotiation, reverse auctions) perspective.

Learning outcomes

Participants will learn how to set up and manage sourcing projects while considering the broader business environment and strategic direction of the organization (competitive, functional, category, and supply base). For each topic addressed, participants will learn key concepts, conceptual frameworks, and analytic tools. Furthermore, all participants will work on a case challenge that takes place in the second week of the course. The course will be a markedly international in nature with approx. 20-35 participants joining from the international partner network "GIC". The course is scheduled as a two-week block course at the end of June/beginning of July. The first week will emphasize "theory" (lectures) while the second week will emphasize "practice" (case challenge with group work and final presentations to an audience of corporate representatives).

Prerequisites for participation

Necessary: –

Recommended: Basic knowledge in operations/supply chain management

Forms of teaching and learning	Contact hours	Independent study time
Lecture	3 SWS	14 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Project incl. presentation (100%)
Restricted admission	yes
Further information	You have to apply separately via email for this course. A list of the required application documents, the application deadline and further details can be found at the following link. Please read the information carefully: https://www.bwl.uni-mannheim.de/en/international/global-innovation-challenge/#c256744 Take a look at our Partner Schools courses in Summer 2024.

Examiner
Performing lecturer

Prof. Dr. Christoph Bode
Prof. Dr. Christoph Bode, Prof. Dr.-Ing. Matthias Schlipf

Frequency of offering	Spring semester

Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., M.Sc. Wirt. Math.
Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 2

Module: OPM 701 Research Seminar Supply Chain Management

EN

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

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

Prerequisites for participation
Necessary: At least one module OPM 6XX (parallel attendance possible) or an equivalent module within an exchange program
Recommended: Sound knowledge in logistics and supply chain management; sound quantitative skills; interest in scientific research

Forms of teaching and learning	Contact hours	Independent study time
Seminar	2 SWS	15 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Written report (50%, scope depends on the assigned topic), presentation (40%), discussion (10%)
Restricted admission	yes
Further information	Registration at the end of the preceding term; website of the chair
Examiner Performing lecturer	**Prof. Dr. Moritz Fleischmann** Prof. Dr. Moritz Fleischmann
Frequency of offering	Fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd
Preliminary course work	–
Program-specific Competency Goals	CG 4

Module: OPM 741 Applied Seminar Supply Chain Management

EN

Contents

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

Learning outcomes

Participants will become acquainted with carrying out a practice-oriented research project in supply chain management. They will learn how to support their analysis using relevant academic literature. Participants will also learn how to effectively present the results of their analysis.

Prerequisites for participation

Necessary: At least one module OPM 6XX (parallel attendance possible) or an equivalent module within an exchange program
Recommended: OPM 601 or an equivalent module within an exchange program; project management skills

Forms of teaching and learning	Contact hours	Independent study time
Seminar	2 SWS	15 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Written report (60%, scope depends on the assigned topic), presentation (30%), discussion (10%)
Restricted admission	yes
Further information	Registration at the end of the preceding term; website of the chair
Examiner Performing lecturer	**Prof. Dr. Moritz Fleischmann** Prof. Dr. Moritz Fleischmann
Frequency of offering	Spring semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd
Preliminary course work	–

Module: OPM 761 Research Seminar Production Management

EN

Contents

The goal of this seminar is to introduce the participants to conduct scientific research. Thereby, it prepares the students for writing their Master's theses. Participants will independently (i) apply a Business analytics approach to a specific operations problem, (ii) carry out a literature study on a given topic, or (iii) discuss and critically assess a scientific paper in detail. The students present their findings in a written report and in an oral presentation.

Learning outcomes

Students will learn how to analyze the academic literature on a given topic in production management and/or learn how to apply a Business Analytics approach. They will become acquainted with the setup and composition of scientific research. Additionally, they will learn how to present the results of their analyses.

Prerequisites for participation

Necessary: At least one of the modules OPM 661 or OPM 662 (parallel attendance possible) or an equivalent module within an exchange program.
Recommended: The topics are based on the modules OPM 661 or OPM 662; additional preparation is required if students did not attend those modules; sound knowledge in production management; sound quantitative skills; interest in scientific research

Forms of teaching and learning	Contact hours	Independent study time
Seminar	2 SWS	15 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Written report (60%, scope depends on the assigned topic), presentation (30%), active contribution to class discussion (10%)
Restricted admission	yes
Further information	Registration at the end of the preceding term; website of the chair
Examiner Performing lecturer	 **Prof. Dr. Raik Stolletz** Prof. Dr. Raik Stolletz
Frequency of offering	Spring semester & fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd
Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 4

Modul: OPM 781 Research Seminar Service Operations

DE EN

Lerninhalte

Das Forschungsseminar führt Studenten in das wissenschaftliche Arbeiten ein, um sie auf Ihre Masterarbeit vorzubereiten. Teilnehmer führen eine Literaturanalyse zu einem gegebenen Thema durch, analysieren ein entsprechendes Entscheidungsproblem aus der Literatur. Die Ergebnisse sollen in einem Paper zusammengefasst werden und in einem Vortrag im Seminar präsentiert werden.

Lern- und Qualifikationsziele

Teilnehmer lernen, die akademische Literatur zu einem gegebenen Thema zu analysieren, um so auf die Masterarbeit und die eigenständige Analyse und wissenschaftliche Lösung einer komplexen Problemstellung aus dem Management Science Bereich vorbereitet zu werden.

Daneben lernen die Studenten auch, wie sie ihre Ergebnisse strukturiert präsentieren.

Voraussetzungen für die Teilnahme

Notwendige: Wenigstens ein Modul OPM 6XX (parallele Belegung nach Absprache möglich) oder ein äquivalentes Modul im Rahmen eines Austauschprogramms.
Empfohlen: Fundiertes Wissen in Operations und Service Operations Management; fundierte quantitative Fähigkeiten; Interesse an wissenschaftlicher Arbeit

Lehr- und Lernformen	**Lehre**	**Selbststudium**
Seminar	2 SWS	15 SWS

ECTS-Leistungspunkte	6
Benotung	Ja
Gesamtarbeitsaufwand	180h
Sprache	Deutsch, Englisch
Prüfungsform und -umfang	Paper (60%, Umfang wird je nach Thema vom Lehrstuhl festgelegt), Präsentation (30%), aktive Beteiligung an der Diskussion (10%)
Zulassungsbeschränkt	Ja
Informationen zur Anmeldung	Anmeldung am Ende des vorhergehenden Terms; Webseite des Lehrstuhls
Geprüft durch Durchführende Lehrkraft	**Prof. Dr. Cornelia Schön** Prof. Dr. Cornelia Schön
Häufigkeit des Angebots	Frühlings-/Sommersemester & Herbst-/Wintersemester
Dauer des Moduls	1 Semester
Verwendbarkeit	M.Sc. MMM, M.Sc. WiPäd
Vorleistungen	–
Programmspezifische Kompetenzziele	CG 1, CG 2, CG 4

Module: OPM 791 Research Seminar Procurement

EN

Contents

This research seminar examines current procurement topics from a research perspective. Students will deepen their understanding of procurement and supply chain research and its implications for practice. The main deliverables of this module are a research paper, which each participant prepares independently over the course of the semester, and a corresponding in-class presentation at the end of the module. The suggested topics will emphasize research rather than application and will be related to the current research interests of the Endowed Chair of Procurement. Participants will obtain an introduction to business research and to scientific writing in the context of supply (chain) management.

Learning outcomes

The main intended learning outcome is to attain the competences for writing a high-quality master thesis about a topic in the broader procurement arena. Participants will learn how to structure a research question systematically and how to independently gather the knowledge of the foundations, structures, and methodologies underlying a given topic.

In addition, participants will learn how to present research findings. Students will obtain:

- the competences for writing a high-quality (empirical) master thesis about a topic in the broader procurement arena,
- a sound understanding of structuring a research question systematically and independently gathering the knowledge of the foundations, structures, and methodologies underlying a given topic,
- the competences to present and discuss own and other's research findings.

Prerequisites for participation

Necessary: Attendance of at least one module OPM 6xx (parallel attendance is possible) or an equivalent module within an exchange program
Recommended: OPM 591 and OPM 692 or equivalent modules within exchange programs

Forms of teaching and learning	Contact hours	Independent study time
Seminar	2 SWS	15 SWS

ECTS credits	6
Graded	yes
Workload	180h
Language	English
Form of assessment	Written report (60%, scope depends on the assigned topic), presentation (30%), and contribution to in-class discussion (10%)
Restricted admission	yes
Further information	Student Portal
Examiner Performing lecturer	 **Prof. Dr. Christoph Bode** Prof. Dr. Christoph Bode
Frequency of offering	Fall semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd
Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 4

Modul: OPM 792 Applied Seminar Procurement

DE EN

Lerninhalte

This applied seminar revolves around a field study and combines readings in procurement with the work as consultants to a business. Organized in small teams, participants will work on specific procurement-related problems, defined in collaboration with companies. At the end of the seminar, each team will present a solution to the specific problem, based on the relevant literature and their own analyses. Results are summarized in a written report and an oral presentation.

Lern- und Qualifikationsziele

In the seminar, students will apply their knowledge in procurement and supply chain management by consulting with a business organization in a project. The consultancy project can revolve around a) analyzing current opportunities and / or problems in procurement, b) developing concepts to capture opportunities and / or solve problems, c) making a proposal of how to implement the suggested concepts. Participants will learn:

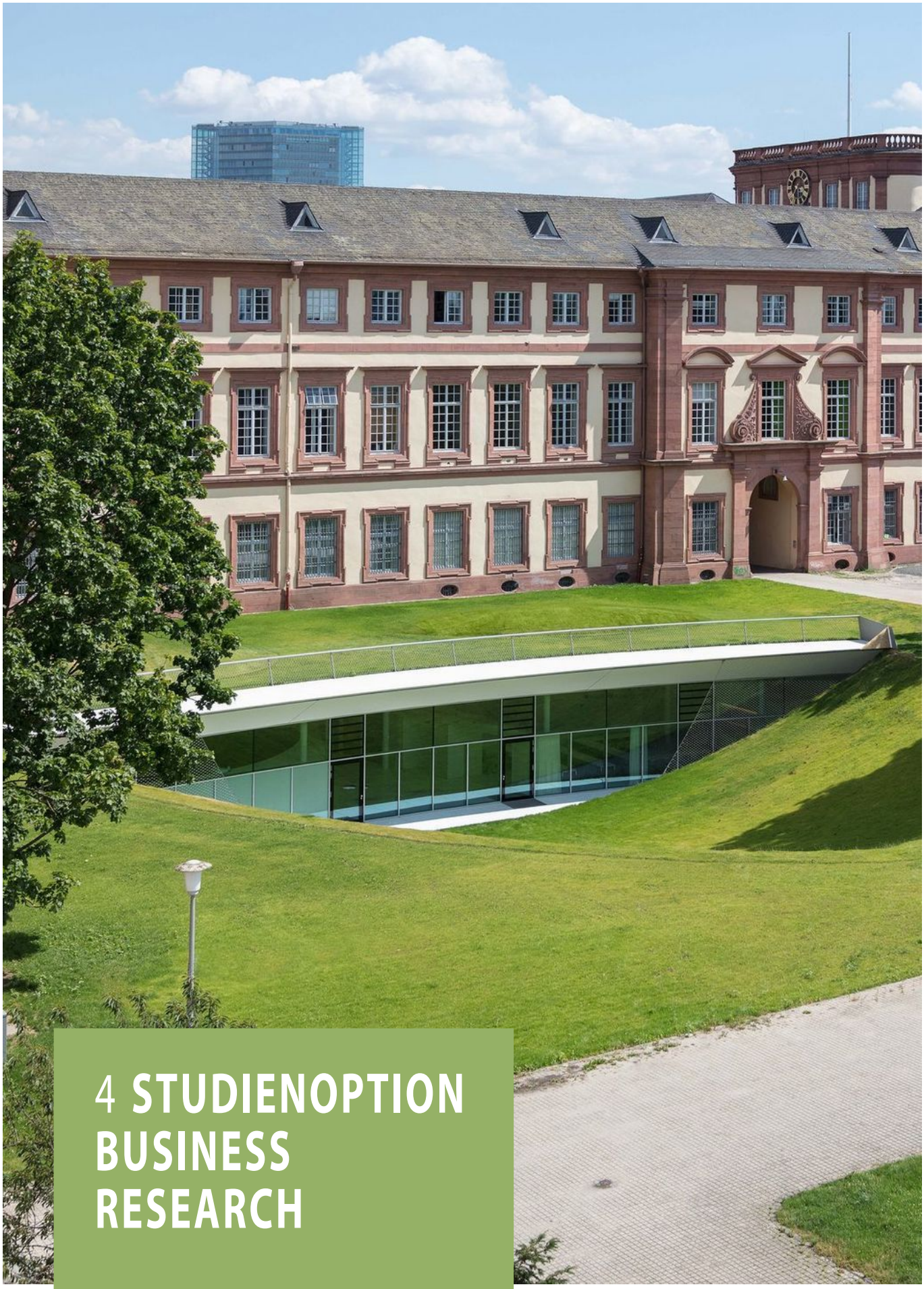
- how to analyze and solve procurement-related problems,
- how to carry out a practice-oriented project, rooted in the academic literature,
- how to apply procurement knowledge and link it to a wide array of business disciplines such as strategy organization, marketing, or information systems.

Voraussetzungen für die Teilnahme

Notwendige: Attendance of at least one module OPM 6xx (parallel attendance is possible) or an equivalent module within an exchange program
Empfohlen: OPM 591 and OPM 692 or equivalent modules within exchange programs; project management skills

Lehr- und Lernformen	Lehre	Selbststudium
Seminar	2 SWS	15 SWS

ECTS-Leistungspunkte	6
Benotung	Ja
Gesamtarbeitsaufwand	180h
Sprache	Deutsch, Englisch
Prüfungsform und -umfang	Written report (75%, scope depends on the assigned topic), presentation (25%)
Zulassungsbeschränkt	Ja
Informationen zur Anmeldung	–
Geprüft durch Durchführende Lehrkraft	**Prof. Dr. Christoph Bode** Prof. Dr. Christoph Bode
Häufigkeit des Angebots	Frühlings-/Sommersemester
Dauer des Moduls	1 Semester
Verwendbarkeit	M.Sc. MMM, M.Sc. WiPäd
Vorleistungen	–
Programmspezifische Kompetenzziele	CG 1, CG 2, CG 4



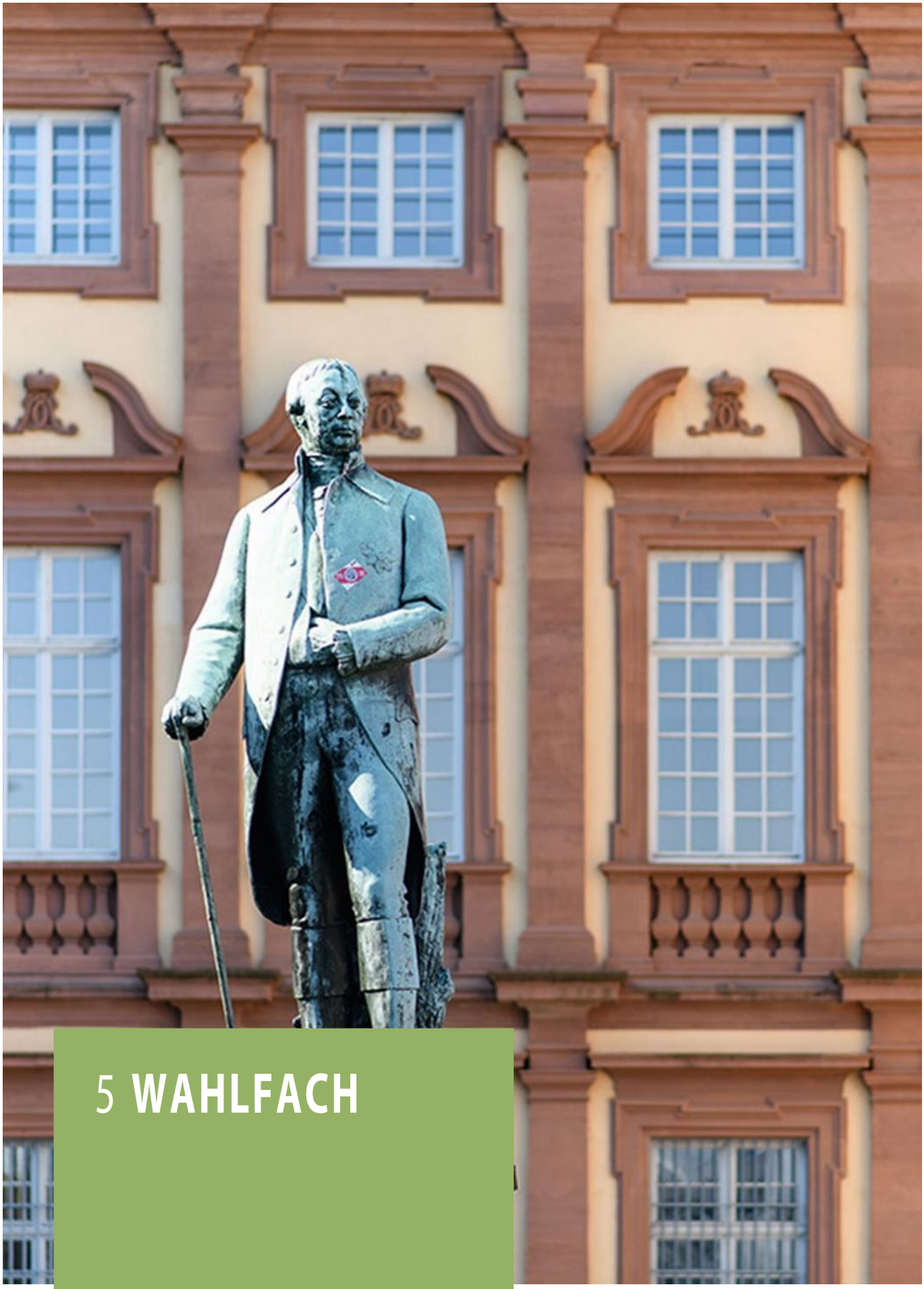
4 STUDIENOPTION BUSINESS RESEARCH

Studienoption Business Research:

Im Bereich „Business Research“ stehen ausschließlich Module aus dem 1. und 2. Semester des Promotionsstudienganges Betriebswirtschaftslehre am Center for Doktoral Studies in Business (CDSB) im gewählten Track zur Auswahl.

Modulbeschreibungen finden Sie im Modulkatalog der CDSB-Programme. Module des Promotionsstudiengangs können erst nach erfolgreicher Bewerbung und Zulassung zum Kursprogramm „Business Research“ belegt werden.

Details zur Auswahl entnehmen Sie bitte der Studienordnung für die Studienoption „Business Research“. **Eine Zulassung kann nach vorheriger Bewerbung ab dem HWS 2021 erfolgen.**



5 WAHLFACH

Wahlfach:

Es kann ein Wahlfach ausgewählt werden, in dem bis zu 24 ECTS-Punkte abgelegt werden können – je nach den Bestimmungen des gewählten Wahlfachs. Dadurch reduziert sich die Anzahl an zu erreichenden ECTS-Punkte im Bereich „Betriebswirtschaftslehre“ entsprechend. Wenn kein Wahlfach gewählt wird, sind entsprechend mehr Module im Bereich „Betriebswirtschaftslehre“ zu belegen.

Bitte beachten Sie, dass Sie die in diesem Kapitel aufgeführten Module nur als Wahlfach im MMM belegen können, sofern sie nicht Teil Ihres bereits absolvierten Bachelor-Studiums waren. Sollten Sie eine der in diesem Kapitel aufgeführten Veranstaltungen bereits im Rahmen dieses abgeschlossenen Studiums belegt haben, können Sie dieses Wahlfach nicht belegen. Bitte informieren Sie sich auf den Seiten der jeweiligen Fakultäten über mögliche Anmeldefristen.

5.1 Anglistik/Amerikanistik

Das Wahlfach Anglistik/Amerikanistik hat einen Umfang von 15 bis 18 ECTS.

Es besteht die Wahl, entweder einen *sprachwissenschaftlichen* oder *literaturwissenschaftlichen* Schwerpunkt zu setzen. Die Themen und Titel der Veranstaltungen sind semesterabhängig und können dem Vorlesungsverzeichnis der Philosophischen Fakultät / Anglistisches Seminar (Portal^2) entnommen werden. Die Anmeldung erfolgt entweder über das Portal^2 (Vorlesungsverzeichnis der Philosophischen Fakultät) oder direkt per E-Mail an Sebastian Hempen: master(at)phil.uni-mannheim.de.

5.1.1 Anglistik/Amerikanistik für Studierende ohne geisteswissenschaftliche Vorkenntnisse

Module: Anglistische Linguistik für Studierende ohne geisteswissenschaftliche Vorkenntnisse

EN

Language	English
Necessary prerequisites	–
Further information	Die Anmeldung erfolgt entweder über das Portal^2 (Vorlesungsverzeichnis der Philosophischen Fakultät) oder direkt per E-Mail an Madeline Dahl (master.phil@uni-mannheim.de).
Organizational information	Es sind alle genannten Veranstaltungen des Moduls zu belegen (insgesamt 15 ECTS).
Contact person	Sebastian Hempen (master(at)phil.uni-mannheim.de)

	Assessment form	ECTS	Semester
ANG 301 Introduction to Linguistics (ohne Tutorium)	Schriftliche Klausur	4	Spring & fall
IDV 501 Ring-VL Methoden der Linguistik (Master Sprache und Kommunikation)	Schriftliche Klausur	4	Fall
Seminar aus dem Angebot Master "Sprache und Kommunikation"	Schriftliche und/oder mündliche Prüfungsleistungen	7	Spring & fall

Module: Anglistische und Amerikanistische Literaturwissenschaft für Studierende ohne geisteswissenschaftliche Vorkenntnisse

EN

Language	English
Necessary prerequisites	–
Further information	Die Anmeldung erfolgt entweder über das Portal[2] (Vorlesungsverzeichnis der Philosophischen Fakultät) oder direkt per E-Mail an Madeline Dahl (master.phil@uni-mannheim.de).
Organizational information	Es sind alle genannten Veranstaltungen des Moduls (insgesamt 15 bis 16 ECTS) zu belegen, wobei zwischen *ANG 310 Introduction to Literary Studies* und *IDV 502 Ring-VL Theoretische Grundlagen* gewählt werden muss.
Contact person	Sebastian Hempen (master(at)phil.uni-mannheim.de)

	Necessary prerequisites	Assessment form	ECTS	Semester
ANG 310 Introduction to Literary Studies (ohne Tutorium)		Schriftliche Klausur	4	Spring & fall
IDV 502 Ring-VL Theoretische Grundlagen		Schriftliche Klausur	5	Fall
ANG 416 Vorlesung Literaturwissenschaft	*ANG 301 Introduction to Literary Studies* oder *Ring-VL Theoretische Grundlagen*	Schriftliche Klausur oder mündliche Prüfung	4	Spring & fall
Seminar aus dem Angebot des Master „Literatur, Medien und Kultur der Moderne“	*ANG 301 Introduction to Literary Studies* oder *Ring-VL Theoretische Grundlagen*	Schriftliche Klausur oder mündliche Prüfung	7	Spring & fall

5.1.2 Anglistik/Amerikanistik für Studierende mit geisteswissenschaftlichen Vorkenntnissen

Nähere Informationen zu den einzelnen Veranstaltungen entnehmen Sie bitte den entsprechenden Studienführern (https://www.phil.uni-mannheim.de/studium/masterstudiengaenge/) und dem Vorlesungsverzeichnis der Philosophischen Fakultät (Portal^2).

Module: Anglistische Linguistik für Studierende mit geisteswissenschaftlichen Vorkenntnissen

EN

Language	English
Necessary prerequisites	–
Further information	Die Anmeldung erfolgt entweder über das Portal^2 (Vorlesungsverzeichnis der Philosophischen Fakultät) oder direkt per E-Mail an Madeline Dahl (master.phil@uni-mannheim.de).
Organizational information	Es müssen alle Veranstaltungen (insgesamt 18 ECTS) belegt werden.
Contact person	Sebastian Hempen (master(at)phil.uni-mannheim.de)

	Assessment form	**ECTS**	**Semester**
Area Studies (aus dem Angebot für MaKuWi)	Schriftliche und/oder mündliche Prüfungsleistung	4	Spring & fall
Seminar aus dem Angebot des Master „Sprache und Kommunikation“	Schriftliche und/oder mündliche Prüfungsleistung	7	Spring & fall
Seminar aus dem Angebot des Master „Sprache und Kommunikation“	Schriftliche und/oder mündliche Prüfungsleistung	7	Spring & fall

Module: Anglistische und Amerikanistische Literaturwissenschaft für Studierende mit geisteswissenschaftlichen Vorkenntnissen

EN

Language	English
Necessary prerequisites	–
Further information	Die Anmeldung erfolgt entweder über das Portal[2] (Vorlesungsverzeichnis der Philosophischen Fakultät) oder direkt per E-Mail an Madeline Dahl (master.phil@uni-mannheim.de).
Organizational information	Es sind alle genannten Veranstaltungen (insgesamt 18 ECTS) zu belegen.
Contact person	Sebastian Hempen (master(at)phil.uni-mannheim.de)

	Assessment form	**ECTS**	**Semester**
Area Studies (aus dem Angebot für MakuWi)	Schriftliche und/oder mündliche Prüfungsleistung	4	Spring & fall
Seminar aus dem Angebot des Master „Literatur, Medien und Kultur der Moderne“	Hausarbeit oder mündliche Prüfung	7	Spring & fall
Seminar aus dem Angebot des Master „Literatur, Medien und Kultur der Moderne“	Hausarbeit oder mündliche Prüfung	7	Spring & fall

5.2 Germanistik

Das Wahlfach Germanistik hat einen Umfang von 16 bis 18 ECTS.

Es besteht die Wahl, entweder einen *sprachwissenschaftlichen* oder *literaturwissenschaftlichen* Schwerpunkt zu setzen. Die Themen und Titel der Veranstaltungen sind semesterabhängig und können dem Vorlesungsverzeichnis der Philosophischen Fakultät / Seminar für Deutsche Philologie (Portal^2) entnommen werden.

Die Anmeldung erfolgt entweder über das Portal^2 (Vorlesungsverzeichnis der Philosophischen Fakultät) oder direkt per E-Mail an Sebastian Hempen: master(at)phil.uni-mannheim.de.

5.2.1 Germanistik für Studierende ohne geisteswissenschaftliche Vorkenntnisse

Modul: Germanistische Linguistik für Studierende ohne geisteswissenschaftliche Vorkenntnisse

DE

Sprache	Deutsch
Notwendige Voraussetzungen	–
Informationen zur Anmeldung	Die Anmeldung erfolgt entweder über das Portal^2 (Vorlesungsverzeichnis der Philosophischen Fakultät) oder direkt per E-Mail an Madeline Dahl (master.phil@uni-mannheim.de).
Organisatorische Informationen	In diesem Modul sind die Veranstaltungen "Einführung in die Sprachwissenschaft", "Seminar aus dem Aufbaumodul Sprache und Medien" sowie **entweder** "Vorlesung Sprachwissenschaft" **oder** "Proseminar Sprachwissenschaft" zu belegen (16 oder 18 ECTS insgesamt).
Kontaktperson	Sebastian Hempen (master(at)phil.uni-mannheim.de)

	Notwendige Voraussetzungen	Form und Art der Prüfung	ECTS-Leistungspunkte	Semester
Einführung in die Sprachwissenschaft (ohne Tutorium)		Schriftliche Klausur	4	HWS
Vorlesung Sprachwissenschaft		Schriftliche Klausur	4	FSS & HWS
Proseminar Sprachwissenschaft		Hausarbeit	6	FSS & HWS
Seminar aus dem Aufbaumodul Sprache und Medien	Einführung in die Sprachwissenschaft	Hausarbeit oder mündliche Prüfung	8	FSS & HWS

Modul: Germanistische Literaturwissenschaft für Studierende ohne geisteswissenschaftliche Vorkenntnisse

DE

Sprache	Deutsch
Notwendige Voraussetzungen	–
Informationen zur Anmeldung	Die Anmeldung erfolgt entweder über das Portal[2] (Vorlesungsverzeichnis der Philosophischen Fakultät) oder direkt per E-Mail an Madeline Dahl (master.phil@uni-mannheim.de).
Organisatorische Informationen	Es sind alle genannten Veranstaltungen (insgesamt 16 ECTS) zu belegen.
Kontaktperson	Sebastian Hempen (master(at)phil.uni-mannheim.de)

	Notwendige Voraussetzungen	**Form und Art der Prüfung**	**ECTS-Leistungspunkte**	**Semester**
VL Einführung in die Literaturwissenschaft, Teil I (ohne Tutorium)		Schriftliche Klausur	4	HWS
Proseminar Neuere deutsche Literatur ODER Ältere deutsche Literatur	Vorlesung Einführung in die Literaturwissenschaft	Hausarbeit	5	FSS & HWS
Seminar aus dem Angebot des Masters „Literatur, Medien und Kultur der Moderne“	Vorlesung Einführung in die Literaturwissenschaft	Hausarbeit oder mündliche Prüfung	7	FSS & HWS

5.2.2 Germanistik für Studierende mit geisteswissenschaftlichen Vorkenntnissen

Modul: Germanistische Linguistik für Studierende mit geisteswissenschaftlichen Vorkenntnissen

DE

Sprache	Deutsch
Notwendige Voraussetzungen	–
Informationen zur Anmeldung	Die Anmeldung erfolgt entweder über das Portal[2] (Vorlesungsverzeichnis der Philosophischen Fakultät) oder direkt per E-Mail an Madeline Dahl (master.phil@uni-mannheim.de).
Organisatorische Informationen	Es sind alle genannten Veranstaltungen (insg. 17 ECTS) zu belegen.
Kontaktperson	Sebastian Hempen (master(at)phil.uni-mannheim.de)

	Form und Art der Prüfung	**ECTS-Leistungspunkte**	**Semester**
Vorlesung Sprachwissenschaft	Protokoll oder Klausur	3	FSS & HWS
Seminar aus dem Angebot des Masters „Sprache und Kommunikation“	Schriftliche und/oder mündliche Prüfungsleistung	7	FSS & HWS
Seminar aus dem Angebot des Masters „Sprache und Kommunikation“	Schriftliche und/oder mündliche Prüfungsleistung	7	FSS & HWS

Modul: Germanistische Literaturwissenschaft für Studierende mit geisteswissenschaftlichen Vorkenntnissen

DE

Sprache	Deutsch
Notwendige Voraussetzungen	–
Informationen zur Anmeldung	Die Anmeldung erfolgt entweder über das Portal[2] (Vorlesungsverzeichnis der Philosophischen Fakultät) oder direkt per E-Mail an Madeline Dahl (master.phil@uni-mannheim.de).
Organisatorische Informationen	Es sind alle genannten Veranstaltungen (insgesamt 17 ECTS) zu belegen.
Kontaktperson	Sebastian Hempen (master(at)phil.uni-mannheim.de)

	Form und Art der Prüfung	**ECTS-Leistungspunkte**	**Semester**
VL Literaturwissenschaft	Protokoll oder schriftliche Klausur	3	FSS & HWS
Seminar aus dem Angebot des Masters "Literatur, Medien und Kultur der Moderne"	Hausarbeit oder mündliche Prüfung	7	FSS & HWS
Seminar aus dem Angebot des Masters "Literatur, Medien und Kultur der Moderne"	Hausarbeit oder mündliche Prüfung	7	FSS & HWS

5.3 Geschichte

Das Wahlfach Geschichte hat einen Umfang von 16 bis 19 ECTS.

Die Themen und Titel der Veranstaltungen sind semesterabhängig und können dem Vorlesungsverzeichnis der Philosophischen Fakultät / Historisches Institut (Portal²) entnommen werden. Die Veranstaltungen finden normalerweise auf Deutsch statt. Die Anmeldung erfolgt entweder über das Portal² (Vorlesungsverzeichnis der Philosophischen Fakultät) oder direkt per E-Mail an Sebastian Hempen: master(at)phil.uni-mannheim.de.

5.3.1 Geschichte für Studierende ohne geisteswissenschaftliche Vorkenntnisse

Modul: Geschichte für Studierende ohne geisteswissenschaftliche Vorkenntnisse

DE

Sprache	Deutsch
Notwendige Voraussetzungen	–
Informationen zur Anmeldung	Die Anmeldung erfolgt entweder über das Portal² (Vorlesungsverzeichnis der Philosophischen Fakultät) oder direkt per E-Mail an Madeline Dahl (master.phil@uni-mannheim.de).
Organisatorische Informationen	Es müssen ein beliebiges Proseminar (8 ECTS) des Historischen Instituts und entweder eine Vorlesung und eine Übung (je 4 ECTS) aus den geschichtswissenschaftlichen Bachelor-Studiengängen oder Vorlesungen des Moduls „Disziplinäre Erweiterung“ des Master-Studiengangs Geschichte belegt werden. Näheres finden Sie in den Modulkatalogen (Modulkatalog B.A. Geschichte / Modulkatalog M.A. Geschichte) sowie im Vorlesungsverzeichnis des historischen Instituts (Portal 2). Voraussetzung für den Besuch aller weiteren Veranstaltungen im Rahmen dieses Moduls ist der erfolgreiche Besuch eines Proseminars Geschichte (Proseminar Altertum, Proseminar Mittelalter, Proseminar Frühe Neuzeit, Proseminar Neuzeit, Proseminar Wirtschafts- und Sozialgeschichte). Darüber hinaus gibt es verschiedene Kombinations- bzw. Wahlmöglichkeiten, um die geforderten 16 bzw. 19 ECTS zu erreichen. Dabei ist es aber nicht möglich, die nötigen ECTS-Punkte durch den Besuch von zwei Übungen zu sammeln.
Kontaktperson	Sebastian Hempen (master(at)phil.uni-mannheim.de)

	Notwendige Voraussetzungen	Form und Art der Prüfung	ECTS-Leistungspunkte	Semester
Proseminar „Altertum“, „Mittelalter“, „Neuzeit“ oder „Wirtschafts- und Sozialgeschichte“		Hausarbeit	8	FSS & HWS

Vorlesung „Wirtschaft und Geschichte“	Proseminar „Altertum“, „Mittelalter“, „Neuzeit“ oder „Wirtschafts- und Sozialgeschichte“	Klausur	4	FSS & HWS
Vorlesung "Verfassungsgeschichte"	Proseminar „Altertum“, „Mittelalter“, „Neuzeit“ oder „Wirtschafts- und Sozialgeschichte“	Klausur	7	FSS & HWS
Übung „Altertum“, „Mittelalter“ oder „Neuzeit“ aus dem Bachelor Geschichte	Proseminar „Altertum“, „Mittelalter“, „Neuzeit“ oder „Wirtschafts- und Sozialgeschichte“	Schriftliche Ausarbeitung	4	FSS & HWS
Übung „Altertum“, „Mittelalter“ oder „Neuzeit“ aus dem Bachelor Geschichte	Proseminar „Altertum“, „Mittelalter“, „Neuzeit“ oder „Wirtschafts- und Sozialgeschichte“	Schriftliche Ausarbeitung	4	FSS & HWS

5.3.2 Geschichte für Studierende mit geisteswissenschaftlichen Vorkenntnissen

Modul: Geschichte für Studierende mit geisteswissenschaftliche Vorkenntnissen

DE

Sprache	Deutsch
Notwendige Voraussetzungen	–
Informationen zur Anmeldung	Die Anmeldung erfolgt entweder über das Portal[2] (Vorlesungsverzeichnis der Philosophischen Fakultät) oder direkt per E-Mail an Madeline Dahl (master.phil@uni-mannheim.de).
Organisatorische Informationen	Es sind Veranstaltungen im Umfang von 16 bis 19 ECTS zu belegen.
Kontaktperson	Sebastian Hempen (master(at)phil.uni-mannheim.de)

	Form und Art der Prüfung	**ECTS-Leistungspunkte**	**Semester**
Hauptseminar „Altertum“, „Mittelalter“, „Neuzeit“ oder „Wirtschaft und Geschichte“	Prüfungsgespräch oder Hausarbeit	8	FSS & HWS
Vorlesung „Wirtschaftsgeschichte" aus dem Master Geschichte	Schriftliche Klausur	4	FSS & HWS
Vorlesung „Verfassungsgeschichte“ aus dem Master Geschichte	Schriftliche Klausur	7	FSS & HWS
Vorlesung „Altertum“, „Mittelalter“ oder „Neuzeit“ aus dem Bachelor Geschichte	Schriftliche Klausur	4	FSS & HWS
Übung „Altertum“, „Mittelalter“ oder „Neuzeit“ aus dem Bachelor Geschichte	Schriftliche Ausarbeitung	4	FSS & HWS

5.4 Mathematik

Das Wahlfach Mathematik hat einen Umfang von 16 bis 24 ECTS.

Die Kursanmeldung erfolgt über das Portal[2] .

5.4.1 Mathematik für Studierende ohne mathematische Vorkenntnisse

Modul: Mathematik für Studierende ohne mathematische Vorkenntnisse

DE

Sprache	Deutsch
Notwendige Voraussetzungen	–
Informationen zur Anmeldung	–
Organisatorische Informationen	Das Wahlfach Mathematik für Studierende ohne Vorkenntnisse besteht aus zwei beliebigen der vier folgenden Module (insgesamt 18 bis 20 ECTS).
Kontaktperson	studienberatung@wim.uni-mannheim.de

	Form und Art der Prüfung	ECTS-Leistungspunkte	Semester
Analysis I	Schriftliche Klausur (90 Min.) oder mündliche Prüfung (30 Min.); Prüfungsvorleistung: i.d.R. erfolgreiche Teilnahme an den Übungen	10	HWS
Analysis II	Schriftliche Klausur (90 Min.) oder mündliche Prüfung (30 Min.); Prüfungsvorleistung: i.d.R. erfolgreiche Teilnahme an den Übungen	10	FSS
Lineare Algebra I	Schriftliche Klausur (90 Min.) oder mündliche Prüfung (30 Min.); Prüfungsvorleistung: i.d.R. erfolgreiche Teilnahme an den Übungen	9	HWS
Lineare Algebra II	Schriftliche Klausur (60 Min.) oder mündliche Prüfung (30 Min.); Prüfungsvorleistung: i.d.R. erfolgreiche Teilnahme an den Übungen	9	FSS

5.4.2 Mathematik für Studierende mit mathematischen Vorkenntnissen

Das Wahlfach Mathematik für Studierende mit Vorkenntnissen ist flexibel in einem Umfang von 16 bis 24 ECTS belegbar, es stehen hierfür alle angebotenen Veranstaltungen des Bachelor of Science Wirtschaftsmathematik und des Master of Science Wirtschaftsmathematik der Universität Mannheim zur Verfügung. Ausgeschlossen sind Veranstaltungen, die bereits im Rahmen des Bachelorstudiums abgelegt wurden sowie die Seminare der Wirtschaftsmathematik. Absolventen eines mathematischen Studiengangs können Vorlesungen aus dem Bachelorstudiengang Wirtschaftsmathematik nur mit Zustimmung des Prüfungsausschusses belegen.

Nähere Informationen zu den einzelnen Kursen wie auch zu den jeweiligen Voraussetzungen finden Sie in den entsprechenden Modulkatalogen des B.Sc. bzw. M.Sc. Wirtschaftsmathematik:

B. Sc. Wirtschaftsmathematik | Universität Mannheim (uni-mannheim.de)

M. Sc. Wirtschaftsmathematik | Universität Mannheim (uni-mannheim.de)

Es wird grundsätzlich empfohlen, sich zur Kurswahlentscheidung mit der Fachstudienberatung für Wirtschaftsmathematik (studienberatung@wim.uni-mannheim.de) oder dem Studiengangsmanagement der Fakultät für Wirtschaftsinformatik (wessa@wim.uni-mannheim.de) / (juric@wim.uni-mannheim.de) und Wirtschaftsmathematik (boldin@wim.uni-mannheim.de) in Verbindung zu setzen.

5.5 Philosophie

Das Wahlfach Philosophie hat einen Umfang von 16 ECTS.

Zu wählen ist eines der beiden Module „Ethik, Gesellschaft, Wirtschaft“ oder „Sprache, Wissen, Wirklichkeit“.

Modul: Modul: Ethik, Gesellschaft Wirtschaft

DE

Sprache	Deutsch
Notwendige Voraussetzungen	–
Informationen zur Anmeldung	Die Anmeldung erfolgt entweder über das Portal² (Vorlesungsverzeichnis der Philosophischen Fakultät) oder direkt per E-Mail an Sebastian Hempen: master(at)phil.uni-mannheim.de.
Organisatorische Informationen	Es sind alle genannten Veranstaltungen (insgesamt 16 ECTS) zu belegen. Die Themen und Veranstaltungstitel der Seminare sind semesterabhängig und können dem Vorlesungsverzeichnis der Philosophischen Fakultät / Philosophisches Seminar (Portal²) entnommen werden.
Kontaktperson	Sebastian Hempen (master(at)phil.uni-mannheim.de)

	Form und Art der Prüfung	**ECTS-Leistungspunkte**	**Semester**
Hauptseminar: Ethik, Gesellschaft, Wirtschaft	Hausarbeit (20-25 Seiten)	8	FSS & HWS
Hauptseminar: Ethik, Gesellschaft, Wirtschaft	Hausarbeit (20-25 Seiten)	8	FSS & HWS

Modul: Modul: Sprache, Wissen, Wirklichkeit

DE

Sprache	Deutsch
Notwendige Voraussetzungen	–
Informationen zur Anmeldung	Die Anmeldung erfolgt entweder über das Portal² (Vorlesungsverzeichnis der Philosophischen Fakultät) oder direkt per E-Mail an Sebastian Hempen: master(at)phil.uni-mannheim.de.
Organisatorische Informationen	Es sind alle genannten Veranstaltungen (insgesamt 16 ECTS) zu belegen. Die Themen und Veranstaltungstitel der Seminare sind semesterabhängig und können dem Vorlesungsverzeichnis der Philosophischen Fakultät / Philosophisches Seminar (Portal²) entnommen werden.
Kontaktperson	Sebastian Hempen (master(at)phil.uni-mannheim.de)

	Form und Art der Prüfung	**ECTS-Leistungspunkte**	**Semester**
Hauptseminar: Sprache, Wissen, Wirklichkeit	Hausarbeit (20-25 Seiten)	8	FSS & HWS
Hauptseminar: Sprache, Wissen, Wirklichkeit	Hausarbeit (20-25 Seiten)	8	FSS & HWS

5.6 Politikwissenschaft

Das Wahlfach Politikwissenschaft hat einen Umfang von 6 bis 20 ECTS.

Im Wahlfach Politikwissenschaft können **bis zu drei Veranstaltungen** belegt werden. Dabei können bis zu zwei Veranstaltungen aus dem Bereich Einführungsvorlesungen und bis zu zwei Veranstaltungen aus dem Bereich Aufbauvorlesungen gewählt werden. Informationen zu Lerninhalten sowie Lern- und Qualifikationszielen finden Sie im Modulkatalog des B.A. Politikwissenschaft.

Modul: Politikwissenschaft

DE

Sprache	Deutsch
Notwendige Voraussetzungen	–
Informationen zur Anmeldung	Die Anmeldung erfolgt entweder über das Portal2 oder direkt per E-Mail an Studiengangsmanager Florian Dorner (politicalscience@uni-mannheim.de).
Organisatorische Informationen	Es können bis zu zwei der fünf Einführungsvorlesungen sowie bis zu zwei der drei Aufbauvorlesungen belegt werden. Studierende können insgesamt bis zu drei Veranstaltungen belegen.
Kontaktperson	Florian Dorner (politicalscience@uni-mannheim.de)

	ECTS-Leistungspunkte	**Semester**
Einführungsvorlesung: Einführung in die Politikwissenschaft	6	HWS
Einführungsvorlesung: Einführung in das politische System der BRD	6	HWS
Einführungsvorlesung: Einführung in die Politische Soziologie	6	HWS
Einführungsvorlesung: Einführung in die Vergleichende Regierungslehre	6	FSS
Einführungsvorlesung: Einführung in die Internationalen Beziehungen	6	HWS
Aufbauvorlesung: Ausgewählte Themen der Vergleichenden Regierungslehre	7	FSS & HWS
Aufbauvorlesung: Ausgewählte Themen der Politischen Soziologie	7	FSS & HWS
Aufbauvorlesung: Ausgewählte Themen der Internationalen Beziehungen	7	FSS & HWS

5.7 Praktische Informatik

Das Wahlfach Praktische Informatik hat einen Umfang von 14 bis 24 ECTS.

Modul: Praktische Informatik

DE EN

Sprache	Deutsch, Englisch
Notwendige Voraussetzungen	–
Informationen zur Anmeldung	–
Kontaktperson	Lisa Wessa (wessa(at)wim.uni-mannheim.de)

	Form und Art der Prüfung	**ECTS-Leistungspunkte**	**Semester**
Praktische Informatik I	Teilnahme an den Übungen in einer Kleingruppe, nachgewiesen durch eine Mindestanzahl abgegebener Lösungen oder Präsentation einer Lösung im Tutorium; schriftliche Klausur (90 Min.)	8	HWS
Praktische Informatik II	Schriftliche Klausur (90 Min.)	6	FSS
Algorithmen und Datenstrukturen	Prüfungsvorleistung: i.d.R. erfolgreiche Teilnahme an den Übungen; Schriftliche Klausur (100 Min.) bzw. zwei Teilklausuren	8	HWS
Datenbanksysteme I	Prüfungsvorleistung: i.d.R. erfolgreiche Teilnahme an den Übungen; Schriftliche Klausur (90 Min.)	8	HWS

5.8 Psychologie

Das Wahlfach Psychologie hat einen Umfang von 12 ECTS.

Modul: Psychologie

DE

Sprache	Deutsch
Notwendige Voraussetzungen	–
Informationen zur Anmeldung	Die Anmeldung erfolgt über das Portal[2] .
Organisatorische Informationen	Das Wahlfach Psychologie besteht aus drei der vier folgenden Vorlesungen (insgesamt 12 ECTS). Die Veranstaltungen finden normalerweise auf Deutsch statt. Details zu den Kursinhalten etnehmen Sie bitte dem Modulkatalog des B.Sc. Psychologie. Die Modulnote entspricht dem arithmetischen Mittel der Noten der Prüfungsleistungen in den drei gewählten Lehrveranstaltungen. K1 und K2 können im Rahmen des Wahlfachs unabhängig voneinander belegt werden.
Kontaktperson	Leonie Cegla (psy@sowi.uni-mannheim.de)

	Form und Art der Prüfung	**ECTS-Leistungspunkte**	**Semester**
K1: Sozialpsychologie I (VL)	Klausur (PL), 60 Min.	4	FSS
K2: Sozialpsychologie II (VL)	Klausur (PL), 60 Min.	4	FSS
L1: Arbeits- und Organisationspsychologie (VL)	Klausur (PL), 60 Min.	4	HWS
L3: Konsumentenpsychologie (VL)	Klausur (PL), 60 Min.	4	HWS

5.9 Romanistik

Das Wahlfach Romanistik hat einen Umfang von 15 bis 18 ECTS.

Es besteht die Wahl, entweder sprachwissenschaftlich oder literaturwissenschaftlich zu studieren. Das Modul kann in einer der angebotenen romanischen Sprachen und Kulturen belegt werden – derzeit Französisch, Spanisch und Italienisch. Die Themen und Titel der Veranstaltungen sind semesterabhängig und können dem Vorlesungsverzeichnis der Philosophischen Fakultät / Romanisches Seminar (Portal[2]) entnommen werden.

5.9.1 Romanistik für Studierende ohne geisteswissenschaftliche Vorkenntnisse

Modul: Romanistische Linguistik für Studierenden ohne geisteswissenschaftliche Vorkenntnisse

DE

Sprache	Deutsch
Notwendige Voraussetzungen	–
Informationen zur Anmeldung	Die Anmeldung erfolgt entweder über das Portal 2 (Vorlesungsverzeichnis der Philosophischen Fakultät) oder direkt per E-Mail an Madeline Dahl (master.phil@uni-mannheim.de).
Organisatorische Informationen	Die Proseminare Linguistik und Landeskunde sind alternativ zu belegen, die übrigen Veranstaltungen komplettieren das Wahlfach (Umfang: 16 ECTS)
Kontaktperson	Sebastian Hempen (master(at)phil.uni-mannheim.de)

	Notwendige Voraussetzungen	Form und Art der Prüfung	ECTS-Leistungspunkte	Semester
Vorlesung: Einführung in die romanische Sprach- und Medienwissenschaft (ohne Tutorium)		Schriftliche Klausur (max. 90 Min.)	4	FSS & HWS
Proseminar: Linguistik	VL Einführung in die Sprach- und Medienwissenschaft der Romania	Referat und Hausarbeit oder Referat und schriftliche Klausur	6	FSS & HWS
Proseminar: Landeskunde	VL Einführung in die romanische Sprach- und Medienwissenschaft und/oder VL Einführung in die Literatur- und Medienwissenschaft der Romania	Referat und Hausarbeit oder Referat und schriftliche Klausur	6	FSS & HWS

Übung: Sprachpraxis Kursstufe II	Fremdsprachenkompetenz I und II in der gewählten romanischen Sprache oder durch einen Einstufungstest nachgewiesene adäquate Kenntnisse	Schriftliche Klausur und semesterbegleitende schriftliche und/oder mündliche Teilleistungen	3	FSS & HWS
Übung: Sprachpraxis Kursstufe III (Ökonomie - wirtschaftssprachliche Ausrichtung)	Fremdsprachenkompetenz I und II in der gewählten romanischen Sprache oder durch einen Einstufungstest nachgewiesene adäquate Kenntnisse	Schriftliche Klausur und semesterbegleitende schriftliche und/oder mündliche Teilleistungen	3	FSS & HWS

Modul: Romanistische Literaturwissenschaft für Studierende ohne geisteswissenschaftliche Vorkenntnisse

DE

Sprache	Deutsch
Notwendige Voraussetzungen	–
Informationen zur Anmeldung	Die Anmeldung erfolgt entweder über das Portal[2] (Vorlesungsverzeichnis der Philosophischen Fakultät) oder direkt per E-Mail an Madeline Dahl (master.phil@uni-mannheim.de).
Organisatorische Informationen	Die Proseminare Linguistik und Landeskunde sind alternativ zu belegen, die übrigen Veranstaltungen komplettieren das Wahlfach (Umfang: 16 ECTS)
Kontaktperson	Sebastian Hempen (master(at)phil.uni-mannheim.de)

	Notwendige Voraussetzungen	**Form und Art der Prüfung**	**ECTS-Leistungspunkte**	**Semester**
Vorlesung: Einführung in die Literatur- und Medienwissenschaft der Romania		Schriftliche Klausur (max. 90 Min.)	4	FSS & HWS
Proseminar: Literaturwissenschaft	VL Einführung in die Literatur- und Medienwissenschaft der Romania	Referat und Hausarbeit oder Referat und schriftliche Klausur	6	FSS & HWS
Proseminar: Landeskunde	VL Einführung in die romanische Sprach- und Medienwissenschaft und/oder VL Einführung in die Literatur- und Medienwissenschaft der Romania	Referat und Hausarbeit oder Referat und schriftliche Klausur	6	FSS & HWS
Übung: Sprachpraxis Kursstufe II	Fremdsprachenkompetenz I und II in der gewählten romanischen Sprache oder durch einen Einstufungstest nachgewiesene adäquate Kenntnisse	Schriftliche Klausur und semesterbegleitende schriftliche und/oder mündliche Teilleistungen	3	FSS & HWS
Übung: Sprachpraxis Kursstufe III (Ökonomie - wirtschaftssprachliche Ausrichtung)	Fremdsprachenkompetenz I und II in der gewählten romanischen Sprache oder durch einen Einstufungstest nachgewiesene adäquate Kenntnisse	Schriftliche Klausur und semesterbegleitende schriftliche und/oder mündliche Teilleistungen	3	FSS & HWS

5.9.2 Romanistik für Studierende mit geisteswissenschaftlichen Vorkenntnissen

Modul: Romanistische Linguistik für Studierende mit geisteswissenschaftlichen Vorkenntnissen

DE

Sprache	Deutsch
Notwendige Voraussetzungen	–
Informationen zur Anmeldung	Die Anmeldung erfolgt entweder über das Portal[2] (Vorlesungsverzeichnis der Philosophischen Fakultät) oder direkt per E-Mail an Madeline Dahl (master.phil@uni-mannheim.de).
Organisatorische Informationen	Es muss zwischen der Ring-Vorlesung Methoden der Linguistik (Master „Sprache und Kommunikation“) und dem Seminar aus dem Angebot des Master „Sprache und Kommunikation“ gewählt werden (insgesamt 15 oder 18 ECTS).
Kontaktperson	Sebastian Hempen (master(at)phil.uni-mannheim.de)

	Form und Art der Prüfung	**ECTS-Leistungspunkte**	**Semester**
Ring-Vorlesung Methoden der Linguistik (Master „Sprache und Kommunikation“)	Klausur	4	
Seminar aus dem Angebot des Master „Sprache und Kommunikation“	Schriftliche und / oder mündliche Prüfungsleistungen	7	
Seminar aus dem Angebot des Master „Sprache und Kommunikation“	Schriftliche und / oder mündliche Prüfungsleistungen	7	
Übung: Sprachpraxis Niveaustufe IV (Wirtschaft)	Klausur und semesterbegleitende mündliche und/oder schriftliche Teilleistungen	4	

Modul: Romanistische Literaturwissenschaft für Studierende mit geisteswissenschaftlichen Vorkenntnissen

DE

Sprache	Deutsch
Notwendige Voraussetzungen	–
Informationen zur Anmeldung	Die Anmeldung erfolgt entweder über das Portal[2] (Vorlesungsverzeichnis der Philosophischen Fakultät) oder direkt per E-Mail an Madeline Dahl (master.phil@uni-mannheim.de).
Organisatorische Informationen	Es muss zwischen der "Vorlesung: Theoretische Grundlagen der Literaturwissenschaft" und dem "Seminar: Theoretische Grundlagen der Literatrwissenschaft" gewählt werden (insgesamt 16 oder 18 ECTS)
Kontaktperson	Sebastian Hempen (master(at)phil.uni-mannheim.de)

	Form und Art der Prüfung	**ECTS-Leistungspunkte**	**Semester**
Vorlesung: Theoretische Grundlagen der Literaturwissenschaft	Klausur	5	
Seminar: Theoretische Grundlagen der Literaturwissenschaft	Essay	7	
Seminar aus dem Master „Literatur, Medien und Kultur der Moderne“	Hausarbeit oder mündliche Prüfung	7	
Übung: Sprachpraxis Niveaustufe IV (Wirtschaft)	Klausur und semesterbegleitende mündliche und/oder schriftliche Teilleistungen	4	

5.10 Soziologie

Das Wahlfach Soziologie hat einen Umfang von 19 ECTS.

Es muss eines der beiden Module gewählt werden. Die Modulnote für das Exportmodul in Soziologie ist die ECTS-gewichtete Note aus allen benoteten Prüfungsleistungen. Lerninhalte sowie Lern- und Qualifidkationsziele entnehmen Sie bitte dem Modulkatalog des B.A. Soziologie. Lehrveranstaltungen werden grundsätzlich in deutscher Sprache abgehalten. Sie können jedoch, falls vom Dozenten rechtzeitig bekannt gegeben, auch in englischer Sprache abgehalten werden.

Modul: Wahlmodul Soziologie A: Allgemeine und Spezielle Soziologie

DE

Sprache	Deutsch
Notwendige Voraussetzungen	–
Informationen zur Anmeldung	–
Organisatorische Informationen	Es müssen alle genannten Veranstaltungen belegt werden (insgesamt 19 ECTS)
Kontaktperson	Stefanie Thye (soc@sowi.uni-mannheim.de)

	ECTS-Leistungspunkte	**Semester**
Vorlesung: Grundlagen der Soziologie	6	HWS
Übung: Grundlagen der Soziologie	4	HWS
Vorlesung: Allgemeine Soziologie	6	FSS
Übung: Spezielle Soziologie	3	FSS

Modul: Wahlmodul Soziologie B: Europäische Gesellschaften

DE

Sprache	Deutsch
Notwendige Voraussetzungen	–
Informationen zur Anmeldung	–
Organisatorische Informationen	Es müssen alle genannten Veranstaltungen belegt werden (insgesamt 19 ECTS).
Kontaktperson	Stefanie Thye (soc@sowi.uni-mannheim.de)

	ECTS-Leistungspunkte	**Semester**
Vorlesung: Sozialstruktur Deutschlands im Internationalen Vergleich	6	HWS
Übung: Sozialstruktur Deutschlands im Internationalen Vergleich	4	HWS
Vorlesung: Europäische Gesellschaften im Vergleich	6	FSS
Übung: Aktuelle Forschungsthemen	3	FSS

5.11 Volkswirtschaftslehre

Das Wahlfach Volkswirtschaftslehre hat einen Umfang von 2 bis 24 ECTS.

Module: Volkswirtschaftslehre

EN

Language	English
Further information	Es wird empfohlen, sich zur Kurswahlberatung mit dem Studiengangsmanagement der Abteilung Volkswirtschaftslehre in Verbindung zu setzen
Organizational information	Das Wahlfach Volkswirtschaftslehre hat einen Umfang von 2 bis 24 ECTS. Es stehen hierfür grundsätzlich alle angebotenen Wahl-Veranstaltungen des Master Economics zur Verfügung. Nähere Informationen zu den einzelnen Kursen wie auch zu den jeweiligen Voraussetzungen finden Sie unter https://www.vwl.uni-mannheim.de/studium/masterstudium/course-catalog.
Contact person	Email: econgrad@uni-mannheim.de, Tel: 181-1763 oder +49 176 87066498

5.12 Wirtschaftspädagogik mit betrieblichem Schwerpunkt

Das Wahlfach Wirtschaftspädagogik hat einen Umfang von 16 bis 24 ECTS.

Es muss mindestens eine Veranstaltung aus dem Modul Bildungsmanagement belegt werden. Die verbindliche Festlegung der Prüfungsformen erfolgt gem. § 11 Abs. 6 der Prüfungsordnung des Bachelorstudiengangs „Wirtschaftspädagogik“ spätestens zu Beginn der jeweiligen Lehrveranstaltung.

Modul: Modul: Bildungsmanagement

DE

Sprache	Deutsch
Notwendige Voraussetzungen	–
Informationen zur Anmeldung	Die Veranstaltungsanmeldung erfolgt über das Portal2.
Organisatorische Informationen	Das Wahlfach Wirtschaftspädagogik hat einen Umfang von 16 bis 24 ECTS. Es muss mindestens eine Veranstaltung aus dem Modul Bildungsmanagement belegt werden. Es können in diesem Modul 4 bis 12 ECTS erworben werden.
Kontaktperson	Clara Vonhof (studieninfo.wipaed(at)uni-mannheim.de)

	Form und Art der Prüfung	**ECTS-Leistungspunkte**	**Semester**
Bildungsmanagement I: Berufsausbildung	Hausarbeit, Projektarbeit, Präsentationsleistung.	4	HWS
Bildungsmanagement II: Weiterbildung	Hausarbeit, Projektarbeit, Präsentationsleistung.	4	FSS
Bildungsmanagement III: Lernkultur in Organisationen	Hausarbeit, Projektarbeit, Präsentationsleistung.	4	HWS

Modul: Modul: Spezialgebiete

DE

Sprache	Deutsch
Notwendige Voraussetzungen	–
Informationen zur Anmeldung	Die Veranstaltungsanmeldung erfolgt über das Portal[2]
Organisatorische Informationen	Das Wahlfach Wirtschaftspädagogik hat einen Umfang von 16 bis 24 ECTS. Es muss mindestens eine Veranstaltung aus dem Modul Bildungsmanagement belegt werden. In diesem Modul (Spezialgebiete) können 0 bis 16 ECTS erworben werden.
Kontaktperson	Clara Vonhof (studieninfo.wipaed(at)uni-mannheim.de)

	Form und Art der Prüfung	**ECTS-Leistungspunkte**	**Semester**
Qualitätsmanagement an Bildungseinrichtungen	Wird in der Veranstaltung bekannt gegeben	4	
Evaluationsmethoden und Standards	Wird in der Veranstaltung bekannt gegeben	4	
Ideen und Realgeschichte beruflicher Bildung	Wird in der Veranstaltung bekannt gegeben	4	
Aktuelle fachdidaktische Fragestellungen	Wird in der Veranstaltung bekannt gegeben	4	
ENGAGE.EU Signature Course "The Future of Work"	Wird in der Veranstaltung bekannt gegeben	5	

Modul: Modul: Wirtschaftsberufliche Kompetenzentwicklung

DE

Sprache	Deutsch
Notwendige Voraussetzungen	–
Informationen zur Anmeldung	Die Veranstaltungsanmeldung erfolgt über das Portal[2] .
Organisatorische Informationen	Das Wahlfach Wirtschaftspädagogik hat einen Umfang von 16 bis 24 ECTS. Es muss mindestens eine Veranstaltung aus dem Modul Bildungsmanagement belegt werden. In diesem Modul (Wirtschaftsberufliche Kompetenzentwicklung) können Sie 0 bis 8 ECTS erwerben.
Kontaktperson	Clara Vonhof (studieninfo.wipaed(at)uni-mannheim.de)

	Form und Art der Prüfung	**ECTS-Leistungspunkte**	**Semester**
Wirtschaftsberufliche Kompetenzentwicklung I	Hausarbeit	4	HWS
Wirtschaftsberufliche Kompetenzentwicklung II	Schriftliche Klausur (60 Min.)	4	FSS

5.13 Wirtschaftsrecht

Das Wahlfach Wirtschaftsrecht hat einen Umfang von 2 bis 24 ECTS.

Detaillierte Informationen zu den einzelnen Modulen finden Sie in den Modulhandbüchern des Fachbereichs Jura:

https://www.jura.uni-mannheim.de/studium/master-of-laws/studienaufbau/#c16108

https://www.jura.uni-mannheim.de/studium/kombinationsstudiengang-unternehmensjurist-in/abschnitt-unternehmensjurist-in-llb/studienaufbau/#c9345.

Modul: Wahlmodul Arbeits- und Sozialversicherungsrecht DE

Sprache	Deutsch
Notwendige Voraussetzungen	–
Informationen zur Anmeldung	Die Anmeldung erfolgt über das Portal[2] .
Organisatorische Informationen	Das Wahlmodul kann im Umfang von 4 bis 16 ECTS flexibel belegt werden. **Lerninhalte:** Individualarbeitsrecht, Kollektivarbeitsrecht, Human Resource Management in Organisationen aus juristischer Perspektive. **Lern- und Qualifikationsziele:** Die Studierenden kennen die grundlegenden Begriffe und Prinzipien des deutschen und europäischen Arbeitsrechts sowie die hierzu ergangene höchstrichterliche Rechtsprechung. Sie überblicken das Zusammenspiel zwischen individual- und kollektivrechtlichen Gestaltungsinstrumenten. **Empfohlene Voraussetzungen:** Grundkenntnisse des bürgerlichen Rechts. Die Modulnote errechnet sich als nach ECTS-Punkten gewichtetes arithmetisches Mittel der einzelnen bewerteten Teilprüfungen.
Kontaktperson	Prof. Dr. Friedemann Kainer

	Notwendige Voraussetzungen	Form und Art der Prüfung	ECTS-Leistungspunkte	Semester
Vorlesung / Übung Individualarbeitsrecht		Am Vorlesungsende jeweils eine mündliche Prüfung oder eine studienbegleitende Klausur. Der oder die Modulverantwortliche gibt die Art der Prüfungsleistung zu Beginn des FSS bekannt.	6	FSS

Vorlesung Koalitions-, Tarifvertrags- und Arbeitskampfrecht / Recht der Mitbestimung (Kollektives Arbeitsrecht)		Am Vorlesungsende jeweils eine mündliche Prüfung oder eine studienbegleitende Klausur. Der oder die Modulverantwortliche gibt die Art der Prüfungsleistung zu Beginn des FSS bekannt.	6	HWS
Vorlesung Arbeitsrecht in der Personalarbeit		Am Vorlesungsende jeweils eine mündliche Prüfung oder eine studienbegleitende Klausur. Der oder die Modulverantwortliche gibt die Art der Prüfungsleistung zu Beginn des FSS bekannt.	4	HWS
Vorlesung Koalitions-, Tarifvertrags- und Arbeitskampfrecht in der Vertiefung	Voraussetzung: Vorlesung Kollektives Arbeitsrecht	Am Vorlesungsende jeweils eine mündliche Prüfung oder eine studienbegleitende Klausur. Der oder die Modulverantwortliche gibt die Art der Prüfungsleistung zu Beginn des FSS bekannt.	4	HWS
Fallstudien zu Human Ressource Management in Organisationen	Vorlesung Arbeitsrecht in der Personalarbeit	Am Vorlesungsende jeweils eine mündliche Prüfung oder eine studienbegleitende Klausur. Der oder die Modulverantwortliche gibt die Art der Prüfungsleistung zu Beginn des FSS bekannt.	2	FSS

Module: Wahlmodul European and International Business Law

EN

Language	English
Necessary prerequisites	–
Further information	Anmeldung bei Frau Berina Fischinger-Corbo (mcbl@mail.uni-mannheim.de). Bitte beachten Sie den Anmeldezeitraum des Fachbereichs Wirtschaftsjura.
Organizational information	Dieses Wahlmodul kann mit einem flexiblen Umfang an ECTS belegt werden. Es werden mindestens 2, höchstens 5 der angebotenen Veranstaltungen belegt. Die **Lerninhalte** und **Lern- und Qualifikationsziele** der einzelnen Veranstaltungen finden Sie im Modulkatalog des Master of Comparative Business Law. **Empfohlene Voraussetzung:** Grundzüge des Bürgerlichen Rechts, Grundzüge des öffentlichen Rechts.
Contact person	Berina Fischinger-Corbo (mcbl@mail.uni-mannheim.de)

	Assessment form	**ECTS**	**Semester**
Vorlesung European Market Freedoms	Schriftliche Klausur	3	Fall
Vorlesung European Competition Law	Schriftliche Klausur	3	Fall
Vorlesung European Tax Law	Schriftliche Klausur, mündliche Prüfung möglich	2	Fall
Vorlesung International Trade Law	Schriftliche Klausur	3	Spring
Vorlesung International Business Transaction	Schriftliche Klausur, mündliche Prüfung möglich	2	Spring
Vorlesung Law and Economics	Schriftliche Klausur	4	Spring

Modul: Wahlmodul Handels- und Gesellschaftsrecht

DE

Sprache	Deutsch
Notwendige Voraussetzungen	–
Informationen zur Anmeldung	Die Anmeldung erfolgt über das Portal[2]
Organisatorische Informationen	Die Veranstaltungen Aktienrecht, Konzernrecht und Umwandlungsrecht können einzeln oder in Kombination belegt werden – das Wahlfach hätte so einen Umfang von 2, 4, 6 oder 8 ECTS. Alternativ können alle Veranstaltungen belegt werden, sodass das Wahlfach einen Umfang von 20 ECTS hat. **Lern- und Qualifikationsziele:** Die Studierenden kennen die grundlegenden Begriffe und Prinzipien des deutschen Handels- und Gesellschaftsrechts unter Einschluss des Konzernrechts. Sie analysieren Sachverhalte aus diesem Bereich und erarbeiten rechtliche Lösungen. **Inhaltliche Voraussetzung:** Grundzüge des Bürgerlichen Rechts.
Kontaktperson	Prof. Dr. Carsten Schäfer

	Form und Art der Prüfung	**ECTS-Leistungspunkte**	**Semester**
Vorlesung Handelsrecht	Es müssen zwei von vier Klausuren der Übung im Handels- und Gesellschaftsrecht bestanden werden	5	HWS
Vorlesung Gesellschaftsrecht	Es müssen zwei von vier Klausuren der Übung im Handels- und Gesellschaftsrecht bestanden werden.	5	HWS
Übung im Handels- und Gesellschaftsrecht	Es müssen zwei von vier Klausuren der Übung im Handels- und Gesellschaftsrecht bestanden werden.	2	FSS
Vorlesung Aktienrecht	Mündliche Prüfung	4	FSS
Vorlesung Konzernrecht	Mündliche Prüfung	2	FSS
Vorlesung Umwandlungsrecht	Mündliche Prüfung	2	FSS

Modul: Wahlmodul Recht der Finanzdienstleistungen

DE

Sprache	Deutsch
Notwendige Voraussetzungen	–
Informationen zur Anmeldung	Die Anmeldung erfolgt über das Portal[2]
Organisatorische Informationen	Dieses Wahlmodul kann in flexiblem Umfang von 4- 16 ECTS belegt werden. **Lern- und Qualifikationsziele:** Die Studierenden sind mit den grundlegenden – deutschen und europäischen – gesetzlichen Regelungen im Bank-, Kapitalmarkt- und Versicherungsrecht vertraut. Sie kennen die besondere Bedeutung Allgemeiner Geschäftsbedingungen und der höchstrichterlichen Rechtsprechung in diesem Bereich. **Inhaltliche Voraussetzung:** Grundzüge des Bürgerlichen Rechts. **Prüfungsform und -umfang:** In jeder Veranstaltung wird am Vorlesungsende eine mündliche Abschlussprüfung durchgeführt. Die Modulnote errechnet sich als das mit den ECTS-Punkten gewichtete arithmetische Mittel der einzelnen bewerteten Teilprüfungen.
Kontaktperson	Prof. Dr. Georg Bitter and Prof. Dr. Oliver Brand

	Form und Art der Prüfung	**ECTS-Leistungspunkte**	**Semester**
Vorlesung Kapitalmarktrecht	Mündliche Prüfung	4	HWS
Vorlesung Privatversicherungsrecht I (Versicherungsvertragsrecht)	Mündliche Prüfung	4	FSS
Vorlesung Bankrecht	Mündliche Prüfung	4	FSS
Vorlesung Privatversicherungsrecht II (Versicherungsunternehmensrecht, Versicherungsaufsichtsrecht dt. und int.)	Mündliche Prüfung	4	HWS

Modul: Wahlmodul Steuerrecht

DE

Sprache	Deutsch
Notwendige Voraussetzungen	–
Informationen zur Anmeldung	Die Anmeldung erfolgt über das Portal[2]
Organisatorische Informationen	Dieses Wahlmodul kann in flexiblem Umfang von 12 – 24 ECTS belegt werden. Zusätzlich kann das Wahlmodul mit einzelnen Lehrveranstaltungen des Wahlmoduls Handels- und Gesellschaftsrecht kombiniert werden. **Lern- und Qualifikationsziele:** Die Studierenden sind in Ergänzung der von der Area Accounting and Taxation angebotenen Module in Betriebswirtschaftlicher Steuerlehre vertraut mit den grundlegenden Regelungen des Steuerverfahrensrechts und der behandelten besonderen Steuergesetze. Sie können diese Regelungen unter Beachtung der juristischen Arbeitsweise auf Sachverhalte anwenden. **Empfohlene Voraussetzung**: sinnvoll ist die Belegung der Module TAX 510 und 520 bzw. 530.
Kontaktperson	Prof. Dr. Thomas Fetzer

	Form und Art der Prüfung	**ECTS-Leistungspunkte**	**Semester**
Vorlesung Steuerverfahrensrecht	Schriftliche Klausur (90 Min.); auf Beschluss des Prüfungsausschusses kann die Klausur durch eine mündliche Prüfung von 15 Min. pro Prüfling ersetzt werden.	4	HWS
Vorlesung Umsatzsteuerrecht	Schriftliche Klausur (90 Min.); auf Beschluss des Prüfungsausschusses kann die Klausur durch eine mündliche Prüfung von 15 Min. pro Prüfling ersetzt werden.	4	HWS
Vorlesung Handels- und Steuerbilanzen	Schriftliche Klausur (90 Min.); auf Beschluss des Prüfungsausschusses kann die Klausur durch eine mündliche Prüfung von 15 Min. pro Prüfling ersetzt werden.	4	HWS
Vorlesung Unternehmenssteuerrecht in der Vertiefung	Schriftliche Klausur (90 Min.); auf Beschluss des Prüfungsausschusses kann die Klausur durch eine mündliche Prüfung von 15 Min. pro Prüfling ersetzt werden.	4	HWS

Vorlesung Steuerstrafrecht	Schriftliche Klausur (90 Min.); auf Beschluss des Prüfungsausschusses kann die Klausur durch eine mündliche Prüfung von 15 Min. pro Prüfling ersetzt werden.	4	HWS
Vorlesung European Tax Law	Schriftliche Klausur (90 Min.); auf Beschluss des Prüfungsausschusses kann die Klausur durch eine mündliche Prüfung von 15 Min. pro Prüfling ersetzt werden.	4	HWS
Vorlesung Erbschaftssteuer- und Bewertungsrecht	Schriftliche Klausur (90 Min.); auf Beschluss des Prüfungsausschusses kann die Klausur durch eine mündliche Prüfung von 15 Min. pro Prüfling ersetzt werden.	4	FSS
Vorlesung Umwandlungssteuerrecht	Schriftliche Klausur (90 Min.); auf Beschluss des Prüfungsausschusses kann die Klausur durch eine mündliche Prüfung von 15 Min. pro Prüfling ersetzt werden.	4	FSS
Vorlesung Internationales Steuerrecht	Schriftliche Klausur (90 Min.); auf Beschluss des Prüfungsausschusses kann die Klausur durch eine mündliche Prüfung von 15 Min. pro Prüfling ersetzt werden.	4	FSS
Vorlesung Unternehmenssteuerrecht	Schriftliche Klausur (90 Min.); auf Beschluss des Prüfungsausschusses kann die Klausur durch eine mündliche Prüfung von 15 Min. pro Prüfling ersetzt werden.	4	FSS
Vorlesung Einkommenssteuerrecht	Schriftliche Klausur (90 Min.); auf Beschluss des Prüfungsausschusses kann die Klausur durch eine mündliche Prüfung von 15 Min. pro Prüfling ersetzt werden.	6	FSS

Modul: Wahlmodul Öffentliches Wirtschaftsrecht

DE

Sprache	Deutsch
Notwendige Voraussetzungen	–
Informationen zur Anmeldung	Die Anmeldung erfolgt über das Portal[2]
Organisatorische Informationen	Dieses Wahlmodul muss insgesamt belegt werden. Es hat einen Umfang von 12 ECTS. **Lern- und Qualifikationsziele:** Die Studierenden kennen die rechtlichen Grundlagen unserer Wirtschaftsverfassung und erhalten einen Einblick in das öffentliche Wirtschaftsrecht einschließlich seiner europarechtlichen Bezüge. Sie vertiefen ihr Wissen in einem Seminar.
Kontaktperson	Prof. Dr. Hans-Joachim Cremer

	Form und Art der Prüfung	**ECTS-Leistungspunkte**	**Semester**
Vorlesung (mit Arbeitsgemeinschaft) Deutsches Wirtschaftsverfassungsrecht	Schriftliche Klausur (180 Min.)	4	HWS
Vorlesung (mit Arbeitsgemeinschaft) Europäisches Wirtschaftsverfassungsrecht	Schriftliche Klausur (180 Min.)	4	FSS
Vorlesung (mit Arbeitsgemeinschaft) Grundlagen des Wirtschaftsverwaltungsrechts	Schriftliche Klausur (180 Min.)	4	FSS

6 MASTER-ARBEIT

Modul: Module Masterarbeit

DE EN

Lerninhalte
Die Studierenden arbeiten während der Bearbeitungszeit selbstständig an einem ausgewählten betriebswirtschaftlichen Thema. Die Studierenden entwickeln dem Thema angemessene Forschungsfrage(n) und geben einen Literaturüberblick. Die Studierenden wenden die ihrem Thema entsprechenden wissenschaftlichen Methoden zur Lösungsfindung der Problemstellung an und entwickeln Lösungsansätze für Ihre Forschungsfrage(n).

Lern- und Qualifikationsziele
Die Studierenden sind nach Abschluss der Masterarbeit in der Lage, selbstständig wissenschaftliche Probleme zu identifizieren und mit Hilfe wissenschaftlicher Methoden Lösungsansätze zu entwickeln.

Die Studierenden können qualitativ hochwertige Informationen finden, selektieren und analysieren. Sie sind in der Lage, die Informationen im Rahmen Ihres gewählten Themas zu interpretieren und anzuwenden. Die Studierenden können eine wissenschaftliche Arbeit strukturieren und verfassen und haben ein tiefgehendes Wissen in ihrem spezialisierten Gebiet erlangt.

Voraussetzungen für die Teilnahme
Notwendige: Mindestens ein Seminar (700er Modul); die Voraussetzungen der einzelnen Lehrstühle finden Sie am Ende des Modulkatalogs
Empfohlen: –

ECTS-Leistungspunkte	24
Benotung	Ja
Gesamtarbeitsaufwand	720h
Sprache	Deutsch, Englisch
Prüfungsform und -umfang	Masterarbeit (Bearbeitungszeit: 20 Wochen, Umfang in Absprache mit den Lehrstühlen und abhängig vom gewählten Thema)
Zulassungsbeschränkt	Ja
Informationen zur Anmeldung	Homepage des jeweiligen Lehrstuhls
Durchführende Lehrkraft	Betreuer/in des jeweiligen Lehrstuhls / respective supervisors
Häufigkeit des Angebots	Frühlings-/Sommersemester & Herbst-/Wintersemester
Dauer des Moduls	1 Semester
Verwendbarkeit	M.Sc. MMM
Vorleistungen	–
Programmspezifische Kompetenzziele	CG 1, CG 4

6.1 Area Accounting and Taxation

Voraussetzungen für das Anfertigen der Master-Arbeit an den folgenden Lehrstühlen:

Prof. Dr. Jannis Bischof (LS für ABWL und Unternehmensrechnung), **Prof. Dr. Holger Daske** (LS für ABWL, Unternehmensrechnung und empirische Kapitalmarktforschung), **Prof. Dr. Dirk Simons** (LS

für ABWL und Rechnungswesen), **Prof. Dr. Jens Wüstemann** (LS für ABWL und Wirtschaftsprüfung), **Prof. Dr. Davud Rostam-Afschar** (Professur für Accounting), **Jun-Prof. Felix Vetter, PhD** (Juniorprofessur für Accounting & Taxation), **Jun.-Prof. Dr. Reeyarn Zhiyang Li** (Juniorprofessur für Rechnungswesen):

- ACC 750. Anerkennung von anderen Seminaren im Einzelfall nur nach Rücksprache.

Prof. Dr. Stefan Reichelstein (LS für ABWL), **Jun.-Prof. Dr. Gunther Glenk** (Juniorprofessur für Accounting), **Jun.-Prof. Dr. Nikolas Wölfing** (Juniorprofessur für Accounting):

- ACC 715 oder MAN 771. Seminarscheine anderer Lehrstühle können in Ausnahmefällen ebenfalls akzeptiert werden.

Voraussetzungen für das Anfertigen der Master-Arbeit an den folgenden Lehrstühlen:

Prof. Dr. Philipp Dörrenberg (LS für ABWL und Betriebswirtschaftliche Steuerlehre), **Prof. Dr. Christoph Spengel / Prof. Dr. Katharina Nicolay** (LS für ABWL und Betriebswirtschaftliche Steuerlehre II / Juniorprofessur für Betriebswirtschaftliche Steuerlehre, insb. Unternehmensbesteuerung), **Prof. Dr. Johannes Voget** (LS für ABWL, Taxation and Finance):

- TAX 730 (Anerkennung von Seminaren anderer Lehrstühle nach Rücksprache)

6.2 Area Banking, Finance and Insurance

Voraussetzungen für das Anfertigen der Master-Arbeit and den Lehrstühlen der Area Banking, Finance and Insurance:

Prof. Ernst Maug, Ph.D. (LS für Corporate Finance), **Prof. Dr. Alexandra Niessen-Ruenzi** (LS für ABWL und Corporate Governance), **Prof. Dr. Stefan Ruenzi** (LS für Internationale Finanzierung), **Prof. Dr. Oliver Spalt** (LS für ABWL, Finanzwirtschaft und Finanzmarktinstitutionen), **Prof. Dr. Erik Theissen** (LS für ABWL und Finanzierung), **Prof. Dr. Dr. h.c. Martin Weber** (Seniorprofessur für ABWL und Finanzwirtschaft, insb. Bankbetriebslehre):

- FIN 5XX und ein Seminar der Finance Area.
- In Ausnahmefällen können auch andere Seminare anerkannt werden.

6.3 Area Information Systems

Voraussetzungen für das Anfertigen der Master-Arbeit an den Lehrstühlen der Area Information Systems:

Prof. Dr. Armin Heinzl (LS für ABWL und Wirtschaftsinformatik I), **Prof. Dr. Hartmut Höhle** (LS für Enterprise Systems), **Prof. Dr. Jana-Rebecca Rehse** (Juniorprofessur für Management Analytics), **Prof. Dr. Markus Strohmaier** (LS für Data Science in the Economic and Social Sciences), **Prof. Dr. Kevin Bauer** (Assistant Professorship for E-Business and E-Government):

- IS 7XX.
- Die Area Information Systems empfiehlt, die Seminararbeit an dem Lehrstuhl zu schreiben, an dem die Master-Arbeit geschrieben werden soll, weil so eine frühzeitige Einbindung in Forschungs- und Projektarbeiten ermöglicht wird. Dennoch werden die Module IS 702, IS 712, IS 722, IS 723, IS 724, IS 742, IS 751, IS 752 gegenseitig anerkannt.
- In Ausnahmefällen ist die Anerkennung eines Seminars aus einer anderen Area möglich. Der Bezug zu Information Systems ist dabei durch einen Lehrstuhlinhaber der Area Information Systems zu prüfen und zu bestätigen.

6.4 Area Management

Voraussetzungen für das Anfertigen einer Masterarbeit an den folgenden Lehrstühlen:

- **Prof. Dr. Torsten Biemann** (LS für ABWL, Personalmanagement und Führung): MAN 741/742 **und entweder** MAN 640 **oder** MAN 641 **oder** MAN 642 **oder** MAN 644 **oder** MAN 645 **oder** MAN 646 **oder** MAN 647 **oder** MAN 648 **oder** MAN 649.
- **Prof. Dr. Matthias Brauer** (LS für Strategisches und Internationales Management): MAN 750 **und entweder** MAN 654 **oder** MAN 655 **oder** MAN 656 **oder** MAN 657.
- **Prof. Dr. Bernd Helmig** (LS für ABWL, Public & Nonprofit Management): MAN 710/711/712 **und entweder** MAN 617 **oder** MAN 619 **oder** MAN 637 **oder** MAN 659 **oder** MAN 674 oder MAN 675 **oder** MAN 676 **oder** MAN 679 **oder** MAN 680.
- **Prof. Dr. Karin Hoisl** (LS für Organisation und Innovation): MAN 721 **und entweder** MAN 690 **oder** MAN 691 **oder** MAN 692 **oder** MAN 693 **oder** MAN 658.
- **Prof. Dr. Michael Woywode** (LS für Mittelstandsforschung und Entrepreneurship): MAN 770 **und entweder** MAN 630 **oder** MAN 631 **oder** MAN 632 **oder** MAN 633 **oder** MAN 634.

Seminare anderer Lehrstühle können in begründeten Ausnahmefällen ebenfalls akzeptiert werden.

6.5 Area Marketing and Sales

Voraussetzungen für das Anfertigen der Master-Arbeit an den Lehrstühlen der Area Marketing and Sales:

Prof. Dr. Dr. h.c. mult. Christian Homburg (LS für Business-to-Business Marketing, Sales & Pricing), **Prof. Dr. Florian Kraus** (Dr. Werner Jackstädt-Stiftungslehrstuhl für Sales & Services Marketing),

Prof. Dr. Sabine Kuester (LS für Marketing & Innovation), **Prof. Dr. Florian Stahl** (LS für quantitatives Marketing), **Prof. Dr. Arnd Vomberg** (Professur für Digital Marketing and Marketing Transformation):

- MKT 7X0.
- Die Area Marketing empfiehlt, die Seminararbeit an dem Lehrstuhl zu schreiben, an dem die Master-Arbeit geschrieben werden soll, weil so eine frühzeitige Einbindung in die jeweiligen Forschungs- und Projektarbeiten des Lehrstuhls ermöglicht wird. Dennoch werden die Module MKT 710, 720, 730, 740 und 750 von den Marketing-Lehrstühlen gegenseitig anerkannt.
- In Ausnahmefällen können auch andere Seminare anerkannt werden.

6.6 Area Operations Management

Voraussetzungen für das Anfertigen der Master-Arbeit an den Lehrstühlen der Area Operations Management:

Prof. Dr. Christoph Bode (Stiftungslehrstuhl für Procurement), **Prof. Dr. Moritz Fleischmann** (LS für ABWL und Logistik), **Prof. Dr. Cornelia Schön** (LS für ABWL und Service Operations), **Prof. Dr. Raik Stolletz** (LS für ABWL und Produktion), **Prof. Dr. Martin Glanzer** (Juniorprofessur für Operations Management):

- **Entweder:** Mindestens ein Modul OPM 6XX **und entweder** OPM 701 **oder** OPM 741 **oder** OPM 751 **oder** OPM 761 **oder** OPM 781 **oder** OPM 791 **oder** OPM 792.
- **Oder:** ein äquivalentes Modul während eines Auslandssemesters **und entweder** OPM 701 **oder** OPM 741 **oder** OPM 751 **oder** OPM 761 **oder** OPM 781 **oder** OPM 791 **oder** OPM 792.
- Die Area Operations Management empfiehlt das Seminar und die Masterarbeit am selben Lehrstuhl zu schreiben. Dennoch erkennen die Lehrstühle der Area OPM Seminare anderer Lehrstühle innerhalb der Area gegenseitig an.
- In Ausnahmefällen können auch andere Seminare anerkannt werden

Module: OPM 511 Management of Technology for Sustainability

EN

Contents

The coming years will be, without doubt, a very challenging time for businesses. It will also be a very exciting moment from which many new opportunities will emerge. This module looks how organisations are responding to sustainability changes, navigating through trade-offs to survive or increase value as well as managing their impact on the environment and society.
This module will include case studies, the established theory of sustainability strategies, and new concepts such as essentiality and sustainability fitness in the discussion of managing technologies for sustainability.

Learning outcomes

Upon successful completion of this course, students should be able to

- Comprehend the fundamentals of technology management and how it helps to address sustainability challenges
- Critically analyse the limitations and unintended consequences of technology adoption as the means to achieve sustainability goals, including the process of technology transfer to developing economies
- Recognise the economic, environmental, and social impacts of technologies, particularly emerging technologies
- Apply theory to a specific business context, i.e, use a range of tools and techniques to effectively manage technologies for a higher sustainability performance.

Prerequisites for participation

Necessary: –
Recommended: –

Forms of teaching and learning	Contact hours	Independent study time
Seminar	3 SWS	8 SWS

ECTS credits	4
Graded	yes
Workload	120h
Language	English
Form of assessment	group presentation
Restricted admission	yes
Further information	student portal, Please feel free to contact Ms. Christina Paul with any questions about the course: christina.paul@uni-mannheim.de
Examiner Performing lecturer	**Prof. Dr. Christoph Bode** Dr Breno Nunes
Frequency of offering	Spring semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf., MAKUWI
Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 2, CG 3

6.7 Wahlfach

Die Master-Arbeit kann, wenn das Thema der Master-Arbeit einen wirtschaftswissenschaftlichen Bezug aufweist, auch in einem Wahlfach geschrieben werden.