Module Catalogue

Master's Programme: Media, Management and Digital Technologies
(Master of Science, M.Sc.)

(120 ECTS credits)

Based on the Prüfungs- und Studienordnung of 30 May 2016.

88/532/--/Mo/H/2016

Issued on April 2017
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Abbreviations and annotations

CP  Credit Points, ECTS credits
ECTS  European Credit Transfer and Accumulation System
h  hours
SoSe  summer semester
SWS  contact hours
WiSe  winter semester
WP  compulsory elective course
P  mandatory course

1. The ECTS credits assigned in the Module Catalogue are designated as follows: Credit Points not listed in parentheses are awarded when the pertinent examination of the Module or Module parts have/has been completed successfully. Credit Points in parentheses are listed for calculatory purposes only.

2. The semester for taking a Module can either be binding or may be considered as a recommendation, depending on the applicable data in Anlage 2 of the Prüfungs- und Studienordnung for your Programme. In this Module catalogue, the options are indicated as „scheduled semester“ and „recommended semester“.

3. Please note: The Module Catalogue is merely intended to serve as an orientation whereas the provisions of the applicable version of the Prüfungs- und Studienordnung (in German only) of your Programme are legally binding. See: www.lmu.de/studienangebot and select your Programme.
Module: P 1 Foundations of Media, Management and Digital Technologies

Programme
Master's Programme: Media, Management and Digital Technologies (Master of Science, M.Sc.)

Related module parts

<table>
<thead>
<tr>
<th>Course type</th>
<th>Course (mandatory)</th>
<th>Rotation</th>
<th>Contact hours</th>
<th>Self-study hours</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proseminar</td>
<td>P 1.1 Foundations of Media, Management and Digital Technologies (Proseminar)</td>
<td>WiSe</td>
<td>60 h (4 SWS)</td>
<td>120 h</td>
<td>(6)</td>
</tr>
<tr>
<td>Seminar</td>
<td>P 1.2 Foundations of Media, Management and Digital Technologies (Seminar)</td>
<td>WiSe</td>
<td>60 h (4 SWS)</td>
<td>120 h</td>
<td>(6)</td>
</tr>
</tbody>
</table>

For successful completion of the module, 12 ECTS credits have to be acquired. Class attendance averages about 8 contact hours. Including time for self-study, 360 hours have to be invested.

Module type
Mandatory module with mandatory courses

Usability of the module in other Programmes
/

Elective guidelines
None

Entry requirements
None

Semester
Recommended semester: 1

Duration
The completion of the module takes 1 semester.

Content
- Main scope of this course is to teach fundamental economic and technical concepts in the area of media business and media usage. The taught economic basics comprise highly relevant theories in the context of the media and internet economy like network effects or value chain structures. Technical basics consider aspects like (web-)technologies, applications or software development.
- Besides providing a theoretical background, the students will have the opportunity to apply their gained knowledge in case studies (e.g. during group works) that deal with practical problems of the media industry.
- In addition, students will receive further insights into current research activities respectively into practical examples by guest talks of members of the involved faculties as well as practitioners from the media industry.

Learning outcomes
- The students are able to demonstrate a comprehensive understanding of both relevant economic theories and state-of-the-art technologies in the context of media business and media usage. Additionally, the students are able to apply these
concepts on practical problems.

- Furthermore, the students are able to demonstrate a knowledge of the current scientific discussion and research directions with regard to media business and media usage.

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<tr>
<th>Type of examination</th>
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<tr>
<td>Requirements for the gain of ECTS credits</td>
<td>ECTS credits will be granted when the module examination (or the examination of pertinent mandatory and potential elective compulsory module parts) has/have been completed successfully.</td>
</tr>
<tr>
<td>Responsible contact</td>
<td>Prof. Kranz</td>
</tr>
<tr>
<td>Language(s)</td>
<td>English</td>
</tr>
<tr>
<td>Additional information</td>
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</tbody>
</table>
Module: P 2 Media Communication

Programme

Master's Programme: Media, Management and Digital Technologies (Master of Science, M.Sc.)

Related module parts

<table>
<thead>
<tr>
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<th>Rotation</th>
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<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proseminar</td>
<td>P 2.1 Media Communication (Proseminar)</td>
<td>WiSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
<tr>
<td>Seminar</td>
<td>P 2.2 Media Communication (Seminar)</td>
<td>WiSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
</tbody>
</table>

For successful completion of the module, 6 ECTS credits have to be acquired. Class attendance averages about 4 contact hours. Including time for self-study, 180 hours have to be invested.

Module type

Mandatory module with mandatory courses

Usability of the module in other Programmes

/

Elective guidelines

None

Entry requirements

None

Semester

Recommended semester: 1

Duration

The completion of the module takes 1 semester.

Content

This module deals with basic concepts of online communication (private/public communication, mass media and online environments, social communication) as well as in-depth theoretical, methodological, and empirical developments within the (online) fields of media usage and media effects. Building upon currently discussed concepts within the academic field of online communication, both chances and risks of various aspects are to be laid out and debated in order to properly equip the students for academically grounded, problem-centered project approaches. Concrete topics are subject to be named within a respective syllabus.

Learning outcomes

Students acquire

- profound knowledge on current theoretical, methodological, and empirical approaches within media usage studies,
- profound knowledge on current theoretical, methodological, and empirical approaches within media effect studies,
- skills to follow current academic discussion within the field of online communication,
- skills to comprehend and interpret academic studies on media usage.

Moreover, students are trained to

- approach media-related projects from a profound academic
point of view,
- adequately reflect on theoretical and methodological approaches within the field of online communication,
- build on current academic literature,
- extract essential information from a body of research,
- adequately present information to a group of people.

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<tr>
<td><strong>Responsible contact</strong></td>
<td>Prof. Brosius</td>
</tr>
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<td>English</td>
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</table>
Module: P 3 Transformation and Digitization

Programme
Master's Programme: Media, Management and Digital Technologies (Master of Science, M.Sc.)

Related module parts

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<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proseminar</td>
<td>P 3.1 Transformation and Digitization (Proseminar)</td>
<td>WiSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
<tr>
<td>Seminar</td>
<td>P 3.2 Transformation and Digitization (Seminar)</td>
<td>WiSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
</tbody>
</table>

For successful completion of the module, 6 ECTS credits have to be acquired. Class attendance averages about 4 contact hours. Including time for self-study, 180 hours have to be invested.

Module type
Mandatory module with mandatory courses

Usability of the module in other Programmes
/ 

Elective guidelines
None

Entry requirements
None

Semester
Recommended semester: 1

Duration
The completion of the module takes 1 semester.

Content
• Main scope of this course is to teach the typical characteristics of digitization and their consequences for organizational structures. Especially the focus is on digital business models, changes of organizational structures and planes, methods and instruments of change management.

• In case studies students will apply their theoretical background to practical problems of change management.

• In addition, students will receive insights into typical principles and challenges of entrepreneurship and startups in a digital context.

Learning outcomes
• The students are able to realize the correlation between digitization and transformation and understand the concepts of changing organizational structures.

• They are able to apply methods and instruments of change management to real change processes in enterprises.

• Furthermore, they are able to recognize the principles of entrepreneurship and startups and the challenges of change management.

Type of examination
Thesis and presentation

Type of assessment
The successful completion of the module will be graded.
### Requirements for the gain of ECTS credits

ECTS credits will be granted when the module examination (or the examination of pertinent mandatory and potential elective compulsory module parts) has/have been completed successfully.

<table>
<thead>
<tr>
<th>Responsible contact</th>
<th>Dr. Neuburger</th>
</tr>
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<tbody>
<tr>
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<tr>
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</tbody>
</table>
Module: P 4 Interface Design

Programme

Master's Programme: Media, Management and Digital Technologies (Master of Science, M.Sc.)

Related module parts

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<thead>
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</tr>
</thead>
<tbody>
<tr>
<td>Proseminar</td>
<td>P 4.1 Interface Design (Proseminar)</td>
<td>WiSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
<tr>
<td>Seminar</td>
<td>P 4.2 Interface Design (Seminar)</td>
<td>WiSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
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</table>

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Module type

Mandatory module with mandatory courses

Usability of the module in other Programmes

/

Elective guidelines

None

Entry requirements

None

Semester

Recommended semester: 1

Duration

The completion of the module takes 1 semester.

Content

This course focuses on the basic aspects of the interaction between humans and computers. Students will learn how they can develop user interfaces in such a way, that users can work efficiently and comfortably.

The topics include:

- Human information processing (models, physiological and psychological foundations, human senses, sourced for errors).
- Basic concepts and methods of user-centered design.
- Patterns and styles of interaction.
- Principles, guidelines and standards for designing user interfaces.
- Engineering process for user interface: requirements elicitation, sketches, prototypes.
- Evaluation of interactive systems (tools and methods).

The module consists of a lecture and an addition exercise class. The concepts introduced in the lecture are practiced in the exercise class with concrete examples.

Learning outcomes

- Knowledge of the fundamental problem and the known solution approaches for human-oriented interface design shall be obtained.
- Practical skills in creation of prototypes and interface concepts shall be developed.

Experience in evaluating software/hardware systems for usability
shall be obtained.

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<tr>
<td><strong>Responsible contact</strong></td>
<td>Prof. Butz, Prof. Hußmann</td>
</tr>
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<td><strong>Language(s)</strong></td>
<td>English</td>
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</table>
Module: P 5 Technological Concepts for Media

Programme
Master's Programme: Media, Management and Digital Technologies (Master of Science, M.Sc.)

Related module parts

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</tr>
</thead>
<tbody>
<tr>
<td>Project course</td>
<td>P 5.1 Technologies and Applications for Media (Project course)</td>
<td>SoSe</td>
<td>60 h (4 SWS)</td>
<td>120 h</td>
<td>(6)</td>
</tr>
<tr>
<td>Project seminar</td>
<td>P 5.2 Technologies and Applications for Media (Project seminar)</td>
<td>SoSe</td>
<td>60 h (4 SWS)</td>
<td>120 h</td>
<td>(6)</td>
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</tbody>
</table>

For successful completion of the module, 12 ECTS credits have to be acquired. Class attendance averages about 8 contact hours. Including time for self-study, 360 hours have to be invested.

Module type
Mandatory module with mandatory courses

Usability of the module in other Programmes
/

Elective guidelines
None

Entry requirements
None

Semester
Recommended semester: 2

Duration
The completion of the module takes 1 semester.

Content
- This practical course is focused on issues with regard to the application of web technologies in the context of media business and media usage.
- Students get to know important concepts in the area of web technologies as well as are introduced to common development frameworks that are used for web development.
- Furthermore, the students learn how to apply the concepts and development frameworks by working on (fictitious) single and/or group assignments that are highly relevant from both a scientific and/or practical point of view.

Learning outcomes
- Students demonstrate a comprehensive overview and understanding of common and important web technologies as well as of their application.
- The students are able to specify and realize respectively implement a web technology based solution by using a common development framework and underlying programming languages.
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</table>
Module: P 6 Innovation I

Programme
Master's Programme: Media, Management and Digital Technologies (Master of Science, M.Sc.)

Related module parts

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<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecture</td>
<td>P 6.1 Digital Products and Services (Lecture)</td>
<td>SoSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
<tr>
<td>Exercise course</td>
<td>P 6.2 Digital Products and Services (Exercise course)</td>
<td>SoSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
</tbody>
</table>

For successful completion of the module, 6 ECTS credits have to be acquired. Class attendance averages about 4 contact hours. Including time for self-study, 180 hours have to be invested.

Module type
Mandatory module with mandatory courses

Usability of the module in other Programmes
Master Program “Business Administration” (PStO 2015)

Elective guidelines
None

Entry requirements
None

Semester
Recommended semester: 2

Duration
The completion of the module takes 1 semester.

Content
The main goal of the course is to understand the economic and technical background of digital products and services from a practical, as well as from a theoretical perspective.

Working on scientific papers and business cases is the most important part in the course. The focus is set on the suppliers of digital products and services and on digital business models.

Learning outcomes
Two major competences will be trained and required from the students: first of all, students learn how to apply the concepts on practical cases and should understand the different managerial strategies. Secondly, a main focus of the course is on the ability to read, analyze and understand short scientific papers.

Type of examination
Written exam

Type of assessment
The successful completion of the module will be graded.

Requirements for the gain of ECTS credits
ECTS credits will be granted when the module examination (or the examination of pertinent mandatory and potential elective compulsory module parts) has/have been completed successfully.

Responsible contact
Prof. Hess
<table>
<thead>
<tr>
<th>Language(s)</th>
<th>English</th>
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<tr>
<td>Additional information</td>
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</table>
Module: WP 1 Elective Topics in Informatics I

Programme

Master's Programme: Media, Management and Digital Technologies (Master of Science, M.Sc.)

Related module parts

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<tr>
<th>Course type</th>
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</thead>
<tbody>
<tr>
<td>Lecture</td>
<td>WP 1.1 Elective Topics in Informatics 1 (Lecture)</td>
<td>WiSe and SoSe</td>
<td>45 h (3 SWS)</td>
<td>75 h</td>
<td>(4)</td>
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<tr>
<td>Exercise course</td>
<td>WP 1.2 Elective Topics in Informatics 1 (Exercise course)</td>
<td>WiSe and SoSe</td>
<td>30 h (2 SWS)</td>
<td>30 h</td>
<td>(2)</td>
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</tbody>
</table>

For successful completion of the module, 6 ECTS credits have to be acquired. Class attendance averages about 5 contact hours. Including time for self-study, 180 hours have to be invested.

Module type

Compulsory elective module with mandatory courses

Usability of the module in other Programmes

Imported Module from the Department of Mathematics, Informatics and Statistics

Elective guidelines

With regard to the compulsory elective modules WP 1 – WP 48, modules with a total value of 18 ECTS credits must be taken:

1. Of the compulsory elective modules either WP 1 or WP 2 must be taken.
2. Furthermore, with regard to the compulsory elective modules WP 4 – WP 48, modules with a total value of 6 ECTS credits must be taken.
3. Finally, with regard to the compulsory elective modules WP 1 – WP 48, additional compulsory elective modules with a total value of 6 ECTS credits must be taken.

It is recommended to take compulsory elective modules with a total value of 12 ECTS credits in semester 2 and compulsory elective modules with a total value of 6 ECTS credits in semester 3.

Entry requirements

None

Semester

Recommended semester: 2

Duration

The completion of the module takes 1 semester.

Content

Electives provide the opportunity to study courses outside the core curriculum. Students can choose from a number of optional courses in order to develop skills outside their main areas of study (i.e. Computer Architecture) or to explore their field of interest in greater depth (i.e. Advanced HCI).

Learning outcomes

Please refer to the course catalogue (https://www.ifi.lmu.de/lehrangebot1) for more details on each of the elective modules. Modules whose identifier starts with WP are elective modules.
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<tr>
<th><strong>Type of examination</strong></th>
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<td>Prof. Hußmann</td>
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<tr>
<td><strong>Language(s)</strong></td>
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</table>
Module: WP 2 Elective Topics in Informatics II

Programme
Master's Programme: Media, Management and Digital Technologies (Master of Science, M.Sc.)

Related module parts

<table>
<thead>
<tr>
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<th>Course (mandatory)</th>
<th>Rotation</th>
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<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecture</td>
<td>WP 2.1 Elective Topics in Informatics 2 (Lecture)</td>
<td>WiSe and SoSe</td>
<td>45 h (3 SWS)</td>
<td>75 h</td>
<td>(4)</td>
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<tr>
<td>Exercise course</td>
<td>WP 2.2 Elective Topics in Informatics 2 (Exercise course)</td>
<td>WiSe and SoSe</td>
<td>30 h (2 SWS)</td>
<td>30 h</td>
<td>(2)</td>
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For successful completion of the module, 6 ECTS credits have to be acquired. Class attendance averages about 5 contact hours. Including time for self-study, 180 hours have to be invested.

Module type
Compulsory elective module with mandatory courses

Usability of the module in other Programmes
Imported Module from the Department of Mathematics, Informatics and Statistics

Elective guidelines
With regard to the compulsory elective modules WP 1 – WP 48, modules with a total value of 18 ECTS credits must be taken:
1. Of the compulsory elective modules either WP 1 or WP 2 must be taken.
2. Furthermore, with regard to the compulsory elective modules WP 4 – WP 48, modules with a total value of 6 ECTS credits must be taken.
3. Finally, with regard to the compulsory elective modules WP 1 – WP 48, additional compulsory elective modules with a total value of 6 ECTS credits must be taken.

It is recommended to take compulsory elective modules with a total value of 12 ECTS credits in semester 2 and compulsory elective modules with a total value of 6 ECTS credits in semester 3.

Entry requirements
None

Semester
Recommended semester: 2

Duration
The completion of the module takes 1 semester.

Content
Electives provide the opportunity to study courses outside the core curriculum. Students can choose from a number of optional courses in order to develop skills outside their main areas of study (i.e. Computer Architecture) or to explore their field of interest in greater depth (i.e. Advanced HCI).

Learning outcomes
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<tr>
<td><strong>Additional information</strong></td>
<td>/</td>
</tr>
</tbody>
</table>
## Module: WP 3 Practical Course in Informatics

### Programme
Master's Programme: Media, Management and Digital Technologies (Master of Science, M.Sc.)

### Related module parts

<table>
<thead>
<tr>
<th>Course type</th>
<th>Course (mandatory)</th>
<th>Rotation</th>
<th>Contact hours</th>
<th>Self-study hours</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Practical training</td>
<td>WP 3.1 Course Informatics</td>
<td>WiSe and SoSe</td>
<td>30 h (2 SWS)</td>
<td>150 h (6)</td>
<td></td>
</tr>
</tbody>
</table>

For successful completion of the module, 6 ECTS credits have to be acquired. Class attendance averages about 2 contact hours. Including time for self-study, 180 hours have to be acquired.

### Module type
Compulsory elective module with mandatory courses

### Usability of the module in other Programmes
Imported Module from the Department of Mathematics, Informatics and Statistics

### Elective guidelines
With regard to the compulsory elective modules WP 1 – WP 48, modules with a total value of 18 ECTS credits must be taken:

1. Of the compulsory elective modules either WP 1 or WP 2 must be taken.
2. Furthermore, with regard to the compulsory elective modules WP 4 – WP 48, modules with a total value of 6 ECTS credits must be taken.
3. Finally, with regard to the compulsory elective modules WP 1 – WP 48, additional compulsory elective modules with a total value of 6 ECTS credits must be taken.

It is recommended to take compulsory elective modules with a total value of 12 ECTS credits in semester 2 and compulsory elective modules with a total value of 6 ECTS credits in semester 3.

### Entry requirements
None

### Semester
Recommended semester: 2

### Duration
The completion of the module takes 1 semester.

### Content
This module is a cluster of practical courses that students can choose from.

The majority of the practical courses are a combination of group and individual practical work. Additionally, there is also a course that is mainly individual work but in close partnership with a researcher/research project within the Institute.

The student is therefore directly involved in the current research.

In a group practical course small teams of students are formed who have to solve a prepared task. The tasks in group practical courses come from
predetermined topics. Examples are practical courses about IT security, grid computing, Mobile and Distributed Systems, Mobile Business Applications, software engineering for advanced programmers, practical development of media systems, media design, user experience design, 3D modeling, sketching with hardware, or multimedia project competence.

<table>
<thead>
<tr>
<th>Learning outcomes</th>
<th>The students are introduced to the current research in computer science and learn independent problem solving in these areas.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type of examination</td>
<td>Oral examination</td>
</tr>
<tr>
<td>Type of assessment</td>
<td>The successful completion of the module will be graded.</td>
</tr>
<tr>
<td>Requirements for the gain of ECTS credits</td>
<td>ECTS credits will be granted when the module examination (or the examination of pertinent mandatory and potential elective compulsory module parts) has/have been completed successfully.</td>
</tr>
<tr>
<td>Responsible contact</td>
<td>Prof. Hußmann</td>
</tr>
<tr>
<td>Language(s)</td>
<td>English</td>
</tr>
<tr>
<td>Additional information</td>
<td>/</td>
</tr>
</tbody>
</table>
Module: WP 4 Accounting I

Programme

Master's Programme: Media, Management and Digital Technologies (Master of Science, M.Sc.)

Related module parts

<table>
<thead>
<tr>
<th>Course type</th>
<th>Course (mandatory)</th>
<th>Rotation</th>
<th>Contact hours</th>
<th>Self-study hours</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecture</td>
<td>WP 4.1 International Taxation (Lecture)</td>
<td>SoSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
<tr>
<td>Exercise course</td>
<td>WP 4.2 International Taxation (Exercise course)</td>
<td>SoSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
</tbody>
</table>

For successful completion of the module, 6 ECTS credits have to be acquired. Class attendance averages about 4 contact hours. Including time for self study, 180 hours have to be invested.

Module type

Compulsory elective module with mandatory courses

Usability of the module in other Programmes

Master Program “Business Administration” (PStO 2015)

Elective guidelines

With regard to the compulsory elective modules WP 1 – WP 48, modules with a total value of 18 ECTS credits must be taken:

1. Of the compulsory elective modules either WP 1 or WP 2 must be taken.
2. Furthermore, with regard to the compulsory elective modules WP 4 – WP 48, modules with a total value of 6 ECTS credits must be taken.
3. Finally, with regard to the compulsory elective modules WP 1 – WP 48, additional compulsory elective modules with a total value of 6 ECTS credits must be taken.

It is recommended to take compulsory elective modules with a total value of 12 ECTS credits in semester 2 and compulsory elective modules with a total value of 6 ECTS credits in semester 3.

Entry requirements

None

Semester

Recommended semester: 2

Duration

The completion of the module takes 1 semester.

Content

This course deals with core concepts of international taxation. In this course case studies are analyzed in the context of international taxation.

Learning outcomes

The objective of this course is to acquire knowledge about the impact of the concepts of international taxation on business taxation and on entrepreneurial decision making. The objective of this course is to gain a deeper understanding of
the concepts of international taxation by applying the knowledge of the lecture to case studies of practical relevance.

<table>
<thead>
<tr>
<th>Type of examination</th>
<th>Written exam</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type of assessment</td>
<td>The successful completion of the module will be graded.</td>
</tr>
<tr>
<td>Requirements for the gain of ECTS credits</td>
<td>ECTS credits will be granted when the module examination (or the examination of pertinent mandatory and potential elective compulsory module parts) has/have been completed successfully.</td>
</tr>
<tr>
<td>Responsible contact</td>
<td>Prof. Schanz</td>
</tr>
<tr>
<td>Language(s)</td>
<td>English</td>
</tr>
<tr>
<td>Additional information</td>
<td>/</td>
</tr>
</tbody>
</table>
Module: WP 5 Accounting II

Programme
Master's Programme: Media, Management and Digital Technologies (Master of Science, M.Sc.)

Related module parts

<table>
<thead>
<tr>
<th>Course type</th>
<th>Course (mandatory)</th>
<th>Rotation</th>
<th>Contact hours</th>
<th>Self-study hours</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecture</td>
<td>WP 5.1 Umwandlungssteuerrecht</td>
<td>SoSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
</tbody>
</table>

For successful completion of the module, 3 ECTS credits have to be acquired. Class attendance averages about 2 contact hours. Including time for self-study, 90 hours have to be invested.

Module type
Compulsory elective module with mandatory courses

Usability of the module in other Programmes
Master Program “Business Administration” (PStO 2015)

Elective guidelines
With regard to the compulsory elective modules WP 1 – WP 48, modules with a total value of 18 ECTS credits must be taken:

1. Of the compulsory elective modules either WP 1 or WP 2 must be taken.
2. Furthermore, with regard to the compulsory elective modules WP 3 – WP 48, modules with a total value of 6 ECTS credits must be taken.
3. Finally, with regard to the compulsory elective modules WP 1 – WP 48, additional compulsory elective modules with a total value of 6 ECTS credits must be taken.

It is recommended to take compulsory elective modules with a total value of 12 ECTS credits in semester 2 and compulsory elective modules with a total value of 6 ECTS credits in semester 3.

Entry requirements
None

Semester
Recommended semester: 2

Duration
The completion of the module takes 1 semester.

Content
This course deals with selected types of business taxes in detail. The economic implications are presented in regard of the legal framework.

Learning outcomes
The objective of this course is to acquire specific knowledge about the legal framework and the economic impact of different types of business taxes.

Type of examination
Oral examination

Type of assessment
The successful completion of the module will be graded.
<table>
<thead>
<tr>
<th>Requirements for the gain of ECTS credits</th>
<th>ECTS credits will be granted when the module examination (or the examination of pertinent mandatory and potential elective compulsory module parts) has/have been completed successfully.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible contact</td>
<td>Prof. Schanz</td>
</tr>
<tr>
<td>Language(s)</td>
<td>German</td>
</tr>
<tr>
<td>Additional information</td>
<td>/</td>
</tr>
</tbody>
</table>
# Module: WP 6 Accounting III

## Programme
Master's Programme: Media, Management and Digital Technologies (Master of Science, M.Sc.)

## Related module parts

<table>
<thead>
<tr>
<th>Course type</th>
<th>Course (mandatory)</th>
<th>Rotation</th>
<th>Contact hours</th>
<th>Self-study hours</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proseminar</td>
<td>WP 6.1 Performancemessung und Anreizsysteme (Proseminar)</td>
<td>SoSe</td>
<td>30 h (2 SWS)</td>
<td>60 h (3)</td>
<td></td>
</tr>
<tr>
<td>Seminar</td>
<td>WP 6.2 Performancemessung und Anreizsysteme (Seminar)</td>
<td>SoSe</td>
<td>30 h (2 SWS)</td>
<td>60 h (3)</td>
<td></td>
</tr>
</tbody>
</table>

For successful completion of the module, 6 ECTS credits have to be acquired. Class attendance averages about 4 contact hours. Including time for self-study, 180 hours have to be invested.

## Module type
Compulsory elective module with mandatory courses

## Usability of the module in other Programmes
Master Program “Business Administration” (PStO 2015)

## Elective guidelines
With regard to the compulsory elective modules WP 1 – WP 48, modules with a total value of 18 ECTS credits must be taken:

1. Of the compulsory elective modules either WP 1 or WP 2 must be taken.
2. Furthermore, with regard to the compulsory elective modules WP 4 – WP 48, modules with a total value of 6 ECTS credits must be taken.
3. Finally, with regard to the compulsory elective modules WP 1 – WP 48, additional compulsory elective modules with a total value of 6 ECTS credits must be taken.

It is recommended to take compulsory elective modules with a total value of 12 ECTS credits in semester 2 and compulsory elective modules with a total value of 6 ECTS credits in semester 3.

## Entry requirements
None

## Semester
Recommended semester: 2

## Duration
The completion of the module takes 1 semester.

## Content
Graduates understand the role of accounting information for performance evaluation and in the design of incentive systems. Based on formal models they are able to determine the efficient risk sharing between shareholders of a firm as well as optimal incentive contracts with different information systems.

## Learning outcomes
Graduates understand the control effects of accounting information and the interactions with incentive instruments like bonus plans or stock option plans. Furthermore, they learn to design optimal compensation contracts and adjust the contracts to the information...
in place.

<table>
<thead>
<tr>
<th><strong>Type of examination</strong></th>
<th>Presentation and (written exam or assignment)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Type of assessment</strong></td>
<td>The successful completion of the module will be graded.</td>
</tr>
<tr>
<td><strong>Requirements for the gain of ECTS credits</strong></td>
<td>ECTS credits will be granted when the module examination (or the examination of pertinent mandatory and potential elective compulsory module parts) has/have been completed successfully.</td>
</tr>
<tr>
<td><strong>Responsible contact</strong></td>
<td>Prof. Hofmann</td>
</tr>
<tr>
<td><strong>Language(s)</strong></td>
<td>English</td>
</tr>
<tr>
<td><strong>Additional information</strong></td>
<td>/</td>
</tr>
</tbody>
</table>
Module: WP 7 Accounting IV

Programme
Master's Programme: Media, Management and Digital Technologies (Master of Science, M.Sc.)

Related module parts

<table>
<thead>
<tr>
<th>Course type</th>
<th>Course (mandatory)</th>
<th>Rotation</th>
<th>Contact hours</th>
<th>Self-study hours</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecture</td>
<td>WP 7.1 Advanced Accounting 1 (Lecture)</td>
<td>SoSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
<tr>
<td>Exercise course</td>
<td>WP 7.2 Advanced Accounting 1 (Exercise course)</td>
<td>SoSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
</tbody>
</table>

For successful completion of the module, 6 ECTS credits have to be acquired. Class attendance averages about 4 contact hours. Including time for self-study, 180 hours have to be invested.

Module type
Compulsory elective module with mandatory courses

Usability of the module in other Programmes
Master Program “Business Administration“ (PStO 2015)

Elective guidelines
With regard to the compulsory elective modules WP 1 – WP 48, modules with a total value of 18 ECTS credits must be taken:

1. Of the compulsory elective modules either WP 1 or WP 2 must be taken.
2. Furthermore, with regard to the compulsory elective modules WP 4 – WP 48, modules with a total value of 6 ECTS credits must be taken.
3. Finally, with regard to the compulsory elective modules WP 1 – WP 48, additional compulsory elective modules with a total value of 6 ECTS credits must be taken.

It is recommended to take compulsory elective modules with a total value of 12 ECTS credits in semester 2 and compulsory elective modules with a total value of 6 ECTS credits in semester 3.

Entry requirements
None

Semester
Recommended semester: 2

Duration
The completion of the module takes 1 semester.

Content
This course aspires to making graduates familiar with the financial reporting implications of M&A transactions by asking the following question: How do corporate acquisitions and similar transactions affect the financial situation of investor firms as portrayed in their consolidated financial statements? Understanding these effects is important to anyone who is involved in M&A transactions or who analyzes or advises the companies that are. These financial reporting effects frequently are ill-understood by the parties involved, although they can have a profound effect on the effectiveness of deals. The course focuses on consolidated financial statements prepared under International Financial Reporting Standards (IFRS), which publicly traded investor
companies domiciled in the EU are required to apply.

<table>
<thead>
<tr>
<th>Learning outcomes</th>
<th>In this course, graduates will learn to:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Evaluate the types and economic importance of M&amp;A transactions;</td>
</tr>
<tr>
<td></td>
<td>• Apply the theoretical concepts of consolidated accounting to real-world problems;</td>
</tr>
<tr>
<td></td>
<td>• Conduct the different steps necessary in the process of including a subsidiary in its parent company's consolidated financial statements;</td>
</tr>
<tr>
<td></td>
<td>• Deal with step acquisitions as more complex transactions;</td>
</tr>
<tr>
<td></td>
<td>• Apply the tools of financial statements analysis to consolidated financial statements, allowing critical evaluation of the effects of M&amp;A transactions.</td>
</tr>
</tbody>
</table>

The skills acquired in this course are useful in a wide array of professional areas, especially but not limited to those directly involved in M&A transactions. They include investment banking, private equity, consulting, auditing, accounting, corporate finance, and strategy.

<table>
<thead>
<tr>
<th>Type of examination</th>
<th>Written exam</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type of assessment</td>
<td>The successful completion of the module will be graded.</td>
</tr>
<tr>
<td>Requirements for the gain of ECTS credits</td>
<td>ECTS credits will be granted when the module examination (or the examination of pertinent mandatory and potential elective compulsory module parts) has/have been completed successfully.</td>
</tr>
<tr>
<td>Responsible contact</td>
<td>Prof. Sellhorn</td>
</tr>
<tr>
<td>Language(s)</td>
<td>English</td>
</tr>
<tr>
<td>Additional information</td>
<td>/</td>
</tr>
</tbody>
</table>
Module: WP 8 Accounting V

Programme
Master's Programme: Media, Management and Digital Technologies (Master of Science, M.Sc.)

Related module parts

<table>
<thead>
<tr>
<th>Course type</th>
<th>Course (mandatory)</th>
<th>Rotation</th>
<th>Contact hours</th>
<th>Self-study hours</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecture</td>
<td>WP 8.1 Advanced Accounting 2</td>
<td>SoSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>3</td>
</tr>
</tbody>
</table>

For successful completion of the module, 3 ECTS credits have to be acquired. Class attendance averages about 2 contact hours. Including time for self-study, 90 hours have to be invested.

Module type
Compulsory elective module with mandatory courses

Usability of the module in other Programmes
Master Program “Business Administration” (PStO 2015)

Elective guidelines
With regard to the compulsory elective modules WP 1 – WP 48, modules with a total value of 18 ECTS credits must be taken:
1. Of the compulsory elective modules either WP 1 or WP 2 must be taken.
2. Furthermore, with regard to the compulsory elective modules WP 3 – WP 48, modules with a total value of 6 ECTS credits must be taken.
3. Finally, with regard to the compulsory elective modules WP 1 – WP 48, additional compulsory elective modules with a total value of 6 ECTS credits must be taken.

It is recommended to take compulsory elective modules with a total value of 12 ECTS credits in semester 2 and compulsory elective modules with a total value of 6 ECTS credits in semester 3.

Entry requirements
None

Semester
Recommended semester: 2

Duration
The completion of the module takes 1 semester.

Content
This course deals with various topics in the area of accounting, business analysis and auditing. The content is related to the institute’s research and teaching program and focuses on critical issues. Attending the course requires basic knowledge in accounting and valuation.

Learning outcomes
The aim is to impart specific knowledge in accounting and valuation. Graduates should be aware of several problem areas. The appropriated knowledge enables them to assess results critically.

Type of examination
Written exam
<table>
<thead>
<tr>
<th><strong>Type of assessment</strong></th>
<th>The successful completion of the module will be graded.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Requirements for the gain of ECTS credits</strong></td>
<td>ECTS credits will be granted when the module examination (or the examination of pertinent mandatory and potential elective compulsory module parts) has/have been completed successfully.</td>
</tr>
<tr>
<td><strong>Responsible contact</strong></td>
<td>Prof. Sellhorn</td>
</tr>
<tr>
<td><strong>Language(s)</strong></td>
<td>German</td>
</tr>
<tr>
<td><strong>Additional information</strong></td>
<td>/</td>
</tr>
</tbody>
</table>
Module: WP 9 Finance I

Programme
Master's Programme: Media, Management and Digital Technologies (Master of Science, M.Sc.)

Related module parts

<table>
<thead>
<tr>
<th>Course type</th>
<th>Course (mandatory)</th>
<th>Rotation</th>
<th>Contact hours</th>
<th>Self-study hours</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proseminar</td>
<td>WP 9.1 Investment Banking (Proseminar)</td>
<td>SoSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
<tr>
<td>Seminar</td>
<td>WP 9.2 Investment Banking (Seminar)</td>
<td>SoSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
</tbody>
</table>

For successful completion of the module, 6 ECTS credits have to be acquired. Class attendance averages about 4 contact hours. Including time for self-study, 180 hours have to be invested.

Module type
Compulsory elective module with mandatory courses

Usability of the module in other Programmes
Master Program “Business Administration” (PStO 2015)

Elective guidelines
With regard to the compulsory elective modules WP 1 – WP 48, modules with a total value of 18 ECTS credits must be taken:

1. Of the compulsory elective modules either WP 1 or WP 2 must be taken.
2. Furthermore, with regard to the compulsory elective modules WP 4 – WP 48, modules with a total value of 6 ECTS credits must be taken.
3. Finally, with regard to the compulsory elective modules WP 1 – WP 48, additional compulsory elective modules with a total value of 6 ECTS credits must be taken.

It is recommended to take compulsory elective modules with a total value of 12 ECTS credits in semester 2 and compulsory elective modules with a total value of 6 ECTS credits in semester 3.

Entry requirements
None

Semester
Recommended semester: 2

Duration
The completion of the module takes 1 semester.

Content
The course Investment Banking is designed to make students familiar with fundamental concepts and theories of the role, features and activities of investment banks for the economy. These concepts are discussed using case study applications.

Learning outcomes
Goal of the course is to help students to acquire a thorough understanding of the German and international investment banking system as well as investment banks’ capital market activities by using applications of theoretical concepts.
<table>
<thead>
<tr>
<th>Type of examination</th>
<th>Presentation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type of assessment</td>
<td>The successful completion of the module will be graded.</td>
</tr>
<tr>
<td>Requirements for the gain of ECTS credits</td>
<td>ECTS credits will be granted when the module examination (or the examination of pertinent mandatory and potential elective compulsory module parts) has/have been completed successfully.</td>
</tr>
<tr>
<td>Responsible contact</td>
<td>Prof. Elsas</td>
</tr>
<tr>
<td>Language(s)</td>
<td>English</td>
</tr>
<tr>
<td>Additional information</td>
<td>/</td>
</tr>
</tbody>
</table>
Module: WP 10 Finance II

Programme
Master's Programme: Media, Management and Digital Technologies (Master of Science, M.Sc.)

Related module parts

<table>
<thead>
<tr>
<th>Course type</th>
<th>Course (mandatory)</th>
<th>Rotation</th>
<th>Contact hours</th>
<th>Self-study hours</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proseminar</td>
<td>WP 10.1 Empirical Corporate Finance (Proseminar)</td>
<td>SoSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
<tr>
<td>Seminar</td>
<td>WP 10.2 Empirical Corporate Finance (Seminar)</td>
<td>SoSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
</tbody>
</table>

For successful completion of the module, 6 ECTS credits have to be acquired. Class attendance averages about 4 contact hours. Including time for self-study, 180 hours have to be invested.

Module type
Compulsory elective module with mandatory courses

Usability of the module in other Programmes
Master Program “Business Administration” (PStO 2015)

Elective guidelines
With regard to the compulsory elective modules WP 1 – WP 48, modules with a total value of 18 ECTS credits must be taken:
1. Of the compulsory elective modules either WP 1 or WP 2 must be taken.
2. Furthermore, with regard to the compulsory elective modules WP 4 – WP 48, modules with a total value of 6 ECTS credits must be taken.
3. Finally, with regard to the compulsory elective modules WP 1 – WP 48, additional compulsory elective modules with a total value of 6 ECTS credits must be taken.

It is recommended to take compulsory elective modules with a total value of 12 ECTS credits in semester 2 and compulsory elective modules with a total value of 6 ECTS credits in semester 3.

Entry requirements
None

Semester
Recommended semester: 2

Duration
The completion of the module takes 1 semester.

Content
The lectures involve the discussion of methods and findings from the area of empirical corporate finance. The students deal with current empirical findings from advanced issues related to corporate finance via practical application.

Learning outcomes
The Learning objectives are to familiarize the students with the findings from modern empirical corporate finance.

Type of examination
Presentation
<table>
<thead>
<tr>
<th><strong>Type of assessment</strong></th>
<th>The successful completion of the module will be graded.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Requirements for the gain of ECTS credits</strong></td>
<td>ECTS credits will be granted when the module examination (or the examination of pertinent mandatory and potential elective compulsory module parts) has/have been completed successfully.</td>
</tr>
<tr>
<td><strong>Responsible contact</strong></td>
<td>Prof. Elsas</td>
</tr>
<tr>
<td><strong>Language(s)</strong></td>
<td>English</td>
</tr>
<tr>
<td><strong>Additional information</strong></td>
<td>/</td>
</tr>
</tbody>
</table>
Module: WP 11 Finance III

Programme: Master's Programme: Media, Management and Digital Technologies (Master of Science, M.Sc.)

<table>
<thead>
<tr>
<th>Course type</th>
<th>Course (mandatory)</th>
<th>Rotation</th>
<th>Contact hours</th>
<th>Self-study hours</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecture</td>
<td>WP 11.1 Insurance Economics (Lecture)</td>
<td>SoSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
<tr>
<td>Exercise course</td>
<td>WP 11.2 Insurance Economics (Exercise course)</td>
<td>SoSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
</tbody>
</table>

For successful completion of the module, 6 ECTS credits have to be acquired. Class attendance averages about 4 contact hours. Including time for self-study, 180 hours have to be invested.

Module type: Compulsory elective module with mandatory courses

Usability of the module in other Programmes: Master Program “Business Administration” (PStO 2015)

Elective guidelines:

With regard to the compulsory elective modules WP 1 – WP 48, modules with a total value of 18 ECTS credits must be taken:

1. Of the compulsory elective modules either WP 1 or WP 2 must be taken.
2. Furthermore, with regard to the compulsory elective modules WP 4 – WP 48, modules with a total value of 6 ECTS credits must be taken.
3. Finally, with regard to the compulsory elective modules WP 1 – WP 48, additional compulsory elective modules with a total value of 6 ECTS credits must be taken.

It is recommended to take compulsory elective modules with a total value of 12 ECTS credits in semester 2 and compulsory elective modules with a total value of 6 ECTS credits in semester 3.

Entry requirements: None

Semester: Recommended semester: 2

Duration: The completion of the module takes 1 semester.

Content:

This course deals with core concepts of the theory of insurance demand. After a review of essentials of decision theory, the optimal design of insurance products is addressed from an information economics point of view. Optimal risk sharing in a complete information setting is discussed as the benchmark case. Then, the main emphasis is placed on principal agent problems due to superior knowledge of the insured. In particular, the course covers adverse selection, moral hazard and insurance fraud, which heavily affect almost every real-life insurance market. Implications for product design as well as the interaction between insurance and
other markets are analyzed.

In the tutorial of the course, contents of the lecture are deepened via interactive discussions. Students are faced with current problems and tasks from the field of insurance economics, which shall be analyzed and solved with the mediated content of the lecture.

<table>
<thead>
<tr>
<th>Learning outcomes</th>
<th>Students shall obtain an overview of essential concepts in insurance economics. They shall understand the implications of asymmetric information for insurance contracting as well as be able to explain and evaluate real-life insurance product design from an economic point of view. Objective of the tutorial is to transfer the learned concepts to practical tasks and consequently to deepen the content of the course.</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Type of examination</th>
<th>Written exam</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type of assessment</td>
<td>The successful completion of the module will be graded.</td>
</tr>
<tr>
<td>Requirements for the gain of ECTS credits</td>
<td>ECTS credits will be granted when the module examination (or the examination of pertinent mandatory and potential elective compulsory module parts) has/have been completed successfully.</td>
</tr>
<tr>
<td>Responsible contact</td>
<td>Prof. Richter</td>
</tr>
<tr>
<td>Language(s)</td>
<td>English</td>
</tr>
<tr>
<td>Additional information</td>
<td>/</td>
</tr>
</tbody>
</table>
Module: WP 12 Finance IV

**Programme**
Master's Programme: Media, Management and Digital Technologies (Master of Science, M.Sc.)

**Related module parts**

<table>
<thead>
<tr>
<th>Course type</th>
<th>Course (mandatory)</th>
<th>Rotation</th>
<th>Contact hours</th>
<th>Self-study hours</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seminar</td>
<td>WP 12.1 Bank Analysis 2: Value Based Management</td>
<td>SoSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>3</td>
</tr>
</tbody>
</table>

For successful completion of the module, 3 ECTS credits have to be acquired. Class attendance averages about 2 contact hours. Including time for self-study, 90 hours have to be invested.

**Module type**
Compulsory elective module with mandatory courses

**Usability of the module in other Programmes**
Master Program “Business Administration” (PStO 2015)

**Elective guidelines**
With regard to the compulsory elective modules WP 1 – WP 48, modules with a total value of 18 ECTS credits must be taken:

1. Of the compulsory elective modules either WP 1 or WP 2 must be taken.
2. Furthermore, with regard to the compulsory elective modules WP 5 – WP 48, modules with a total value of 6 ECTS credits must be taken.
3. Finally, with regard to the compulsory elective modules WP 1 – WP 48, additional compulsory elective modules with a total value of 6 ECTS credits must be taken.

It is recommended to take compulsory elective modules with a total value of 12 ECTS credits in semester 2 and compulsory elective modules with a total value of 6 ECTS credits in semester 3.

**Entry requirements**
None

**Semester**
Recommended semester: 2

**Duration**
The completion of the module takes 1 semester.

**Content**
The lectures are designed to teach students about the importance of an integrated, value-based approach to bank management and provide an understanding on the most relevant management concepts.

**Learning outcomes**
Students are to analyze relevant case studies and critically evaluate the applied concepts.

**Type of examination**
Presentation

**Type of assessment**
The successful completion of the module will be graded.

**Requirements for the gain of ECTS**
ECTS credits will be granted when the module examination (or the
<table>
<thead>
<tr>
<th>credits</th>
<th>examination of pertinent mandatory and potential elective compulsory module parts) has/have been completed successfully.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible contact</td>
<td>Prof. Elsas</td>
</tr>
<tr>
<td>Language(s)</td>
<td>English</td>
</tr>
<tr>
<td>Additional information</td>
<td>/</td>
</tr>
</tbody>
</table>
Module: WP 13 Finance V

Programme Master's Programme: Media, Management and Digital Technologies (Master of Science, M.Sc.)

### Related module parts

<table>
<thead>
<tr>
<th>Course type</th>
<th>Course (mandatory)</th>
<th>Rotation</th>
<th>Contact hours</th>
<th>Self-study hours</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecture</td>
<td>WP 13.1 Rückversicherung</td>
<td>SoSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
</tbody>
</table>

For successful completion of the module, 3 ECTS credits have to be acquired. Class attendance averages about 2 contact hours. Including time for self-study, 90 hours have to be invested.

### Module type

Compulsory elective module with mandatory courses

### Usability of the module in other Programmes

Master Program "Business Administration" (PStO 2015)

### Elective guidelines

With regard to the compulsory elective modules WP 1 – WP 48, modules with a total value of 18 ECTS credits must be taken:

1. Of the compulsory elective modules either WP 1 or WP 2 must be taken.
2. Furthermore, with regard to the compulsory elective modules WP 4 – WP 48, modules with a total value of 6 ECTS credits must be taken.
3. Finally, with regard to the compulsory elective modules WP 1 – WP 48, additional compulsory elective modules with a total value of 6 ECTS credits must be taken.

It is recommended to take compulsory elective modules with a total value of 12 ECTS credits in semester 2 and compulsory elective modules with a total value of 6 ECTS credits in semester 3.

### Entry requirements

None

### Semester

Recommended semester: 2

### Duration

The completion of the module takes 1 semester.

### Content

The lecture provides an overview on insurance companies’ risk management with a specific focus on reinsurance. Here, reinsurance will be derived as an option to mitigate insurance risks. In the context of reinsurance, proportional and non-proportional types of reinsurance will be studied accordingly. Some typical evaluation (i.e. pricing) approaches will be analyzed for respective types of treaties. Finally, a brief overview on alternative risk transfer instruments such as insurance linked securities (ILS) will be presented.

### Learning outcomes

Students shall be sensitized regarding the necessity and relevance of risk management in insurance companies. Further,
they shall obtain a comprehensive overview of risk management instruments, especially focusing on reinsurance.

<table>
<thead>
<tr>
<th>Type of examination</th>
<th>Written exam</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type of assessment</td>
<td>The successful completion of the module will be graded.</td>
</tr>
<tr>
<td>Requirements for the gain of ECTS credits</td>
<td>ECTS credits will be granted when the module examination (or the examination of pertinent mandatory and potential elective compulsory module parts) has/have been completed successfully.</td>
</tr>
<tr>
<td>Responsible contact</td>
<td>Prof. Richter</td>
</tr>
<tr>
<td>Language(s)</td>
<td>English</td>
</tr>
<tr>
<td>Additional information</td>
<td>/</td>
</tr>
</tbody>
</table>
Module: WP 14 Finance VI

Programme

Master's Programme: Media, Management and Digital Technologies (Master of Science, M.Sc.)

Related module parts

<table>
<thead>
<tr>
<th>Course type</th>
<th>Course (mandatory)</th>
<th>Rotation</th>
<th>Contact hours</th>
<th>Self-study hours</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proseminar</td>
<td>WP 14.1 Versicherungstechnik (Proseminar)</td>
<td>SoSe</td>
<td>15 h (1 SWS)</td>
<td>75 h</td>
<td>(3)</td>
</tr>
<tr>
<td>Seminar</td>
<td>WP 14.2 Versicherungstechnik (Seminar)</td>
<td>SoSe</td>
<td>15 h (1 SWS)</td>
<td>75 h</td>
<td>(3)</td>
</tr>
</tbody>
</table>

For successful completion of the module, 6 ECTS credits have to be acquired. Class attendance averages about 2 contact hours. Including time for self-study, 180 hours have to be invested.

Module type

Compulsory elective module with mandatory courses

Usability of the module in other Programmes

Master Program "Business Administration" (PStO 2015)

Elective guidelines

With regard to the compulsory elective modules WP 1 – WP 48, modules with a total value of 18 ECTS credits must be taken:

1. Of the compulsory elective modules either WP 1 or WP 2 must be taken.
2. Furthermore, with regard to the compulsory elective modules WP 4 – WP 48, modules with a total value of 6 ECTS credits must be taken.
3. Finally, with regard to the compulsory elective modules WP 1 – WP 48, additional compulsory elective modules with a total value of 6 ECTS credits must be taken.

It is recommended to take compulsory elective modules with a total value of 12 ECTS credits in semester 2 and compulsory elective modules with a total value of 6 ECTS credits in semester 3.

Entry requirements

None

Semester

Recommended semester: 2

Duration

The completion of the module takes 1 semester.

Content

The course provides the essentials of risk theory. Modeling concepts regarding actuarial random experiments, as well as the specific mathematical requirements of the insurance business are discussed. In particular, the course covers the process of risk reserves and different forms of risk sharing together with their consequences.

Learning outcomes

Students shall obtain an understanding of the fundamental actuarial processes in insurance companies. Furthermore, this
course shall point out the interdependencies between economic and actuarial questions and concepts.

<table>
<thead>
<tr>
<th>Type of examination</th>
<th>Thesis and presentation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type of assessment</td>
<td>The successful completion of the module will be graded.</td>
</tr>
<tr>
<td>Requirements for the gain of ECTS credits</td>
<td>ECTS credits will be granted when the module examination (or the examination of pertinent mandatory and potential elective compulsory module parts) has/have been completed successfully.</td>
</tr>
<tr>
<td>Responsible contact</td>
<td>Prof. Richter</td>
</tr>
<tr>
<td>Language(s)</td>
<td>German</td>
</tr>
<tr>
<td>Additional information</td>
<td>/</td>
</tr>
</tbody>
</table>
## Module: WP 15 Finance VII

### Programme
Master's Programme: Media, Management and Digital Technologies (Master of Science, M.Sc.)

### Related module parts

<table>
<thead>
<tr>
<th>Course type</th>
<th>Course (mandatory)</th>
<th>Rotation</th>
<th>Contact hours</th>
<th>Self-study hours</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proseminar</td>
<td>WP 15.1 Value Based Management of Financial Institutions (Proseminar)</td>
<td>SoSe</td>
<td>15 h (1 SWS)</td>
<td>75 h</td>
<td>(3)</td>
</tr>
<tr>
<td>Seminar</td>
<td>WP 15.2 Value Based Management of Financial Institutions (Seminar)</td>
<td>SoSe</td>
<td>15 h (1 SWS)</td>
<td>75 h</td>
<td>(3)</td>
</tr>
</tbody>
</table>

For successful completion of the module, 6 ECTS credits have to be acquired. Class attendance averages about 2 contact hours. Including time for self-study, 180 hours have to be invested.

### Module type
Compulsory elective module with mandatory courses

### Usability of the module in other Programmes
Master Program “Business Administration” (PStO 2015)

### Elective guidelines
With regard to the compulsory elective modules WP 1 – WP 48, modules with a total value of 18 ECTS credits must be taken:

1. Of the compulsory elective modules either WP 1 or WP 2 must be taken.
2. Furthermore, with regard to the compulsory elective modules WP 4 – WP 48, modules with a total value of 6 ECTS credits must be taken.
3. Finally, with regard to the compulsory elective modules WP 1 – WP 48, additional compulsory elective modules with a total value of 6 ECTS credits must be taken.

It is recommended to take compulsory elective modules with a total value of 12 ECTS credits in semester 2 and compulsory elective modules with a total value of 6 ECTS credits in semester 3.

### Entry requirements
None

### Semester
Recommended semester: 2

### Duration
The completion of the module takes 1 semester.

### Content
This course focuses on how to manage strategic management of financial institutions with a deeper focus on insurance. During the course, a valuation framework including key value drivers will be presented. Based on practical examples, they will be deepened and linked with insurance-specific peculiarities.

### Learning outcomes
Students will be provided with a broad and well-founded insight in strategic management of financial institutions. Starting with financial institutions in general, the characteristics of insurance
companies will be pointed out. During the course, students develop a basic understanding of the value chain of insurance companies. In particular, the analysis and management of key figures as well as growth strategies are discussed.

<table>
<thead>
<tr>
<th>Type of examination</th>
<th>(Presentation or oral examination) and (thesis or written exam)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type of assessment</td>
<td>The successful completion of the module will be graded.</td>
</tr>
<tr>
<td>Requirements for the gain of ECTS credits</td>
<td>ECTS credits will be granted when the module examination (or the examination of pertinent mandatory and potential elective compulsory module parts) has/have been completed successfully.</td>
</tr>
<tr>
<td>Responsible contact</td>
<td>Prof. Richter</td>
</tr>
<tr>
<td>Language(s)</td>
<td>English</td>
</tr>
<tr>
<td>Additional information</td>
<td>/</td>
</tr>
</tbody>
</table>
Module: WP 16 Marketing and Strategy I

Programme

Master's Programme: Media, Management and Digital Technologies (Master of Science, M.Sc.)

Related module parts

<table>
<thead>
<tr>
<th>Course type</th>
<th>Course (mandatory)</th>
<th>Rotation</th>
<th>Contact hours</th>
<th>Self-study hours</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proseminar</td>
<td>WP 16.1 Research Topics in Marketing (Proseminar)</td>
<td>SoSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
<tr>
<td>Seminar</td>
<td>WP 16.2 Research Topics in Marketing (Seminar)</td>
<td>SoSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
</tbody>
</table>

For successful completion of the module, 6 ECTS credits have to be acquired. Class attendance averages about 4 contact hours. Including time for self-study, 180 hours have to be invested.

Module type

Compulsory elective module with mandatory courses

Usability of the module in other Programmes

Master Program "Business Administration" (PStO 2015)

Elective guidelines

With regard to the compulsory elective modules WP 1 – WP 48, modules with a total value of 18 ECTS credits must be taken:

1. Of the compulsory elective modules either WP 1 or WP 2 must be taken.
2. Furthermore, with regard to the compulsory elective modules WP 4 – WP 48, modules with a total value of 6 ECTS credits must be taken.
3. Finally, with regard to the compulsory elective modules WP 1 – WP 48, additional compulsory elective modules with a total value of 6 ECTS credits must be taken.

It is recommended to take compulsory elective modules with a total value of 12 ECTS credits in semester 2 and compulsory elective modules with a total value of 6 ECTS credits in semester 3.

Entry requirements

None

Semester

Recommended semester: 2

Duration

The completion of the module takes 1 semester.

Content

This course is a consecutive seminar of the Bachelor course „Forschungsmethoden des Offensiven Marketing“. During a kick-off event, Master students are introduced to the ideal procedure of a research process. Furthermore, particular qualitative and quantitative research methods are recapitulated respectively newly introduced to the students. Building upon the kick-off event, the Master students are grouped into small teams (2-3 persons) in order to identify potential research gaps and derive relevant research questions for a given topic that are eventually showcased during a presentation. Afterwards, each student writes a seminar paper to propose and discuss a potential research design for a suitable
empirical study including the methodological implementation.

| Learning outcomes | The aim of this course is to learn how to independently derive problem statements that are relevant in a business as well as in a scientific context. Furthermore, students shall be conveyed the understanding of how to methodologically work on a previously identified research question. |
| Type of examination | Thesis and presentation |
| Type of assessment | The successful completion of the module will be graded. |
| Requirements for the gain of ECTS credits | ECTS credits will be granted when the module examination (or the examination of pertinent mandatory and potential elective compulsory module parts) has/have been completed successfully. |
| Responsible contact | Prof. Meyer |
| Language(s) | English |
| Additional information | / |
Module: WP 17 Marketing and Strategy II

Programme
Master's Programme: Media, Management and Digital Technologies (Master of Science, M.Sc.)

Related module parts

<table>
<thead>
<tr>
<th>Course type</th>
<th>Course (mandatory)</th>
<th>Rotation</th>
<th>Contact hours</th>
<th>Self-study hours</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proseminar</td>
<td>WP 17.1 Service Management (Proseminar)</td>
<td>SoSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
<tr>
<td>Seminar</td>
<td>WP 17.2 Service Management (Seminar)</td>
<td>SoSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
</tbody>
</table>

For successful completion of the module, 6 ECTS credits have to be acquired. Class attendance averages about 4 contact hours. Including time for self-study, 180 hours have to be invested.

Module type
Compulsory elective module with mandatory courses

Usability of the module in other Programmes
Master Program “Business Administration” (PStO 2015)

Elective guidelines
With regard to the compulsory elective modules WP 1 – WP 48, modules with a total value of 18 ECTS credits must be taken:

1. Of the compulsory elective modules either WP 1 or WP 2 must be taken.
2. Furthermore, with regard to the compulsory elective modules WP 4 – WP 48, modules with a total value of 6 ECTS credits must be taken.
3. Finally, with regard to the compulsory elective modules WP 1 – WP 48, additional compulsory elective modules with a total value of 6 ECTS credits must be taken.

It is recommended to take compulsory elective modules with a total value of 12 ECTS credits in semester 2 and compulsory elective modules with a total value of 6 ECTS credits in semester 3.

Entry requirements
None

Semester
Recommended semester: 2

Duration
The completion of the module takes 1 semester.

Content
In the recent years, the importance of services and service companies has grown constantly. Therefore, the lecture discusses the peculiarities of services and the service dominant logic from a theoretical as well as practical perspective. Recent research findings in the areas of service design, quality, service encounter, experience and management are also introduced. During the lecture, students have to prepare and present recent and relevant topics in service marketing from a scientific viewpoint.
**Learning outcomes**  
Students should understand the shift towards a service dominant paradigm, deepening their knowledge of service marketing and management, its main principles and its key role for value creation and service companies’ success. Moreover, students are asked to apply theoretical knowledge to a relevant research area in service marketing.

<table>
<thead>
<tr>
<th>Type of examination</th>
<th>Thesis and presentation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type of assessment</td>
<td>The successful completion of the module will be graded.</td>
</tr>
<tr>
<td>Requirements for the gain of ECTS credits</td>
<td>ECTS credits will be granted when the module examination (or the examination of pertinent mandatory and potential elective compulsory module parts) has/have been completed successfully.</td>
</tr>
<tr>
<td>Responsible contact</td>
<td>Prof. Meyer</td>
</tr>
<tr>
<td>Language(s)</td>
<td>English</td>
</tr>
<tr>
<td>Additional information</td>
<td>/</td>
</tr>
</tbody>
</table>
Module: WP 18 Marketing and Strategy III

Programme

Master's Programme: Media, Management and Digital Technologies (Master of Science, M.Sc.)

Related module parts

<table>
<thead>
<tr>
<th>Course type</th>
<th>Course (mandatory)</th>
<th>Rotation</th>
<th>Contact hours</th>
<th>Self-study hours</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proseminar</td>
<td>WP 18.1 Empirische Sozialforschung (Proseminar)</td>
<td>SoSe</td>
<td>15 h (1 SWS)</td>
<td>75 h</td>
<td>(3)</td>
</tr>
<tr>
<td>Seminar</td>
<td>WP 18.2 Empirische Sozialforschung (Seminar)</td>
<td>SoSe</td>
<td>15 h (1 SWS)</td>
<td>75 h</td>
<td>(3)</td>
</tr>
</tbody>
</table>

For successful completion of the module, 6 ECTS credits have to be acquired. Class attendance averages about 2 contact hours. Including time for self-study, 180 hours have to be invested.

Module type

Compulsory elective module with mandatory courses

Usability of the module in other Programmes

Master Program “Business Administration” (PStO 2015)

Elective guidelines

With regard to the compulsory elective modules WP 1 – WP 48, modules with a total value of 18 ECTS credits must be taken:

1. Of the compulsory elective modules either WP 1 or WP 2 must be taken.
2. Furthermore, with regard to the compulsory elective modules WP 4 – WP 48, modules with a total value of 6 ECTS credits must be taken.
3. Finally, with regard to the compulsory elective modules WP 1 – WP 48, additional compulsory elective modules with a total value of 6 ECTS credits must be taken.

It is recommended to take compulsory elective modules with a total value of 12 ECTS credits in semester 2 and compulsory elective modules with a total value of 6 ECTS credits in semester 3.

Entry requirements

None

Semester

Recommended semester: 2

Duration

The completion of the module takes 1 semester.

Content

The main focus of the lecture is the structuring and systematic examination of academic research theories via empirical studies. An introduction to the aims of and processes involved in empirical social research and its historical development is provided. The problems and challenges posed by concepts of measurement and test theory are also examined.

During the tutorial, different methodological approaches of empirical social research are intensively discussed and, if
applicable, appropriate software skills are trained as well.

<table>
<thead>
<tr>
<th>Learning outcomes</th>
<th>The aim of this course is for the students to learn about the basic principles of empirical social research. Students should learn how to examine the most frequent problems and challenges posed by concepts of measurement and test theory.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type of examination</td>
<td>Thesis and presentation</td>
</tr>
<tr>
<td>Type of assessment</td>
<td>The successful completion of the module will be graded.</td>
</tr>
<tr>
<td>Requirements for the gain of ECTS credits</td>
<td>ECTS credits will be granted when the module examination (or the examination of pertinent mandatory and potential elective compulsory module parts) has/have been completed successfully.</td>
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<tr>
<td>Responsible contact</td>
<td>Prof. Schwaiger</td>
</tr>
<tr>
<td>Language(s)</td>
<td>German</td>
</tr>
<tr>
<td>Additional information</td>
<td>/</td>
</tr>
</tbody>
</table>
Module: WP 19 Marketing and Strategy IV

Programme

Master's Programme: Media, Management and Digital Technologies (Master of Science, M.Sc.)

Related module parts

<table>
<thead>
<tr>
<th>Course type</th>
<th>Course (mandatory)</th>
<th>Rotation</th>
<th>Contact hours</th>
<th>Self-study hours</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecture</td>
<td>WP 19.1 Consumer Research</td>
<td>SoSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
<tr>
<td>Exercise</td>
<td>WP 19.2 Consumer Research</td>
<td>SoSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
</tbody>
</table>

For successful completion of the module, 6 ECTS credits have to be acquired. Class attendance averages about 4 contact hours. Including time for self-study, 180 hours have to be invested.

Module type

Compulsory elective module with mandatory courses

Usability of the module in other Programmes

Master Program “Business Administration” (PStO 2015)

Elective guidelines

With regard to the compulsory elective modules WP 1 – WP 48, modules with a total value of 18 ECTS credits must be taken:

1. Of the compulsory elective modules either WP 1 or WP 2 must be taken.
2. Furthermore, with regard to the compulsory elective modules WP 4 – WP 48, modules with a total value of 6 ECTS credits must be taken.
3. Finally, with regard to the compulsory elective modules WP 1 – WP 48, additional compulsory elective modules with a total value of 6 ECTS credits must be taken.

It is recommended to take compulsory elective modules with a total value of 12 ECTS credits in semester 2 and compulsory elective modules with a total value of 6 ECTS credits in semester 3.

Entry requirements

None

Semester

Recommended semester: 2

Duration

The completion of the module takes 1 semester.

Content

This course (lecture) discusses basic and in-depth concepts used in the analysis of markets. A treatment of qualitative and quantitative processes is provided, these being expounded using examples from practical application.

This course (tutorial) uses practical examples to apply basic and in-depth concepts for the analysis of markets. A treatment of qualitative and quantitative processes is provided, these being tested with the aid of current software packages.
<table>
<thead>
<tr>
<th><strong>Learning outcomes</strong></th>
<th>The aim (lecture) is for the students to learn to evaluate the attractiveness of markets. This requires both skills in the area of statistical methods and analytical competence in general. The aim (tutorial) is for the students to learn to apply processes autonomously within company or research practice, the objective being to foster a critical approach to dealing with real problems via discussion and interpretation.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Type of examination</strong></td>
<td>Written exam</td>
</tr>
<tr>
<td><strong>Type of assessment</strong></td>
<td>The successful completion of the module will be graded.</td>
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<tr>
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</tr>
<tr>
<td><strong>Responsible contact</strong></td>
<td>Prof. Schwaiger</td>
</tr>
<tr>
<td><strong>Language(s)</strong></td>
<td>English</td>
</tr>
<tr>
<td><strong>Additional information</strong></td>
<td>/</td>
</tr>
</tbody>
</table>
Module: WP 20 Marketing and Strategy V

Programme

Master's Programme: Media, Management and Digital Technologies (Master of Science, M.Sc.)

Related module parts

<table>
<thead>
<tr>
<th>Course type</th>
<th>Course (mandatory)</th>
<th>Rotation</th>
<th>Contact hours</th>
<th>Self-study hours</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proseminar</td>
<td>WP 20.1 Current Topics in Strategic Management (Proseminar)</td>
<td>SoSe</td>
<td>15 h (1 SWS)</td>
<td>75 h</td>
<td>(3)</td>
</tr>
<tr>
<td>Seminar</td>
<td>WP 20.2 Current Topics in Strategic Management (Seminar)</td>
<td>SoSe</td>
<td>15 h (1 SWS)</td>
<td>75 h</td>
<td>(3)</td>
</tr>
</tbody>
</table>

For successful completion of the module, 6 ECTS credits have to be acquired. Class attendance averages about 2 contact hours. Including time for self-study, 180 hours have to be invested.

Module type

Compulsory elective module with mandatory courses

Usability of the module in other Programmes

Master Program “Business Administration” (PStO 2015)

Elective guidelines

With regard to the compulsory elective modules WP 1 – WP 48, modules with a total value of 18 ECTS credits must be taken:

1. Of the compulsory elective modules either WP 1 or WP 2 must be taken.
2. Furthermore, with regard to the compulsory elective modules WP 4 – WP 48, modules with a total value of 6 ECTS credits must be taken.
3. Finally, with regard to the compulsory elective modules WP 1 – WP 48, additional compulsory elective modules with a total value of 6 ECTS credits must be taken.

It is recommended to take compulsory elective modules with a total value of 12 ECTS credits in semester 2 and compulsory elective modules with a total value of 6 ECTS credits in semester 3.

Entry requirements

None

Semester

Recommended semester: 2

Duration

The completion of the module takes 1 semester.

Content

The module “Marketing & Strategy V” enables advanced insights into the latest developments and main research topics in the field of strategic management as well as corporate governance. A specific focus is on the application of theoretical models and their empirical verification with the help of appropriate econometric methods.

Learning outcomes

The module aims at preparing students for writing their master thesis. Furthermore, strategies to independently work on a
scientific paper will be conveyed.

<table>
<thead>
<tr>
<th>Type of examination</th>
<th>Presentation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type of assessment</td>
<td>The successful completion of the module will be graded.</td>
</tr>
<tr>
<td>Requirements for the gain of ECTS credits</td>
<td>ECTS credits will be granted when the module examination (or the examination of pertinent mandatory and potential elective compulsory module parts) has/have been completed successfully.</td>
</tr>
<tr>
<td>Responsible contact</td>
<td>Prof. Tuschke</td>
</tr>
<tr>
<td>Language(s)</td>
<td>English</td>
</tr>
<tr>
<td>Additional information</td>
<td>/</td>
</tr>
</tbody>
</table>
Module: WP 21 Innovation II

Programme
Master’s Programme: Media, Management and Digital Technologies (Master of Science, M.Sc.)

Related module parts

<table>
<thead>
<tr>
<th>Course type</th>
<th>Course (mandatory)</th>
<th>Rotation</th>
<th>Contact hours</th>
<th>Self-study hours</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proseminar</td>
<td>WP 21.1 Corporate Development in High Tech Companies</td>
<td>SoSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
</tbody>
</table>

For successful completion of the module, 3 ECTS credits have to be acquired. Class attendance averages about 2 contact hours. Including time for self-study, 90 hours have to be invested.

Module type
Compulsory elective module with mandatory courses

Usability of the module in other Programmes
Master Program “Business Administration” (PStO 2015)

Elective guidelines
With regard to the compulsory elective modules WP 1 – WP 48, modules with a total value of 18 ECTS credits must be taken:
1. Of the compulsory elective modules either WP 1 or WP 2 must be taken.
2. Furthermore, with regard to the compulsory elective modules WP 4 – WP 48, modules with a total value of 6 ECTS credits must be taken.
3. Finally, with regard to the compulsory elective modules WP 1 – WP 48, additional compulsory elective modules with a total value of 6 ECTS credits must be taken.

It is recommended to take compulsory elective modules with a total value of 12 ECTS credits in semester 2 and compulsory elective modules with a total value of 6 ECTS credits in semester 3.

Entry requirements
None

Semester
Recommended semester: 2

Duration
The completion of the module takes 1 semester.

Content
The courses of the module focus on the organizational evolution and development of companies that operate in modern industries.

Learning outcomes
The major competences that will be trained include the development of a comprehensive understanding concerning the evolution and organizational changes of modern companies as well as the ability to critically evaluate corresponding aspects (e.g. business models).

Type of examination
Presentation

Type of assessment
The successful completion of the module will be graded.
<table>
<thead>
<tr>
<th>Requirements for the gain of ECTS credits</th>
<th>ECTS credits will be granted when the module examination (or the examination of pertinent mandatory and potential elective compulsary module parts) has/have been completed successfully.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible contact</td>
<td>Prof. Hess</td>
</tr>
<tr>
<td>Language(s)</td>
<td>German or English</td>
</tr>
<tr>
<td>Additional information</td>
<td>/</td>
</tr>
</tbody>
</table>


Module: WP 22 Innovation III

Programme
Master's Programme: Media, Management and Digital Technologies (Master of Science, M.Sc.)

Related module parts

<table>
<thead>
<tr>
<th>Course type</th>
<th>Course (mandatory)</th>
<th>Rotation</th>
<th>Contact hours</th>
<th>Self-study hours</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecture</td>
<td>WP 22.1 Funktionsbezogene Vertiefungsvorlesung</td>
<td>SoSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
<tr>
<td>Exercise course</td>
<td>WP 22.2 Funktionsbezogene Vertiefungsübung</td>
<td>SoSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
</tbody>
</table>

For successful completion of the module, 6 ECTS credits have to be acquired. Class attendance averages about 4 contact hours. Including time for self-study, 180 hours have to be invested.

Module type
Compulsory elective module with mandatory courses

Usability of the module in other Programmes
Master Program "Business Administration" (PStO 2015)

Elective guidelines
With regard to the compulsory elective modules WP 1 – WP 48, modules with a total value of 18 ECTS credits must be taken:

1. Of the compulsory elective modules either WP 1 or WP 2 must be taken.
2. Furthermore, with regard to the compulsory elective modules WP 4 – WP 48, modules with a total value of 6 ECTS credits must be taken.
3. Finally, with regard to the compulsory elective modules WP 1 – WP 48, additional compulsory elective modules with a total value of 6 ECTS credits must be taken.

It is recommended to take compulsory elective modules with a total value of 12 ECTS credits in semester 2 and compulsory elective modules with a total value of 6 ECTS credits in semester 3.

Entry requirements
None

Semester
Recommended semester: 2

Duration
The completion of the module takes 1 semester.

Content
The effects of new technologies on business functions are examined, information-intensive roles in particular, such as controlling or sales, being selected.

Learning outcomes
The aim is to learn about the basic concepts used in business economics and technology and to apply these to current issues.

Type of examination
Written exam
<table>
<thead>
<tr>
<th><strong>Type of assessment</strong></th>
<th>The successful completion of the module will be graded.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Requirements for the gain of ECTS credits</strong></td>
<td>ECTS credits will be granted when the module examination (or the examination of pertinent mandatory and potential elective compulsory module parts) has/have been completed successfully.</td>
</tr>
<tr>
<td><strong>Responsible contact</strong></td>
<td>Prof. Hess</td>
</tr>
<tr>
<td><strong>Language(s)</strong></td>
<td>German</td>
</tr>
<tr>
<td><strong>Additional information</strong></td>
<td>/</td>
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</tbody>
</table>
Module: WP 23 Innovation IV

Programme
Master’s Programme: Media, Management and Digital Technologies (Master of Science, M.Sc.)

Related module parts

<table>
<thead>
<tr>
<th>Course type</th>
<th>Course (mandatory)</th>
<th>Rotation</th>
<th>Contact hours</th>
<th>Self-study hours</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecture</td>
<td>WP 23.1 Organisation und Management im Gesundheitssystem (Lecture)</td>
<td>SoSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
<tr>
<td>Exercise course</td>
<td>WP 23.2 Organisation und Management im Gesundheitssystem (Exercise course)</td>
<td>SoSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
</tbody>
</table>

For successful completion of the module, 6 ECTS credits have to be acquired. Class attendance averages about 4 contact hours. Including time for self-study, 180 hours have to be invested.

Module type
Compulsory elective module with mandatory courses

Usability of the module in other Programmes
Master Program “Business Administration” (PStO 2015)

Elective guidelines
With regard to the compulsory elective modules WP 1 – WP 48, modules with a total value of 18 ECTS credits must be taken:

1. Of the compulsory elective modules either WP 1 or WP 2 must be taken.
2. Furthermore, with regard to the compulsory elective modules WP 4 – WP 48, modules with a total value of 6 ECTS credits must be taken.
3. Finally, with regard to the compulsory elective modules WP 1 – WP 48, additional compulsory elective modules with a total value of 6 ECTS credits must be taken.

It is recommended to take compulsory elective modules with a total value of 12 ECTS credits in semester 2 and compulsory elective modules with a total value of 6 ECTS credits in semester 3.

Entry requirements
None

Semester
Recommended semester: 2

Duration
The completion of the module takes 1 semester.

Content

Learning outcomes
Vertieftes Verständnis und Fähigkeit zur kritischen Analyse sowohl im Bereich der Nachfrage nach Gesundheitsleistungen als auch beim Leistungsangebot, insbesondere für ärztliche Leistungen, die Krankenhausversorgung sowie die Vergütung des Krankenhauses und den Markt von Pharmazeutischen Produkten. Die Studierenden erwerben die Fähigkeit die ökonomischen Mechanismen in Gesundheitssystemen zu verstehen und einzuordnen, und zu beurteilen welche Wirkungen Änderungen nach sich ziehen würden.

Type of examination
Written exam

Type of assessment
The successful completion of the module will be graded.

Requirements for the gain of ECTS credits
ECTS credits will be granted when the module examination (or the examination of pertinent mandatory and potential elective compulsory module parts) has/have been completed successfully.

Responsible contact
Prof. Leidl

Language(s)
German

Additional information
/
Module: WP 24 Innovation V

Programme
Master's Programme: Media, Management and Digital Technologies (Master of Science, M.Sc.)

Related module parts

<table>
<thead>
<tr>
<th>Course type</th>
<th>Course (mandatory)</th>
<th>Rotation</th>
<th>Contact hours</th>
<th>Self-study hours</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecture</td>
<td>WP 24.1 Advanced Strategy and Organization in Technology Markets (Lecture)</td>
<td>SoSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
<tr>
<td>Exercise course</td>
<td>WP 24.2 Advanced Strategy and Organization in Technology Markets (Exercise course)</td>
<td>SoSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
</tbody>
</table>

For successful completion of the module, 6 ECTS credits have to be acquired. Class attendance averages about 4 contact hours. Including time for self-study, 180 hours have to be invested.

Module type
Compulsory elective module with mandatory courses

Usability of the module in other Programmes
Master Program “Business Administration” (PStO 2015)

Elective guidelines
With regard to the compulsory elective modules WP 1 – WP 48, modules with a total value of 18 ECTS credits must be taken:

1. Of the compulsory elective modules either WP 1 or WP 2 must be taken.
2. Furthermore, with regard to the compulsory elective modules WP 4 – WP 48, modules with a total value of 6 ECTS credits must be taken.
3. Finally, with regard to the compulsory elective modules WP 1 – WP 48, additional compulsory elective modules with a total value of 6 ECTS credits must be taken.

It is recommended to take compulsory elective modules with a total value of 12 ECTS credits in semester 2 and compulsory elective modules with a total value of 6 ECTS credits in semester 3.

Entry requirements
None

Semester
Recommended semester: 2

Duration
The completion of the module takes 1 semester.

Content

Der Fokus der Vorlesung ist eine theoretisch geprägte Sichtweise.

<table>
<thead>
<tr>
<th>Learning outcomes</th>
<th>Studenten sollen lernen, wissenschaftliche Theorien und aktuelle Forschung im Bereich Strategisches Management und Organisationstheorie zu verstehen, kritisch zu hinterfragen und auf praktische Fragestellungen in technologieintensiven Industrien anzuwenden. Darüber hinaus sollen Studenten lernen, Fragestellungen im Bereich Strategisches Management und Organisationstheorie zu formulieren, sich über mögliche Lösungsansätze auszutauschen und eigene Ideen argumentativ zu verteidigen.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type of examination</td>
<td>Written exam</td>
</tr>
<tr>
<td>Type of assessment</td>
<td>The successful completion of the module will be graded.</td>
</tr>
<tr>
<td>Requirements for the gain of ECTS credits</td>
<td>ECTS credits will be granted when the module examination (or the examination of pertinent mandatory and potential elective compulsory module parts) has/have been completed successfully.</td>
</tr>
<tr>
<td>Responsible contact</td>
<td>Prof. Kretschmer</td>
</tr>
<tr>
<td>Language(s)</td>
<td>English</td>
</tr>
<tr>
<td>Additional information</td>
<td>/</td>
</tr>
</tbody>
</table>
Module: WP 25 Innovation VI

Programme
Master's Programme: Media, Management and Digital Technologies (Master of Science, M.Sc.)

Related module parts

<table>
<thead>
<tr>
<th>Course type</th>
<th>Course (mandatory)</th>
<th>Rotation</th>
<th>Contact hours</th>
<th>Self-study hours</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proseminar</td>
<td>WP 25.1 Electronic Commerce</td>
<td>SoSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
<tr>
<td></td>
<td>(Proseminar)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Seminar</td>
<td>WP 25.2 Electronic Commerce</td>
<td>SoSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
<tr>
<td></td>
<td>(Seminar)</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

For successful completion of the module, 6 ECTS credits have to be acquired. Class attendance averages about 4 contact hours. Including time for self-study, 180 hours have to be invested.

Module type
Compulsory elective module with mandatory courses.

Usability of the module in other Programmes
Master Program "Business Administration" (PStO 2015)

Elective guidelines
With regard to the compulsory elective modules WP 1 – WP 48, modules with a total value of 18 ECTS credits must be taken:
1. Of the compulsory elective modules either WP 1 or WP 2 must be taken.
2. Furthermore, with regard to the compulsory elective modules WP 4 – WP 48, modules with a total value of 6 ECTS credits must be taken.
3. Finally, with regard to the compulsory elective modules WP 1 – WP 48, additional compulsory elective modules with a total value of 6 ECTS credits must be taken.

It is recommended to take compulsory elective modules with a total value of 12 ECTS credits in semester 2 and compulsory elective modules with a total value of 6 ECTS credits in semester 3.

Entry requirements
None

Semester
Recommended semester: 2

Duration
The completion of the module takes 1 semester.

Content
The seminar gives an introduction into the analysis of empirically elicited data. Apart from further developing knowledge in empirical data analysis, this course will prepare students to write their own empirical master thesis.

Learning outcomes
As part of a data analysis workshop students learn how to collect and process data for detailed empirical analysis. In addition, they learn basic techniques of data collection.

Type of examination
Thesis and presentation
<table>
<thead>
<tr>
<th>Type of assessment</th>
<th>The successful completion of the module will be graded.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Requirements for the gain of ECTS credits</td>
<td>ECTS credits will be granted when the module examination (or the examination of pertinent mandatory and potential elective compulsory module parts) has/have been completed successfully.</td>
</tr>
<tr>
<td>Responsible contact</td>
<td>Prof. Spann</td>
</tr>
<tr>
<td>Language(s)</td>
<td>English</td>
</tr>
<tr>
<td>Additional information</td>
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</tr>
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</table>
Module: WP 26 Leadership and Human Resources I

Programme
Master's Programme: Media, Management and Digital Technologies (Master of Science, M.Sc.)

Related module parts

<table>
<thead>
<tr>
<th>Course type</th>
<th>Course (mandatory)</th>
<th>Rotation</th>
<th>Contact hours</th>
<th>Self-study hours</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proseminar</td>
<td>WP 26.1 Evidence-based Human Resource Management (Proseminar)</td>
<td>SoSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
<tr>
<td>Seminar</td>
<td>WP 26.2 Evidence-based Human Resource Management (Seminar)</td>
<td>SoSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
</tbody>
</table>

For successful completion of the module, 6 ECTS credits have to be acquired. Class attendance averages about 4 contact hours. Including time for self-study, 180 hours have to be invested.

Module type
Compulsory elective module with mandatory courses

Usability of the module in other Programmes
Master Program “Business Administration” (PStO 2015)

Elective guidelines
With regard to the compulsory elective modules WP 1 – WP 48, modules with a total value of 18 ECTS credits must be taken:

1. Of the compulsory elective modules either WP 1 or WP 2 must be taken.
2. Furthermore, with regard to the compulsory elective modules WP 4 – WP 48, modules with a total value of 6 ECTS credits must be taken.
3. Finally, with regard to the compulsory elective modules WP 1 – WP 48, additional compulsory elective modules with a total value of 6 ECTS credits must be taken.

It is recommended to take compulsory elective modules with a total value of 12 ECTS credits in semester 2 and compulsory elective modules with a total value of 6 ECTS credits in semester 3.

Entry requirements
None

Semester
Recommended semester: 2

Duration
The completion of the module takes 1 semester.

Content
The class focuses on the link between theory and practice of HR management and deepens basic HR knowledge in a research-oriented way. It gives insight into the theoretical foundation and into empirical evidence on the application of particular HR practices. A particular focus is set on their impact on business performance and on firm success. Based on that, implications for an evidence-based HR management will be developed.
Learning outcomes

Students gain the necessary HR related problem-solving expertise in order to take informed decisions concerning the application of particular HR practices. To achieve this, they gain the theoretical and methodical knowledge required and are able to assess, evaluate and present the empirical evidence regarding HR related issues. In addition, this broad knowledge base enables them to independently acquire knowledge in new, unknown situations. Consequently, the course deepens the basic knowledge from their undergraduate studies.

Type of examination

Written exam and presentation

Type of assessment

The successful completion of the module will be graded.

Requirements for the gain of ECTS credits

ECTS credits will be granted when the module examination (or the examination of pertinent mandatory and potential elective compulsory module parts) has/have been completed successfully.

Responsible contact

Prof. Weller

Language(s)

English

Additional information

/
Module: WP 27 Leadership and Human Resources II

Programme
Master's Programme: Media, Management and Digital Technologies (Master of Science, M.Sc.)

Related module parts

<table>
<thead>
<tr>
<th>Course type</th>
<th>Course (mandatory)</th>
<th>Rotation</th>
<th>Contact hours</th>
<th>Self-study hours</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proseminar</td>
<td>WP 27.1 Leadership and Innovation (Proseminar)</td>
<td>WiSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
<tr>
<td>Seminar</td>
<td>WP 27.2 Leadership and Innovation (Seminar)</td>
<td>WiSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
</tbody>
</table>

For successful completion of the module, 6 ECTS credits have to be acquired. Class attendance averages about 4 contact hours. Including time for self-study, 180 hours have to be invested.

Module type
Compulsory elective module with mandatory courses

Usability of the module in other Programmes
Master Program “Business Administration“ (PStO 2015)

Elective guidelines
With regard to the compulsory elective modules WP 1 – WP 48, modules with a total value of 18 ECTS credits must be taken:
1. Of the compulsory elective modules either WP 1 or WP 2 must be taken.
2. Furthermore, with regard to the compulsory elective modules WP 4 – WP 48, modules with a total value of 6 ECTS credits must be taken.
3. Finally, with regard to the compulsory elective modules WP 1 – WP 48, additional compulsory elective modules with a total value of 6 ECTS credits must be taken.

It is recommended to take compulsory elective modules with a total value of 12 ECTS credits in semester 2 and compulsory elective modules with a total value of 6 ECTS credits in semester 3.

Entry requirements
None

Semester
Recommended semester: 2

Duration
The completion of the module takes 1 semester.

Content
This module is based on research of the Institute for Leadership and Organization. While discussing current topics from the field of Organizational Behavior, students will evolve an understanding of the behavior of individuals in organizations. We put a special focus on closing the gap between research and practice and enable students to apply scientific findings to practical cases.
<table>
<thead>
<tr>
<th><strong>Learning outcomes</strong></th>
<th>In this module, students work independently on a current research topic in the field of Organizational Behavior. Participants of the module should be able to present a research topic precisely and in depth and, beyond that, transfer the findings to other contexts.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Type of examination</strong></td>
<td>Thesis and presentation</td>
</tr>
<tr>
<td><strong>Type of assessment</strong></td>
<td>The successful completion of the module will be graded.</td>
</tr>
<tr>
<td><strong>Requirements for the gain of ECTS credits</strong></td>
<td>ECTS credits will be granted when the module examination (or the examination of pertinent mandatory and potential elective compulsory module parts) has/have been completed successfully.</td>
</tr>
<tr>
<td><strong>Responsible contact</strong></td>
<td>Prof. Högl</td>
</tr>
<tr>
<td><strong>Language(s)</strong></td>
<td>English</td>
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<tr>
<td><strong>Additional information</strong></td>
<td>/</td>
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</tbody>
</table>
Module: WP 28 Leadership and Human Resources III

Programme

Master's Programme: Media, Management and Digital Technologies (Master of Science, M.Sc.)

Related module parts

<table>
<thead>
<tr>
<th>Course type</th>
<th>Course (mandatory)</th>
<th>Rotation</th>
<th>Contact hours</th>
<th>Self-study hours</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proseminar</td>
<td>WP 28.1 Selected Topics in Organizational Behavior (Proseminar)</td>
<td>SoSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
<tr>
<td>Seminar</td>
<td>WP 28.2 Selected Topics in Organizational Behavior (Seminar)</td>
<td>SoSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
</tbody>
</table>

For successful completion of the module, 6 ECTS credits have to be acquired. Class attendance averages about 4 contact hours. Including time for self-study, 180 hours have to be invested.

Module type

Compulsory elective module with mandatory courses

Usability of the module in other Programmes

Master Program “Business Administration” (PStO 2015)

Elective guidelines

With regard to the compulsory elective modules WP 1 – WP 48, modules with a total value of 18 ECTS credits must be taken:

1. Of the compulsory elective modules either WP 1 or WP 2 must be taken.
2. Furthermore, with regard to the compulsory elective modules WP 4 – WP 48, modules with a total value of 6 ECTS credits must be taken.
3. Finally, with regard to the compulsory elective modules WP 1 – WP 48, additional compulsory elective modules with a total value of 6 ECTS credits must be taken.

It is recommended to take compulsory elective modules with a total value of 12 ECTS credits in semester 2 and compulsory elective modules with a total value of 6 ECTS credits in semester 3.

Entry requirements

None

Semester

Recommended semester: 2

Duration

The completion of the module takes 1 semester.

Content

This module provides detailed insight in selected topics of the field of Organizational Behavior. Starting with an overview of the development of the field, several topics will be discussed at the individual, team & organizational level. The module focuses on central constructs and methods in the field of Organizational Behavior. Current research will be discussed with reference to publications in internationally leading scientific journals.
### Learning outcomes
The goal of the module is to teach selected topics and basic knowledge in the field of Organizational Behavior. Students are supposed to learn how to deal with academic studies and apply them to their own work. They should be able to contextualize their own work within the field of Organizational Behavior. In particular, the module supports the critical reading of published studies and teaches the basic methodological knowledge that is needed to understand the scientific background of the presented studies.

### Type of examination
Presentation and (written exam or thesis)

### Type of assessment
The successful completion of the module will be graded.

### Requirements for the gain of ECTS credits
ECTS credits will be granted when the module examination (or the examination of pertinent mandatory and potential elective compulsory module parts) has/have been completed successfully.

### Responsible contact
Prof. Högl

### Language(s)
English

### Additional information
/
Module: WP 29 Leadership and Human Resources IV

Programme

Master's Programme: Media, Management and Digital Technologies (Master of Science, M.Sc.)

<table>
<thead>
<tr>
<th>Course type</th>
<th>Course (mandatory)</th>
<th>Rotation</th>
<th>Contact hours</th>
<th>Self-study hours</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proseminar</td>
<td>WP 29.1 Intercultural Competence: Theory and Application (Proseminar)</td>
<td>WiSe und SoSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
<tr>
<td>Seminar</td>
<td>WP 29.2 Intercultural Competence: Theory and Application (Seminar)</td>
<td>WiSe und SoSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
</tbody>
</table>

For successful completion of the module, 6 ECTS credits have to be acquired. Class attendance averages about 4 contact hours. Including time for self-study, 180 hours have to be invested.

Module type

Compulsory elective module with mandatory courses

Usability of the module in other Programmes

Master Program “Business Administration” (PStO 2015)

Elective guidelines

With regard to the compulsory elective modules WP 1 – WP 48, modules with a total value of 18 ECTS credits must be taken:

1. Of the compulsory elective modules either WP 1 or WP 2 must be taken.
2. Furthermore, with regard to the compulsory elective modules WP 4 – WP 48, modules with a total value of 6 ECTS credits must be taken.
3. Finally, with regard to the compulsory elective modules WP 1 – WP 48, additional compulsory elective modules with a total value of 6 ECTS credits must be taken.

It is recommended to take compulsory elective modules with a total value of 12 ECTS credits in semester 2 and compulsory elective modules with a total value of 6 ECTS credits in semester 3.

Entry requirements

None

Semester

Recommended semester: 2

Duration

The completion of the module takes 1 semester.

Content

The module introduces students to notions of intercultural competence, inherent to the study of modern foreign languages and cultures. Intercultural skills are the new constant in work scenarios. Contextualisation and application of language and cultural expertise are essential for developing these skills. In this way the module encourages students to adopt a critical awareness of the ‘added value’ languages and country-specific knowledge can give vis-a-vis standard business and practitioner approaches.
We start by evaluating the impact the evolving globalisation will have on current business and management trajectories – a context students are likely to face when graduating. The study of self-reference and culture-bound behaviour, and the theoretical exploration of the concepts of universal artefacts and country specifics will sharpen awareness of the importance of language and cultural studies.

<table>
<thead>
<tr>
<th>Learning outcomes</th>
<th>By the end of this module, students should be able to:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>▪ understand impact of the evolving world economy, regional integration and globalisation on business environment.</td>
</tr>
<tr>
<td></td>
<td>▪ reflect on self-reference as starting point for understanding other cultures.</td>
</tr>
<tr>
<td></td>
<td>▪ raise awareness of the function of verbal and non-verbal communication in different cultural business contexts.</td>
</tr>
<tr>
<td></td>
<td>▪ demonstrate knowledge and understanding of different theoretical approaches related to intercultural competence.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Type of examination</th>
<th>Written exam and presentation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type of assessment</td>
<td>The successful completion of the module will be graded.</td>
</tr>
<tr>
<td>Requirements for the gain of ECTS credits</td>
<td>ECTS credits will be granted when the module examination (or the examination of pertinent mandatory and potential elective compulsory module parts) has/have been completed successfully.</td>
</tr>
<tr>
<td>Responsible contact</td>
<td>Prof. Horn</td>
</tr>
<tr>
<td>Language(s)</td>
<td>English</td>
</tr>
<tr>
<td>Additional information</td>
<td>/</td>
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</tbody>
</table>
Module: P 7 Business Concepts for Media

Programme
Master's Programme: Media, Management and Digital Technologies (Master of Science, M.Sc.)

Related module parts

<table>
<thead>
<tr>
<th>Course type</th>
<th>Course (mandatory)</th>
<th>Rotation</th>
<th>Contact hours</th>
<th>Self-study hours</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project course</td>
<td>P 7.1 Business Models and Digital Strategies for Media (Project course)</td>
<td>WiSe</td>
<td>60 h (4 SWS)</td>
<td>120 h</td>
<td>(6)</td>
</tr>
<tr>
<td>Project seminar</td>
<td>P 7.2 Business Models and Digital Strategies for Media (Project seminar)</td>
<td>WiSe</td>
<td>60 h (4 SWS)</td>
<td>120 h</td>
<td>(6)</td>
</tr>
</tbody>
</table>

For successful completion of the module, 12 ECTS credits have to be acquired. Class attendance averages about 8 contact hours. Including time for self-study, 360 hours have to be invested.

Module type
Mandatory module with mandatory courses

Usability of the module in other Programmes
/

Elective guidelines
None

Entry requirements
None

Semester
Recommended semester: 3

Duration
The completion of the module takes 1 semester.

Content
- Main scope of this (practical oriented) course is to teach the development phases of a business idea from idea stage via business model to prototype.
- The students work in teams on real-life challenges that are raised by project partners which are media companies or other organizations related to the media industry. Primary goal of the team work is to provide the industry partner with a comprehensive concept as well as a (technical) solution for the stated problem.

In order to support the work on the practical problem, the students get to know important theoretical concepts like the business model canvas, relevant IT procedure models or other important frameworks.

Learning outcomes
- The students understand the business model concept and are able to translate an (initial) business idea into a holistic business model draft.
- Furthermore, the students are able to derive business requirements originating from a business model draft towards a potential solution design for implementation purposes.
- In addition, the students demonstrate the ability to develop and implement a “proof-of-concept” prototype in order to enable
the initial business idea by using common software
development solutions and frameworks.

<table>
<thead>
<tr>
<th>Type of examination</th>
<th>(Written exam or thesis) and (presentation or oral examination)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type of assessment</td>
<td>The successful completion of the module will be graded.</td>
</tr>
<tr>
<td>Requirements for the gain of ECTS</td>
<td>ECTS credits will be granted when the module examination (or the</td>
</tr>
<tr>
<td>credits</td>
<td>examination of pertinent mandatory and potential elective</td>
</tr>
<tr>
<td></td>
<td>compulsory module parts) has/have been completed successfully.</td>
</tr>
<tr>
<td>Responsible contact</td>
<td>Prof. Hess, Prof. Spann</td>
</tr>
<tr>
<td>Language(s)</td>
<td>English</td>
</tr>
<tr>
<td>Additional information</td>
<td>/</td>
</tr>
</tbody>
</table>
Module: P 8 Innovation XI

Programme: Master's Programme: Media, Management and Digital Technologies (Master of Science, M.Sc.)

Related module parts

<table>
<thead>
<tr>
<th>Course type</th>
<th>Course (mandatory)</th>
<th>Rotation</th>
<th>Contact hours</th>
<th>Self-study hours</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proseminar</td>
<td>P 8.1 Vertiefungsveranstaltung Electronic Markets (Proseminar)</td>
<td>WiSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
<tr>
<td>Seminar</td>
<td>P 8.2 Vertiefungsveranstaltung Electronic Markets (Seminar)</td>
<td>WiSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
</tbody>
</table>

For successful completion of the module, 6 ECTS credits have to be acquired. Class attendance averages about 4 contact hours. Including time for self-study, 180 hours have to be invested.

Module type: Mandatory module with mandatory courses

Usability of the module in other Programmes: Master Program “Business Administration” (PStO 2015); Master Program “Human Resource Education and Management” (PStO 2015)

Elective guidelines: None

Entry requirements: None

Semester: Recommended semester: 3

Duration: The completion of the module takes 1 semester.

Content: The aim of this course is to convey a more advanced knowledge in the area of electronic markets. The main focus of this course is on advanced topics of electronic markets.

Learning outcomes: Students will be able to apply abstract concepts to practical issues; read, understand and evaluate scientific articles.

Type of examination: Written exam and presentation

Type of assessment: The successful completion of the module will be graded.

Requirements for the gain of ECTS credits: ECTS credits will be granted when the module examination (or the examination of pertinent mandatory and potential elective compulsory module parts) has/have been completed successfully.

Responsible contact: Prof. Spann

Language(s): English

Additional information: /
Module: P 9 Online Multimedia

**Programme**
Master's Programme: Media, Management and Digital Technologies (Master of Science, M.Sc.)

### Related module parts

<table>
<thead>
<tr>
<th>Course type</th>
<th>Course (mandatory)</th>
<th>Rotation</th>
<th>Contact hours</th>
<th>Self-study hours</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecture</td>
<td>P 9.1 Vorlesung Online Multimedia</td>
<td>WiSe</td>
<td>45 h (3 SWS)</td>
<td>75 h</td>
<td>(4)</td>
</tr>
<tr>
<td>Exercise course</td>
<td>P 9.2 Übung zu Online Multimedia</td>
<td>WiSe</td>
<td>30 h (2 SWS)</td>
<td>30 h</td>
<td>(2)</td>
</tr>
</tbody>
</table>

For successful completion of the module, 6 ECTS credits have to be acquired. Class attendance averages about 5 contact hours. Including time for self-study, 180 hours have to be invested.

**Module type**
Mandatory module with mandatory courses

**Usability of the module in other Programmes**
/

**Elective guidelines**
None

**Entry requirements**
None

**Semester**
Recommended semester: 3

**Duration**
The completion of the module takes 1 semester.

**Content**
The module addresses multimedia services which are realized through data networks (online). Knowledge about data networks is introduced as far as necessary for understanding the lecture, for details students can refer to the elective topics.

The lecture is structured into the following areas:
- Web technologies for interactive multimedia: Client-side interactivity with JavaScript and frameworks, Server-side interactivity with various platforms (e.g. PHP, NodeJS), asynchronous interactivity in the Web (Ajax and successors), mashups of websites.
- Content-oriented base technologies: technologies required for storing, transferring and processing of multimedia data in the net, including security issues, metadata standards and rights management.
- Multimedia distribution services: e.g. WebRadio, WebTV, electronic books and corresponding base technologies (in particular streaming).
- Multimedia services for individual communication: e.g. video and multimedia conferencing technology.

**Learning outcomes**
- Overview knowledge on content-oriented base technologies for multimedia services in the Internet.
  Basic ability to produce interactive server-based Web applications
with multimedia content.

<table>
<thead>
<tr>
<th><strong>Type of examination</strong></th>
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</tr>
</thead>
<tbody>
<tr>
<td><strong>Type of assessment</strong></td>
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<tr>
<td><strong>Requirements for the gain of ECTS credits</strong></td>
<td>ECTS credits will be granted when the module examination (or the examination of pertinent mandatory and potential elective compulsory module parts) has/have been completed successfully.</td>
</tr>
<tr>
<td><strong>Responsible contact</strong></td>
<td>Prof. Hußmann</td>
</tr>
<tr>
<td><strong>Language(s)</strong></td>
<td>English</td>
</tr>
<tr>
<td><strong>Additional information</strong></td>
<td>/</td>
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</tbody>
</table>
Module: WP 30 Accounting VI

Programme

Master's Programme: Media, Management and Digital Technologies (Master of Science, M.Sc.)

Related module parts

<table>
<thead>
<tr>
<th>Course type</th>
<th>Course (mandatory)</th>
<th>Rotation</th>
<th>Contact hours</th>
<th>Self-study hours</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proseminar</td>
<td>WP 30.1 Empirical Accounting Research (Proseminar)</td>
<td>WiSe</td>
<td>30 h (2 SWS)</td>
<td>60 h (3)</td>
<td></td>
</tr>
<tr>
<td>Seminar</td>
<td>WP 30.2 Empirical Accounting Research (Seminar)</td>
<td>WiSe</td>
<td>30 h (2 SWS)</td>
<td>60 h (3)</td>
<td></td>
</tr>
</tbody>
</table>

For successful completion of the module, 6 ECTS credits have to be acquired. Class attendance averages about 4 contact hours. Including time for self-study, 180 hours have to be invested.

Module type

Compulsory elective module with mandatory courses.

Usability of the module in other Programmes

Master Program “Business Administration” (PStO 2015); Master Program “Human Resource Education and Management” (PStO 2015)

Elective guidelines

With regard to the compulsory elective modules WP 1 – WP 48, modules with a total value of 18 ECTS credits must be taken:

1. Of the compulsory elective modules either WP 1 or WP 2 must be taken.
2. Furthermore, with regard to the compulsory elective modules WP 4 – WP 48, modules with a total value of 6 ECTS credits must be taken.
3. Finally, with regard to the compulsory elective modules WP 1 – WP 48, additional compulsory elective modules with a total value of 6 ECTS credits must be taken.

It is recommended to take compulsory elective modules with a total value of 12 ECTS credits in semester 2 and compulsory elective modules with a total value of 6 ECTS credits in semester 3.

Entry requirements

None

Semester

Recommended semester: 3

Duration

The completion of the module takes 1 semester.

Content

This course introduces graduates to academic research in the fields of financial accounting, auditing, financial statement analysis, and valuation, with an emphasis on empirical work. Our focus will be on research elucidating the determinants and consequences of the behavior of ‘players’ in these fields. In this context, we will review and apply pertinent theories and empirical methods. We will also focus on critically assessing the results and their implications for practice and policy-making.
Learning outcomes

We consider this course successful if it:

- Renders graduates intelligent and critical consumers of academic research;
- Enables graduates to provide substantive but constructive feedback, assessment and critique of research articles;
- Helps graduates become a competent researcher in this field; and
- Interests graduates in pursuing a doctoral degree, giving them a feeling for the requirements of an academic career in accounting.

<table>
<thead>
<tr>
<th>Type of examination</th>
<th>Thesis and presentation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type of assessment</td>
<td>The successful completion of the module will be graded.</td>
</tr>
<tr>
<td>Requirements for the gain of ECTS credits</td>
<td>ECTS credits will be granted when the module examination (or the examination of pertinent mandatory and potential elective compulsory module parts) has/have been completed successfully.</td>
</tr>
<tr>
<td>Responsible contact</td>
<td>Prof. Sellhorn</td>
</tr>
<tr>
<td>Language(s)</td>
<td>English</td>
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<tr>
<td>Additional information</td>
<td>/</td>
</tr>
</tbody>
</table>
Module: WP 31 Accounting VII

Programme
Master's Programme: Media, Management and Digital Technologies (Master of Science, M.Sc.)

Related module parts

<table>
<thead>
<tr>
<th>Course type</th>
<th>Course (mandatory)</th>
<th>Rotation</th>
<th>Contact hours</th>
<th>Self-study hours</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seminar</td>
<td>WP 31.1 Advanced Valuation</td>
<td>WiSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
</tbody>
</table>

For successful completion of the module, 3 ECTS credits have to be acquired. Class attendance averages about 2 contact hours. Including time for self-study, 90 hours have to be invested.

Module type
Compulsory elective module with mandatory courses.

Usability of the module in other Programmes
Master Program “Business Administration” (PStO 2015); Master Program “Human Resource Education and Management” (PStO 2015)

Elective guidelines
With regard to the compulsory elective modules WP 1 – WP 48, modules with a total value of 18 ECTS credits must be taken:

1. Of the compulsory elective modules either WP 1 or WP 2 must be taken.
2. Furthermore, with regard to the compulsory elective modules WP 4 – WP 48, modules with a total value of 6 ECTS credits must be taken.
3. Finally, with regard to the compulsory elective modules WP 1 – WP 48, additional compulsory elective modules with a total value of 6 ECTS credits must be taken.

It is recommended to take compulsory elective modules with a total value of 12 ECTS credits in semester 2 and compulsory elective modules with a total value of 6 ECTS credits in semester 3.

Entry requirements
None

Semester
Recommended semester: 3

Duration
The completion of the module takes 1 semester

Content
This course intensifies particular questions concerning business valuation and focuses on current and practically relevant topics. Attending the course requires basic knowledge in business valuation.

Learning outcomes
The aim is to impart specific and appropriate knowledge in the area of business valuation techniques. The students will be prepared for creating valuation appraisals of all kinds, regardless of whether they have to deal with it as auditors or investment bankers. Attending the course also sensitizes the graduates as “readers” and enables them to assess problematic issues concerning
business valuation critically.

<table>
<thead>
<tr>
<th>Type of examination</th>
<th>Presentation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type of assessment</td>
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</tr>
<tr>
<td>Requirements for the gain of ECTS credits</td>
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</tr>
<tr>
<td>Responsible contact</td>
<td>Prof. Sellhorn</td>
</tr>
<tr>
<td>Language(s)</td>
<td>German</td>
</tr>
<tr>
<td>Additional information</td>
<td>/</td>
</tr>
</tbody>
</table>
Module: WP 32 Accounting VIII

Programme

Master's Programme: Media, Management and Digital Technologies (Master of Science, M.Sc.)

Related module parts

<table>
<thead>
<tr>
<th>Course type</th>
<th>Course (mandatory)</th>
<th>Rotation</th>
<th>Contact hours</th>
<th>Self-study hours</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proseminar</td>
<td>WP 32.1 Empirical Research in Tax Accounting (Proseminar)</td>
<td>WiSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
<tr>
<td>Seminar</td>
<td>WP 32.2 Empirical Research in Tax Accounting (Seminar)</td>
<td>WiSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
</tbody>
</table>

For successful completion of the module, 6 ECTS credits have to be acquired. Class attendance averages about 4 contact hours. Including time for self-study, 180 hours have to be invested.

Module type

Compulsory elective module with mandatory courses

Usability of the module in other Programmes

Master Program “Business Administration” (PStO 2015); Master Program “Human Resource Education and Management” (PStO 2015)

Elective guidelines

With regard to the compulsory elective modules WP 1 – WP 48, modules with a total value of 18 ECTS credits must be taken:

1. Of the compulsory elective modules either WP 1 or WP 2 must be taken.
2. Furthermore, with regard to the compulsory elective modules WP 4 – WP 48, modules with a total value of 6 ECTS credits must be taken.
3. Finally, with regard to the compulsory elective modules WP 1 – WP 48, additional compulsory elective modules with a total value of 6 ECTS credits must be taken.

It is recommended to take compulsory elective modules with a total value of 12 ECTS credits in semester 2 and compulsory elective modules with a total value of 6 ECTS credits in semester 3.

Entry requirements

None

Semester

Recommended semester: 3

Duration

The completion of the module takes 1 semester.

Content

This course deals with recent developments in business taxation in detail from a research perspective. The economic implications are presented in regard of the legal framework.

Learning outcomes

The objective of this course is to acquire specific knowledge about the legal framework and the economic impact of recent developments in business taxation research.
<table>
<thead>
<tr>
<th>Type of examination</th>
<th>Thesis and presentation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type of assessment</td>
<td>The successful completion of the module will be graded.</td>
</tr>
<tr>
<td>Requirements for the gain of ECTS credits</td>
<td>ECTS credits will be granted when the module examination (or the examination of pertinent mandatory and potential elective compulsory module parts) has/have been completed successfully.</td>
</tr>
<tr>
<td>Responsible contact</td>
<td>Prof. Schanz</td>
</tr>
<tr>
<td>Language(s)</td>
<td>German and English</td>
</tr>
<tr>
<td>Additional information</td>
<td>/</td>
</tr>
</tbody>
</table>
Module: WP 33 Accounting IX

Programme
Master's Programme: Media, Management and Digital Technologies (Master of Science, M.Sc.)

Related module parts

<table>
<thead>
<tr>
<th>Course type</th>
<th>Course (mandatory)</th>
<th>Rotation</th>
<th>Contact hours</th>
<th>Self-study hours</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecture</td>
<td>WP 33.1 Economics of Accounting (Lecture)</td>
<td>WiSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
<tr>
<td>Seminar</td>
<td>WP 33.2 Economics of Accounting (Seminar)</td>
<td>WiSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
</tbody>
</table>

For successful completion of the module, 6 ECTS credits have to be acquired. Class attendance averages about 4 contact hours. Including time for self-study, 180 hours have to be invested.

Module type
Compulsory elective module with mandatory courses

Usability of the module in other Programmes
Master Program “Business Administration” (PStO 2015); Master Program “Human Resource Education and Management” (PStO 2015)

Elective guidelines
With regard to the compulsory elective modules WP 1 – WP 48, modules with a total value of 18 ECTS credits must be taken:
1. Of the compulsory elective modules either WP 1 or WP 2 must be taken.
2. Furthermore, with regard to the compulsory elective modules WP 4 – WP 48, modules with a total value of 6 ECTS credits must be taken.
3. Finally, with regard to the compulsory elective modules WP 1 – WP 48, additional compulsory elective modules with a total value of 6 ECTS credits must be taken.

It is recommended to take compulsory elective modules with a total value of 12 ECTS credits in semester 2 and compulsory elective modules with a total value of 6 ECTS credits in semester 3.

Entry requirements
None

Semester
Recommended semester: 3

Duration
The completion of the module takes 1 semester.

Content
Graduates deepen their understanding of the mechanics of formal models in managerial and financial accounting. Beside the methodological part, they consolidate their knowledge in the research areas of disclosure, cost of capital and equity incentives.

Learning outcomes
Graduates are able to present formal research papers in an intuitive and comprehensible manner. Furthermore, they know how to critically analyze research projects with regard to their
methodology as well as their theoretical argumentation.

<table>
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<tr>
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<th>Presentation and (written exam or assignment)</th>
</tr>
</thead>
<tbody>
<tr>
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<td>The successful completion of the module will be graded.</td>
</tr>
<tr>
<td>Requirements for the gain of ECTS credits</td>
<td>ECTS credits will be granted when the module examination (or the examination of pertinent mandatory and potential elective compulsory module parts) has/have been completed successfully.</td>
</tr>
<tr>
<td>Responsible contact</td>
<td>Prof. Hofmann</td>
</tr>
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<td>Language(s)</td>
<td>English</td>
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<tr>
<td>Additional information</td>
<td>/</td>
</tr>
</tbody>
</table>
Module: WP 34 Finance VIII

Programme
Master's Programme: Media, Management and Digital Technologies (Master of Science, M.Sc.)

Related module parts

<table>
<thead>
<tr>
<th>Course type</th>
<th>Course (mandatory)</th>
<th>Rotation</th>
<th>Contact hours</th>
<th>Self-study hours</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecture</td>
<td>WP 34.1 Mergers &amp; Acquisitions and Financial Modeling</td>
<td>WiSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
</tbody>
</table>

For successful completion of the module, 3 ECTS credits have to be acquired. Class attendance averages about 2 contact hours. Including time for self-study, 90 hours have to be invested.

Module type
Compulsory elective module with mandatory courses

Usability of the module in other Programmes
Master Program “Business Administration” (PStO 2015); Master Program “Human Resource Education and Management” (PStO 2015)

Elective guidelines
With regard to the compulsory elective modules WP 1 – WP 48, modules with a total value of 18 ECTS credits must be taken:
1. Of the compulsory elective modules either WP 1 or WP 2 must be taken.
2. Furthermore, with regard to the compulsory elective modules WP 4 – WP 48, modules with a total value of 6 ECTS credits must be taken.
3. Finally, with regard to the compulsory elective modules WP 1 – WP 48, additional compulsory elective modules with a total value of 6 ECTS credits must be taken.

It is recommended to take compulsory elective modules with a total value of 12 ECTS credits in semester 2 and compulsory elective modules with a total value of 6 ECTS credits in semester 3.

Entry requirements
None

Semester
Recommended semester: 3

Duration
The completion of the module takes 1 semester.

Content
During this course students get an application-oriented insight on company mergers and acquisitions and an overview of relevant valuation models.

Learning outcomes
The goal of this lecture is to equip students with the ability to apply valuation models and gain knowledge on the processes of M&A transactions.

Type of examination
Written exam

Type of assessment
The successful completion of the module will be graded.
<table>
<thead>
<tr>
<th>Requirements for the gain of ECTS credits</th>
<th>ECTS credits will be granted when the module examination (or the examination of pertinent mandatory and potential elective compulsory module parts) has/have been completed successfully.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible contact</td>
<td>Prof. Glaser</td>
</tr>
<tr>
<td>Language(s)</td>
<td>English</td>
</tr>
<tr>
<td>Additional information</td>
<td>/</td>
</tr>
</tbody>
</table>
Module: WP 35 Finance IX

Programme
Master's Programme: Media, Management and Digital Technologies (Master of Science, M.Sc.)

Related module parts

<table>
<thead>
<tr>
<th>Course type</th>
<th>Course (mandatory)</th>
<th>Rotation</th>
<th>Contact hours</th>
<th>Self-study hours</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seminar</td>
<td>WP 35.1 Aktuelle Entwicklungen in der Altersvorsorge</td>
<td>WiSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
</tbody>
</table>

For successful completion of the module, 3 ECTS credits have to be acquired. Class attendance averages about 2 contact hours. Including time for self-study, 90 hours have to be invested.

Module type
Compulsory elective module with mandatory courses

Usability of the module in other Programmes
Master Program "Business Administration" (PStO 2015);
Master Program "Human Resource Education and Management" (PStO 2015)

Elective guidelines
With regard to the compulsory elective modules WP 1 – WP 48, modules with a total value of 18 ECTS credits must be taken:

1. Of the compulsory elective modules either WP 1 or WP 2 must be taken.
2. Furthermore, with regard to the compulsory elective modules WP 4 – WP 48, modules with a total value of 6 ECTS credits must be taken.
3. Finally, with regard to the compulsory elective modules WP 1 – WP 48, additional compulsory elective modules with a total value of 6 ECTS credits must be taken.

It is recommended to take compulsory elective modules with a total value of 12 ECTS credits in semester 2 and compulsory elective modules with a total value of 6 ECTS credits in semester 3.

Entry requirements
None

Semester
Recommended semester: 3

Duration
The completion of the module takes 1 semester.

Content
In this course, students obtain insights in the current demographic development and its effect on the public and private pension. The course especially focuses on product innovations of the last years and elucidates changes due to demographical and regulatory parameters. Further, the course deals with the problematic and misleading question of comparing retirement pension products, which often leads to disincentives regarding product developments. Moreover, a current, scientific comparison methodology is presented, which
is already in use by large marketing organizations.

<table>
<thead>
<tr>
<th><strong>Learning outcomes</strong></th>
<th>Students will be sensitized with the demographic change and the associated challenges for the retirement arrangement in Germany. Furthermore, they will be familiarized with new pension products and the corresponding methods of comparison.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Type of examination</strong></td>
<td>Written exam</td>
</tr>
<tr>
<td><strong>Type of assessment</strong></td>
<td>The successful completion of the module will be graded.</td>
</tr>
<tr>
<td><strong>Requirements for the gain of ECTS credits</strong></td>
<td>ECTS credits will be granted when the module examination (or the examination of pertinent mandatory and potential elective compulsory module parts) has/have been completed successfully.</td>
</tr>
<tr>
<td><strong>Responsible contact</strong></td>
<td>Prof. Richter</td>
</tr>
<tr>
<td><strong>Language(s)</strong></td>
<td>German</td>
</tr>
<tr>
<td><strong>Additional information</strong></td>
<td>/</td>
</tr>
</tbody>
</table>
Module: WP 36 Finance X

Programme

Master's Programme: Media, Management and Digital Technologies (Master of Science, M.Sc.)

Related module parts

<table>
<thead>
<tr>
<th>Course type</th>
<th>Course (mandatory)</th>
<th>Rotation</th>
<th>Contact hours</th>
<th>Self-study hours</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecture</td>
<td>WP 36.1 Behavioral Finance (Lecture)</td>
<td>WiSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>3</td>
</tr>
<tr>
<td>Exercise course</td>
<td>WP 36.2 Behavioral Finance (Exercise course)</td>
<td>WiSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>3</td>
</tr>
</tbody>
</table>

For successful completion of the module, 6 ECTS credits have to be acquired. Class attendance averages about 4 contact hours. Including time for self-study, 180 hours have to be invested.

Module type

Compulsory elective module with mandatory courses

Usability of the module in other Programmes

Master Program “Business Administration” (PStO 2015); Master Program “Human Resource Education and Management” (PStO 2015)

Elective guidelines

With regard to the compulsory elective modules WP 1 – WP 48, modules with a total value of 18 ECTS credits must be taken:

1. Of the compulsory elective modules either WP 1 or WP 2 must be taken.
2. Furthermore, with regard to the compulsory elective modules WP 4 – WP 48, modules with a total value of 6 ECTS credits must be taken.
3. Finally, with regard to the compulsory elective modules WP 1 – WP 48, additional compulsory elective modules with a total value of 6 ECTS credits must be taken.

It is recommended to take compulsory elective modules with a total value of 12 ECTS credits in semester 2 and compulsory elective modules with a total value of 6 ECTS credits in semester 3.

Entry requirements

None

Semester

Recommended semester: 3

Duration

The completion of the module takes 1 semester.

Content

The course gives an introduction to Behavioral Finance. First, classical paradigms of individual (investor) decision making are introduced. Second, a connection between investor behavior and financial market anomalies is drawn and market inefficiencies are described. In addition, psychological factors and underlying processes which might cause the observed market anomalies are discussed. Finally, first insights into Behavioral Corporate Finance will be given.
<table>
<thead>
<tr>
<th><strong>Learning outcomes</strong></th>
<th>The goal of the course is to give students an understanding of the concepts, methods and empirical results of Behavioral Finance research.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Type of examination</strong></td>
<td>Written exam</td>
</tr>
<tr>
<td><strong>Type of assessment</strong></td>
<td>The successful completion of the module will be graded.</td>
</tr>
<tr>
<td><strong>Requirements for the gain of ECTS credits</strong></td>
<td>ECTS credits will be granted when the module examination (or the examination of pertinent mandatory and potential elective compulsory module parts) has/have been completed successfully.</td>
</tr>
<tr>
<td><strong>Responsible contact</strong></td>
<td>Prof. Glaser</td>
</tr>
<tr>
<td><strong>Language(s)</strong></td>
<td>English</td>
</tr>
<tr>
<td><strong>Additional information</strong></td>
<td>/</td>
</tr>
</tbody>
</table>
Module: WP 37 Marketing and Strategy VI

Programme

Master’s Programme: Media, Management and Digital Technologies (Master of Science, M.Sc.)

Related module parts

<table>
<thead>
<tr>
<th>Course type</th>
<th>Course (mandatory)</th>
<th>Rotation</th>
<th>Contact hours</th>
<th>Self-study hours</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecture</td>
<td>WP 37.1 Advanced Strategic Marketing (Lecture)</td>
<td>WiSe</td>
<td>30 h (2 SWS)</td>
<td>60 h (3)</td>
<td></td>
</tr>
<tr>
<td>Proseminar</td>
<td>WP 37.2 Advanced Strategic Marketing (Proseminar)</td>
<td>WiSe</td>
<td>30 h (2 SWS)</td>
<td>60 h (3)</td>
<td></td>
</tr>
</tbody>
</table>

For successful completion of the module, 6 ECTS credits have to be acquired. Class attendance averages about 4 contact hours. Including time for self-study, 180 hours have to be invested.

Module type

Compulsory elective module with mandatory courses

Usability of the module in other Programmes

Master Program “Business Administration” (PStO 2015); Master Program “Human Resource Education and Management” (PStO 2015)

Elective guidelines

With regard to the compulsory elective modules WP 1 – WP 48, modules with a total value of 18 ECTS credits must be taken:

1. Of the compulsory elective modules either WP 1 or WP 2 must be taken.
2. Furthermore, with regard to the compulsory elective modules WP 4 – WP 48, modules with a total value of 6 ECTS credits must be taken.
3. Finally, with regard to the compulsory elective modules WP 1 – WP 48, additional compulsory elective modules with a total value of 6 ECTS credits must be taken.

It is recommended to take compulsory elective modules with a total value of 12 ECTS credits in semester 2 and compulsory elective modules with a total value of 6 ECTS credits in semester 3.

Entry requirements

None

Semester

Recommended semester: 3

Duration

The completion of the module takes 1 semester.

Content

This course is the advanced master course of our basic lecture Strategic Marketing in the Bachelor of Science. We discuss advanced theories in marketing and strategy to build a solid understanding of relevant frameworks and practices. Afterwards, the skills and expertise that have been acquired will be applied in real-life cases. Students will independently work in small teams and utilize their knowledge to critically challenge current managerial issues.
<table>
<thead>
<tr>
<th><strong>Learning outcomes</strong></th>
<th>Students will gather an extended understanding of relevant theories and practices in strategic marketing. They will be able to independently solve complex managerial problems and current issues. By working on real-life-cases, this course allows students to gain the relevant practical tools to handle multifaceted questions and to communicate and exchange with expert representatives.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Type of examination</strong></td>
<td>Written exam and presentation</td>
</tr>
<tr>
<td><strong>Type of assessment</strong></td>
<td>The successful completion of the module will be graded.</td>
</tr>
<tr>
<td><strong>Requirements for the gain of ECTS credits</strong></td>
<td>ECTS credits will be granted when the module examination (or the examination of pertinent mandatory and potential elective compulsory module parts) has/have been completed successfully.</td>
</tr>
<tr>
<td><strong>Responsible contact</strong></td>
<td>Prof. Meyer</td>
</tr>
<tr>
<td><strong>Language(s)</strong></td>
<td>German and English</td>
</tr>
<tr>
<td><strong>Additional information</strong></td>
<td>/</td>
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</table>
Module: WP 38 Marketing and Strategy VII

Programme
Master's Programme: Media, Management and Digital Technologies (Master of Science, M.Sc.)

Related module parts

<table>
<thead>
<tr>
<th>Course type</th>
<th>Course (mandatory)</th>
<th>Rotation</th>
<th>Contact hours</th>
<th>Self-study hours</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecture</td>
<td>WP 38.1 Strategie und Führung</td>
<td>WiSe</td>
<td>30 h (2 SWS)</td>
<td>60 h (3)</td>
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<tr>
<td></td>
<td>(Lecture)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exercise course</td>
<td>WP 38.2 Strategie und Führung</td>
<td>WiSe</td>
<td>30 h (2 SWS)</td>
<td>60 h (3)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(Exercise course)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

For successful completion of the module, 6 ECTS credits have to be acquired. Class attendance averages about 4 contact hours. Including time for self-study, 180 hours have to be invested.

Module type
Compulsory elective module with mandatory courses

Usability of the module in other Programmes
Master Program “Business Administration” (PStO 2015); Master Program “Human Resource Education and Management” (PStO 2015)

Elective guidelines
With regard to the compulsory elective modules WP 1 – WP 48, modules with a total value of 18 ECTS credits must be taken:
1. Of the compulsory elective modules either WP 1 or WP 2 must be taken.
2. Furthermore, with regard to the compulsory elective modules WP 4 – WP 48, modules with a total value of 6 ECTS credits must be taken.
3. Finally, with regard to the compulsory elective modules WP 1 – WP 48, additional compulsory elective modules with a total value of 6 ECTS credits must be taken.

It is recommended to take compulsory elective modules with a total value of 12 ECTS credits in semester 2 and compulsory elective modules with a total value of 6 ECTS credits in semester 3.

Entry requirements
None

Semester
Recommended semester: 3

Duration
The completion of the module takes 1 semester.

Content
The module “Marketing & Strategy VII” addresses innovative strategies and leadership approaches as well as related issues of corporate governance topics.

Learning outcomes
The module aims at conveying an advanced understanding of strategic contexts and to increase the awareness of problems about the development and implementation of purposive strategies.

Type of examination
Thesis or written exam
<table>
<thead>
<tr>
<th><strong>Type of assessment</strong></th>
<th>The successful completion of the module will be graded.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Requirements for the gain of ECTS credits</strong></td>
<td>ECTS credits will be granted when the module examination (or the examination of pertinent mandatory and potential elective compulsory module parts) has/have been completed successfully.</td>
</tr>
<tr>
<td><strong>Responsible contact</strong></td>
<td>Prof. Tuschke</td>
</tr>
<tr>
<td><strong>Language(s)</strong></td>
<td>German</td>
</tr>
<tr>
<td><strong>Additional information</strong></td>
<td>/</td>
</tr>
</tbody>
</table>
Module: WP 39 Marketing and Strategy VIII

Programme

Master's Programme: Media, Management and Digital Technologies (Master of Science, M.Sc.)

Related module parts

<table>
<thead>
<tr>
<th>Course type</th>
<th>Course (mandatory)</th>
<th>Rotation</th>
<th>Contact hours</th>
<th>Self-study hours</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proseminar</td>
<td>WP 39.1 Convincing Political</td>
<td>WiSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>3</td>
</tr>
<tr>
<td>Stakeholder</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

For successful completion of the module, 3 ECTS credits have to be acquired. Class attendance averages about 2 contact hours. Including time for self-study, 90 hours have to be invested.

Module type

Compulsory elective module with mandatory courses

Usability of the module in other Programmes

Master Program “Business Administration” (PStO 2015); Master Program “Human Resource Education and Management” (PStO 2015)

Elective guidelines

With regard to the compulsory elective modules WP 1 – WP 48, modules with a total value of 18 ECTS credits must be taken:

1. Of the compulsory elective modules either WP 1 or WP 2 must be taken.
2. Furthermore, with regard to the compulsory elective modules WP 4 – WP 48, modules with a total value of 6 ECTS credits must be taken.
3. Finally, with regard to the compulsory elective modules WP 1 – WP 48, additional compulsory elective modules with a total value of 6 ECTS credits must be taken.

It is recommended to take compulsory elective modules with a total value of 12 ECTS credits in semester 2 and compulsory elective modules with a total value of 6 ECTS credits in semester 3.

Entry requirements

None

Semester

Recommended semester: 3

Duration

The completion of the module takes 1 semester.

Content

This course builds upon the fundamental Master course "Convincing Stakeholders" and specifically focuses on stakeholder groups in a political context. In addition to a block seminar on the topic of "Political Lobbying" in Brussels, European institutions like the European Parliament are visited in order to perform the best possible transfer between theory and practice. Eventually, the Master students are divided into small groups (3-4 persons) in order to work out a practical case study based on their previously earned theoretical knowledge. The results are showcased during a presentation.
**Learning outcomes**
The aim of this course is to gain a deeper understanding of the communication to and the management of specific stakeholder groups. Afterwards, they shall be able to identify and analyze relevant groups of interest as well as position these in the overall context of a particular topic. Furthermore, this course helps students to improve their ability to work in a team and enhance their rhetorical skills through the case study analysis and presentation.

**Type of examination**
Presentation

**Type of assessment**
The successful completion of the module will be graded.

**Requirements for the gain of ECTS credits**
ECTS credits will be granted when the module examination (or the examination of pertinent mandatory and potential elective compulsory module parts) has/have been completed successfully.

**Responsible contact**
Prof. Meyer

**Language(s)**
German

**Additional information**
/
Module: WP 40 Marketing and Strategy IX

Programme
Master's Programme: Media, Management and Digital Technologies (Master of Science, M.Sc.)

Related module parts

<table>
<thead>
<tr>
<th>Course type</th>
<th>Course (mandatory)</th>
<th>Rotation</th>
<th>Contact hours</th>
<th>Self-study hours</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proseminar</td>
<td>WP 40.1 Research Methods in Strategy (Proseminar)</td>
<td>WiSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
<tr>
<td>Seminar</td>
<td>WP 40.2 Research Methods in Strategy (Seminar)</td>
<td>WiSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
</tbody>
</table>

For successful completion of the module, 6 ECTS credits have to be acquired. Class attendance averages about 4 contact hours. Including time for self-study, 180 hours have to be invested.

Module type
Compulsory elective module with mandatory courses

Usability of the module in other Programmes
Master Program “Business Administration” (PStO 2015); Master Program “Human Resource Education and Management” (PStO 2015)

Elective guidelines
With regard to the compulsory elective modules WP 1 – WP 48, modules with a total value of 18 ECTS credits must be taken:

1. Of the compulsory elective modules either WP 1 or WP 2 must be taken.
2. Furthermore, with regard to the compulsory elective modules WP 4 – WP 48, modules with a total value of 6 ECTS credits must be taken.
3. Finally, with regard to the compulsory elective modules WP 1 – WP 48, additional compulsory elective modules with a total value of 6 ECTS credits must be taken.

It is recommended to take compulsory elective modules with a total value of 12 ECTS credits in semester 2 and compulsory elective modules with a total value of 6 ECTS credits in semester 3.

Entry requirements
None

Semester
Recommended semester: 3

Duration
The completion of the module takes 1 semester.

Content
The module "Marketing & Strategy IX" addresses the advanced examination of selected aspects of a company’s management and leadership. A special focus is on the intensive discussion and the independent development and handling of research questions in the research field of strategic management.

Learning outcomes
The module aims at preparing students for writing their master thesis. Furthermore, strategies to independently work on a
A scientific paper will be conveyed.

<table>
<thead>
<tr>
<th>Type of examination</th>
<th>Thesis und presentation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type of assessment</td>
<td>The successful completion of the module will be graded.</td>
</tr>
<tr>
<td>Requirements for the gain of ECTS credits</td>
<td>ECTS credits will be granted when the module examination (or the examination of pertinent mandatory and potential elective compulsory module parts) has/have been completed successfully.</td>
</tr>
<tr>
<td>Responsible contact</td>
<td>Prof. Tuschke</td>
</tr>
<tr>
<td>Language(s)</td>
<td>English</td>
</tr>
<tr>
<td>Additional information</td>
<td>/</td>
</tr>
</tbody>
</table>
## Module: WP 41 Innovation VII

### Programme

Master's Programme: Media, Management and Digital Technologies (Master of Science, M.Sc.)

### Relatedmodule parts

<table>
<thead>
<tr>
<th>Course type</th>
<th>Course (mandatory)</th>
<th>Rotation</th>
<th>Contact hours</th>
<th>Self-study hours</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecture</td>
<td>WP 41.1 Technologiebewertung und Management (Lecture)</td>
<td>WiSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
<tr>
<td>Exercise course</td>
<td>WP 41.2 Technologiebewertung und Management (Exercise course)</td>
<td>WiSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
</tbody>
</table>

For successful completion of the module, 6 ECTS credits have to be acquired. Class attendance averages about 4 contact hours. Including time for self-study, 180 hours have to be invested.

### Module type

Compulsory elective module with mandatory courses

### Usability of the module in other Programmes

Master Program “Business Administration” (PStO 2015); Master Program “Human Resource Education and Management” (PStO 2015)

### Elective guidelines

With regard to the compulsory elective modules WP 1 – WP 48, modules with a total value of 18 ECTS credits must be taken:

1. Of the compulsory elective modules either WP 1 or WP 2 must be taken.
2. Furthermore, with regard to the compulsory elective modules WP 4 – WP 48, modules with a total value of 6 ECTS credits must be taken.
3. Finally, with regard to the compulsory elective modules WP 1 – WP 48, additional compulsory elective modules with a total value of 6 ECTS credits must be taken.

It is recommended to take compulsory elective modules with a total value of 12 ECTS credits in semester 2 and compulsory elective modules with a total value of 6 ECTS credits in semester 3.

### Entry requirements

None

### Semester

Recommended semester: 3

### Duration

The completion of the module takes 1 semester.

### Content


| Type of examination | Written exam |
| Type of assessment | The successful completion of the module will be graded. |
| Requirements for the gain of ECTS credits | ECTS credits will be granted when the module examination (or the examination of pertinent mandatory and potential elective compulsory module parts) has/have been completed successfully. |
| Responsible contact | Prof. Leidl |
| Language(s) | German |
| Additional information | / |
Module: WP 42 Innovation VIII

Programme
Master’s Programme: Media, Management and Digital Technologies (Master of Science, M.Sc.)

Related module parts

<table>
<thead>
<tr>
<th>Course type</th>
<th>Course (mandatory)</th>
<th>Rotation</th>
<th>Contact hours</th>
<th>Self-study hours</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proseminar</td>
<td>WP 42.1 Empirics of Organizations (Proseminar)</td>
<td>WiSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
<tr>
<td>Seminar</td>
<td>WP 42.2 Empirics of Organizations (Seminar)</td>
<td>WiSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
</tbody>
</table>

For successful completion of the module, 6 ECTS credits have to be acquired. Class attendance averages about 4 contact hours. Including time for self-study, 180 hours have to be invested.

Module type
Compulsory elective module with mandatory courses

Usability of the module in other Programmes
Master Program “Business Administration” (PStO 2015); Master Program “Human Resource Education and Management” (PStO 2015)

Elective guidelines
With regard to the compulsory elective modules WP 1 – WP 48, modules with a total value of 18 ECTS credits must be taken:

1. Of the compulsory elective modules either WP 1 or WP 2 must be taken.
2. Furthermore, with regard to the compulsory elective modules WP 4 – WP 48, modules with a total value of 6 ECTS credits must be taken.
3. Finally, with regard to the compulsory elective modules WP 1 – WP 48, additional compulsory elective modules with a total value of 6 ECTS credits must be taken.

It is recommended to take compulsory elective modules with a total value of 12 ECTS credits in semester 2 and compulsory elective modules with a total value of 6 ECTS credits in semester 3.

Entry requirements
None

Semester
Recommended semester: 3

Duration
The completion of the module takes 1 semester.

Content

Das Ziel des Seminars ist es das in der Vorlesung „Competitive Strategy“ erlangte theoretische Wissen, basierend auf aktueller Forschung aus den Bereichen Strategie und Organisationstheorie, zu
vertiefen. Des Weiteren sollen Studenten aktiv angeleitet werden, selbständig hochwertige akademische Arbeiten zu erstellen, die gleichzeitig wissenschaftlich rigoros aber auch praktisch relevant sind. Das daraus entwickelte eigene Forschungsdesign kann weiter für die eigene Masterarbeit verwenden werden.

<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Type of examination</td>
<td>Thesis</td>
</tr>
<tr>
<td>Type of assessment</td>
<td>The successful completion of the module will be graded.</td>
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<tr>
<td>Requirements for the gain of ECTS credits</td>
<td>ECTS credits will be granted when the module examination (or the examination of pertinent mandatory and potential elective compulsory module parts) has/have been completed successfully.</td>
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<tr>
<td>Responsible contact</td>
<td>Prof. Kretschmer</td>
</tr>
<tr>
<td>Language(s)</td>
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</tbody>
</table>
Module: WP 43 Innovation IX

Programme
Master's Programme: Media, Management and Digital Technologies (Master of Science, M.Sc.)

Related module parts

<table>
<thead>
<tr>
<th>Course type</th>
<th>Course (mandatory)</th>
<th>Rotation</th>
<th>Contact hours</th>
<th>Self-study hours</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proseminar</td>
<td>WP 43.1 Technology and Business Model Trend Analysis (Proseminar)</td>
<td>WiSe and SoSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
<tr>
<td>Seminar</td>
<td>WP 43.2 Technology and Business Model Trend Analysis (Seminar)</td>
<td>WiSe and SoSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
</tbody>
</table>

For successful completion of the module, 6 ECTS credits have to be acquired. Class attendance averages about 4 contact hours. Including time for self-study, 180 hours have to be invested.

Module type
Compulsory elective module with mandatory courses

Usability of the module in other Programmes
Master Program “Business Administration” (PStO 2015); Master Program “Human Resource Education and Management” (PStO 2015)

Elective guidelines
With regard to the compulsory elective modules WP 1 – WP 48, modules with a total value of 18 ECTS credits must be taken:
1. Of the compulsory elective modules either WP 1 or WP 2 must be taken.
2. Furthermore, with regard to the compulsory elective modules WP 4 – WP 48, modules with a total value of 6 ECTS credits must be taken.
3. Finally, with regard to the compulsory elective modules WP 1 – WP 48, additional compulsory elective modules with a total value of 6 ECTS credits must be taken.

It is recommended to take compulsory elective modules with a total value of 12 ECTS credits in semester 2 and compulsory elective modules with a total value of 6 ECTS credits in semester 3.

Entry requirements
None

Semester
Recommended semester: 3

Duration
The completion of the module takes 1 semester.

Content
Each semester students from diverse academic backgrounds collectively write a trend report on a certain topic in the field of emerging digital technologies. This trend report includes a status quo analysis, identification of trends, future developments as well as product or service ideas for the future.

Each student is assigned to a team to work on a certain perspective of the trend report topic. The resulting interdisciplinary teams
ensure a thorough analysis of the trend report topic.

The Trend Seminar takes place in two phases:

The Basic Seminar phase looks at the near future, summarizes the status quo and identifies upcoming trends. An interdisciplinary approach ensures that for example technological, economic, social, political, legal and environmental trends are taken into account. Each team has the task to research the topic from a different perspective and to summarize the findings in a report.

In the Scenario Planning Seminar phase students build upon the trend analysis from the Basic Seminar phase and analyze the trend report topic with a perspective lying further in the future. They investigate possible developments in areas such as economy, technology, politics, law, environment or society in the future. Based on the results the teams develop innovative products or service ideas for which technical as well as business considerations are analyzed. The teams summarize their findings in a report.

### Learning outcomes

At the end of the Trend Seminar students are capable of understanding the challenges of working together in interdisciplinary project teams. They are able to apply trend and futures research methodology in a project team. They are able to create and give presentations and gain experience in working on extensive real world problems.

Specific learning outcomes for the Trend Seminar are as follows. Students are able to:

- distinguish between trend and futures research, as well as to apply portfolio related research methodologies
- analyze the status quo of a given topic and to apply the methods of an interdisciplinary trend analysis considering perspectives like economic, technological, social, environmental, political and legal frameworks under high time pressure
- apply the scenario planning methodology in real-world contexts in interdisciplinary project teams
- create possible future scenarios based on a driver analysis and understand the process of developing and describing an innovative product or service idea
- apply the basics of academic writing to document their work results in a comprehensive report in a short amount of time
- discuss topics in an interactive setup and elicit different opinions on the matter
- create and give trend and futures research result presentations
- accept and implement given feedback

### Type of examination

Thesis and presentation

### Type of assessment

The successful completion of the module will be graded.

### Requirements for the gain of ECTS

ECTS credits will be granted when the module examination (or the
<table>
<thead>
<tr>
<th>credits</th>
<th>examination of pertinent mandatory and potential elective compulsory module parts) has/have been completed successfully.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible contact</td>
<td>Prof. Spann</td>
</tr>
<tr>
<td>Language(s)</td>
<td>English</td>
</tr>
<tr>
<td>Additional information</td>
<td>/</td>
</tr>
</tbody>
</table>
Module: **WP 44 Innovation X**

**Programme**
Master's Programme: Media, Management and Digital Technologies (Master of Science, M.Sc.)

**Related module parts**

<table>
<thead>
<tr>
<th>Course type</th>
<th>Course (mandatory)</th>
<th>Rotation</th>
<th>Contact hours</th>
<th>Self-study hours</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proseminar</td>
<td>WP 44.1 Ausgewählte Themen der Digitalen Wirtschaft (Proseminar)</td>
<td>WiSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
<tr>
<td>Seminar</td>
<td>WP 44.2 Ausgewählte Themen der Digitalen Wirtschaft (Seminar)</td>
<td>WiSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
</tbody>
</table>

For successful completion of the module, 6 ECTS credits have to be acquired. Class attendance averages about 4 contact hours. Including time for self-study, 180 hours have to be invested.

**Module type**
Compulsory elective module with mandatory courses

**Usability of the module in other Programmes**
Master Program “Business Administration” (PStO 2015); Master Program “Human Resource Education and Management” (PStO 2015)

**Elective guidelines**
With regard to the compulsory elective modules WP 1 – WP 48, modules with a total value of 18 ECTS credits must be taken:

1. Of the compulsory elective modules either WP 1 or WP 2 must be taken.
2. Furthermore, with regard to the compulsory elective modules WP 4 – WP 48, modules with a total value of 6 ECTS credits must be taken.
3. Finally, with regard to the compulsory elective modules WP 1 – WP 48, additional compulsory elective modules with a total value of 6 ECTS credits must be taken.

It is recommended to take compulsory elective modules with a total value of 12 ECTS credits in semester 2 and compulsory elective modules with a total value of 6 ECTS credits in semester 3.

**Entry requirements**
None

**Semester**
Recommended semester: 3

**Duration**
The completion of the module takes 1 semester.

**Content**

**Learning outcomes**
Dieses Seminar fördert insbesondere die fachliche Kompetenz der Teilnehmer in Bezug auf das theoretische und das methodische
Arbeiten. Da die prüfungsrelevante Leistung im Team erstellt wird, wird neben der fachlichen Kompetenz auch die Kommunikation und Koordination unter den Teilnehmern gefördert.

<table>
<thead>
<tr>
<th><strong>Type of examination</strong></th>
<th>Thesis and presentation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Type of assessment</strong></td>
<td>The successful completion of the module will be graded.</td>
</tr>
<tr>
<td><strong>Requirements for the gain of ECTS credits</strong></td>
<td>ECTS credits will be granted when the module examination (or the examination of pertinent mandatory and potential elective compulsory module parts) has/have been completed successfully.</td>
</tr>
<tr>
<td><strong>Responsible contact</strong></td>
<td>Prof. Hess</td>
</tr>
<tr>
<td><strong>Language(s)</strong></td>
<td>German or English</td>
</tr>
<tr>
<td><strong>Additional information</strong></td>
<td>/</td>
</tr>
</tbody>
</table>
Module: WP 45 Innovation XII

Programme
Master’s Programme: Media, Management and Digital Technologies (Master of Science, M.Sc.)

Related module parts

<table>
<thead>
<tr>
<th>Course type</th>
<th>Course (mandatory)</th>
<th>Rotation</th>
<th>Contact hours</th>
<th>Self-study hours</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proseminar</td>
<td>WP 45.1 Research Methods in Innovation (Proseminar)</td>
<td>WiSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
<tr>
<td>Seminar</td>
<td>WP 45.2 Research Methods in Innovation (Seminar)</td>
<td>WiSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
</tbody>
</table>

For successful completion of the module, 6 ECTS credits have to be acquired. Class attendance averages about 4 contact hours. Including time for self-study, 180 hours have to be invested.

Module type
Compulsory elective module with mandatory courses

Usability of the module in other Programmes
Master Program “Business Administration” (PStO 2015); Master Program “Human Resource Education and Management” (PStO 2015)

Elective guidelines
With regard to the compulsory elective modules WP 1 – WP 48, modules with a total value of 18 ECTS credits must be taken:
1. Of the compulsory elective modules either WP 1 or WP 2 must be taken.
2. Furthermore, with regard to the compulsory elective modules WP 4 – WP 48, modules with a total value of 6 ECTS credits must be taken.
3. Finally, with regard to the compulsory elective modules WP 1 – WP 48, additional compulsory elective modules with a total value of 6 ECTS credits must be taken.

It is recommended to take compulsory elective modules with a total value of 12 ECTS credits in semester 2 and compulsory elective modules with a total value of 6 ECTS credits in semester 3.

Entry requirements
None

Semester
Recommended semester: 3

Duration
The completion of the module takes 1 semester.

Content

Learning outcomes
Die intensive Diskussion und der Austausch über eine breite Auswahl an aktuellen Forschungstrends sollen die kommunikativen Fähigkeiten der Teilnehmer festigen und sie dazu befähigen,
eigenständig Forschungsdesigns zu entwerfen.

<table>
<thead>
<tr>
<th>Type of examination</th>
<th>Thesis and presentation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type of assessment</td>
<td>The successful completion of the module will be graded.</td>
</tr>
<tr>
<td>Requirements for the gain of ECTS credits</td>
<td>ECTS credits will be granted when the module examination (or the examination of pertinent mandatory and potential elective compulsory module parts) has/have been completed successfully.</td>
</tr>
<tr>
<td>Responsible contact</td>
<td>Prof. Kretschmer</td>
</tr>
<tr>
<td>Language(s)</td>
<td>English</td>
</tr>
<tr>
<td>Additional information</td>
<td>/</td>
</tr>
</tbody>
</table>
Module: WP 46 Innovation XIII

Programme

Master’s Programme: Media, Management and Digital Technologies (Master of Science, M.Sc.)

Related module parts

<table>
<thead>
<tr>
<th>Course type</th>
<th>Course (mandatory)</th>
<th>Rotation</th>
<th>Contact hours</th>
<th>Self-study hours</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecture</td>
<td>WP 46.1 Innovationen im Gesundheitswesen (Lecture)</td>
<td>WiSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
<tr>
<td>Exercise course</td>
<td>WP 46.2 Innovationen im Gesundheitswesen (Exercise course)</td>
<td>WiSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
</tbody>
</table>

For successful completion of the module, 6 ECTS credits have to be acquired. Class attendance averages about 4 contact hours. Including time for self-study, 180 hours have to be invested.

Module type

Compulsory elective module with mandatory courses

Usability of the module in other Programmes

Master Program “Business Administration” (PStO 2015); Master Program “Human Resource Education and Management” (PStO 2015)

Elective guidelines

With regard to the compulsory elective modules WP 1 – WP 48, modules with a total value of 18 ECTS credits must be taken:

1. Of the compulsory elective modules either WP 1 or WP 2 must be taken.
2. Furthermore, with regard to the compulsory elective modules WP 4 – WP 48, modules with a total value of 6 ECTS credits must be taken.
3. Finally, with regard to the compulsory elective modules WP 1 – WP 48, additional compulsory elective modules with a total value of 6 ECTS credits must be taken.

It is recommended to take compulsory elective modules with a total value of 12 ECTS credits in semester 2 and compulsory elective modules with a total value of 6 ECTS credits in semester 3.

Entry requirements

None

Semester

Recommended semester: 3

Duration

The completion of the module takes 1 semester.

Content

Based on basic principles of product innovation the module shows the specific challenges regarding the development and implementation of health care innovations. These include e.g. statutory conditions, international guidelines as well as possibilities for financing and reimbursement.

Based on these extensions students will be able to interpret and define special features, constraints and terminologies of innovations in the context of health care.
By applying and expanding on existing knowledge, the module enables the students to identify problems and solutions independently. Students obtain an extensive, detailed and critical understanding of innovations and health care based on the current state of knowledge.

Learning outcomes

Annually more than 20 new pharmaceutical substances are approved, but are they really innovative? How can medicinal products be evaluated? How are health care structures in Germany developing and what can be learned from other countries? The module deals with the systemic conditions for innovations at national and international levels and demonstrates examples of different ways for implementation. It enables the students to transfer their knowledge and skills of problem solving to new cases of application and to develop an insight into the broad and interdisciplinary relations. Existing knowledge is connected to new knowledge about innovations in health care.

Besides knowledge gain, students will learn to make well-founded decisions under consideration of social, scientific and ethical factors.

The aim is to enable students to acquire knowledge independently and practically. By means of the interdisciplinary nature of the topic, students will be able to discuss recent developments in health care innovations with experts and among laymen. Moreover they will be able to draw conclusions and to present those based on their knowledge. Communication can therefore take place on a high scientific level. Within a team students will take over substantive responsibility.

<table>
<thead>
<tr>
<th>Type of examination</th>
<th>Written exam</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type of assessment</td>
<td>The successful completion of the module will be graded.</td>
</tr>
<tr>
<td>Requirements for the gain of ECTS credits</td>
<td>ECTS credits will be granted when the module examination (or the examination of pertinent mandatory and potential elective compulsory module parts) has/have been completed successfully.</td>
</tr>
<tr>
<td>Responsible contact</td>
<td>Prof. Sundmacher</td>
</tr>
<tr>
<td>Language(s)</td>
<td>German</td>
</tr>
<tr>
<td>Additional information</td>
<td>/</td>
</tr>
</tbody>
</table>
Module: WP 47 Innovation XIV

Programme
Master's Programme: Media, Management and Digital Technologies (Master of Science, M.Sc.)

Related module parts

<table>
<thead>
<tr>
<th>Course type</th>
<th>Course (mandatory)</th>
<th>Rotation</th>
<th>Contact hours</th>
<th>Self-study hours</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proseminar</td>
<td>WP 47.1 Gesundheitsökonomie und Management im Gesundheitswesen (Proseminar)</td>
<td>WiSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
<tr>
<td>Seminar</td>
<td>WP 47.2 Gesundheitsökonomie und Management im Gesundheitswesen (Seminar)</td>
<td>WiSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
</tbody>
</table>

For successful completion of the module, 6 ECTS credits have to be acquired. Class attendance averages about 4 contact hours. Including time for self-study, 180 hours have to be invested.

Module type
Compulsory elective module with mandatory courses

Usability of the module in other Programmes
Master Program “Business Administration” (PStO 2015); Master Program “Human Resource Education and Management” (PStO 2015)

Elective guidelines
With regard to the compulsory elective modules WP 1 – WP 48, modules with a total value of 18 ECTS credits must be taken:

1. Of the compulsory elective modules either WP 1 or WP 2 must be taken.
2. Furthermore, with regard to the compulsory elective modules WP 4 – WP 48, modules with a total value of 6 ECTS credits must be taken.
3. Finally, with regard to the compulsory elective modules WP 1 – WP 48, additional compulsory elective modules with a total value of 6 ECTS credits must be taken.

It is recommended to take compulsory elective modules with a total value of 12 ECTS credits in semester 2 and compulsory elective modules with a total value of 6 ECTS credits in semester 3.

Entry requirements
None

Semester
Recommended semester: 3

Duration
The completion of the module takes 1 semester.

Content
Die Themen des Hauptseminars richten sich auf aktuelle Fragestellungen aus der Gesundheitsökonomie, der Gesundheitspolitik und dem Management im Gesundheitswesen. Im Rahmen dieser Veranstaltung sollen die Studierenden bereits erworbenes Wissen in unseren Masterveranstaltungen vertiefen und anhand einer wissenschaftlichen Fragestellung anwenden. Studierende lernen ihre Ergebnisse in den aktuellen Stand der Forschung einzuordnen, Managementimplikationen aus Ihren
Resultaten abzuleiten, fundierte Entscheidungen zu fällen und dabei deren gesellschaftliche, wirtschaftliche Aspekte nachzu vollziehen und zu beurteilen. In einer ge blockten Veranstaltung werden die Ausarbeitungen vor der Gruppe präsentiert und diskutiert. Zu einem späteren Termin muss die end gültige, schriftliche Fassung der Arbeit in Papierform und in elektronischer Form eingereicht werden. Hinweise zu den formalen Aspekten des wissenschaftlichen Arbeitens werden zur Verfügung gestellt.

| Type of examination | Thesis and presentation |
| Type of assessment | The successful completion of the module will be graded. |
| Requirements for the gain of ECTS credits | ECTS credits will be granted when the module examination (or the examination of pertinent mandatory and potential elective compulsory module parts) has/have been completed successfully. |
| Responsible contact | Prof. Leidl |
| Language(s) | German |
| Additional information | / |
Module: WP 48 Leadership and Human Resources V

Programme

Master’s Programme: Media, Management and Digital Technologies (Master of Science, M.Sc.)

### Related module parts

<table>
<thead>
<tr>
<th>Course type</th>
<th>Course (mandatory)</th>
<th>Rotation</th>
<th>Contact hours</th>
<th>Self-study hours</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proseminar</td>
<td>WP 48.1 Strategic Human Resource Management (Proseminar)</td>
<td>WiSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
<tr>
<td>Seminar</td>
<td>WP 48.2 Strategic Human Resource Management (Seminar)</td>
<td>WiSe</td>
<td>30 h (2 SWS)</td>
<td>60 h</td>
<td>(3)</td>
</tr>
</tbody>
</table>

For successful completion of the module, 6 ECTS credits have to be acquired. Class attendance averages about 4 contact hours. Including time for self-study, 180 hours have to be invested.

### Module type

Compulsory elective module with mandatory courses

### Usability of the module in other Programmes

Master Program “Business Administration” (PStO 2015); Master Program “Human Resource Education and Management” (PStO 2015)

### Elective guidelines

With regard to the compulsory elective modules WP 1 – WP 48, modules with a total value of 18 ECTS credits must be taken:

1. Of the compulsory elective modules either WP 1 or WP 2 must be taken.
2. Furthermore, with regard to the compulsory elective modules WP 4 – WP 48, modules with a total value of 6 ECTS credits must be taken.
3. Finally, with regard to the compulsory elective modules WP 1 – WP 48, additional compulsory elective modules with a total value of 6 ECTS credits must be taken.

It is recommended to take compulsory elective modules with a total value of 12 ECTS credits in semester 2 and compulsory elective modules with a total value of 6 ECTS credits in semester 3.

### Entry requirements

None

### Semester

Recommended semester: 3

### Duration

The completion of the module takes 1 semester.

### Content

The program gives an insight into the strategic aspect of HRM and discusses possibilities how HRM can contribute to firm success. For this purpose, it will first be discussed how companies can gain a sustained competitive advantage and which role the resource “human capital” can play taking into account its characteristics and particularities. The current state of research concerning the relationship between HR management and firm performance will be discussed, reflected critically and interpreted.
taking methodical aspects into account as well. The course ends with a consideration of current challenges for the HR management, for example the emerging skills shortage and the establishment of sustainable HR management systems. The theoretical content will be supplemented by discussing current examples, case studies and academic texts.

| Learning outcomes | Students learn to understand, to critically examine and to interpret research-orientated content on the value adding function of HR management. They gain the skills to integrate this knowledge, to deal with the complexity of the research field and to acquire new knowledge independently. Based on the current state of research, they are able to make their own decisions regarding the strategic direction of the HR function in companies, on the basis of constrained or incomplete information. Additionally, their awareness for methodical challenges in the research field will be improved. |
| Type of examination | Presentation and (poster or thesis) |
| Type of assessment | The successful completion of the module will be graded. |
| Requirements for the gain of ECTS credits | ECTS credits will be granted when the module examination (or the examination of pertinent mandatory and potential elective compulsory module parts) has/have been completed successfully. |
| Responsible contact | Prof. Weller |
| Language(s) | English |
| Additional information | / |
Module: P 10 Final Module

Programme
Master's Programme: Media, Management and Digital Technologies (Master of Science, M.Sc.)

Related module parts

<table>
<thead>
<tr>
<th>Course type</th>
<th>Course (mandatory)</th>
<th>Rotation</th>
<th>Contact hours</th>
<th>Self-study hours</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master Thesis</td>
<td>P 10.1 Master Thesis</td>
<td>WiSe and SoSe</td>
<td>-</td>
<td>900 h</td>
<td>(30)</td>
</tr>
</tbody>
</table>

For successful completion of the module, 30 ECTS credits have to be acquired. Class attendance averages about 0 contact hours. Including time for self-study, 900 hours have to be invested.

Module type
Mandatory module with mandatory courses

Usability of the module in other Programmes
/

Elective guidelines
None

Entry requirements
None

Semester
Recommended semester: 4

Duration
The completion of the module takes 1 semester.

Content
In the Master Thesis students prove their ability to independently apply scientific methods of economics and to write an original piece of research.

Learning outcomes
With the Master-Thesis the students demonstrate that they are able to deal with a scientific problem – selected from their major subject – within a determined time frame. They shall show that they have developed advanced knowledge, abilities and methods within their subject. By their independent work the students shall formulate central research questions, run a solid literature review, extract the state of the art, develop research based arguments, tackle the problem with subject-related standard methods, and develop a research-based judgement. The result shall be recorded in a verbally adequate and formally correct way – following the modes of academic writing.

Type of examination
Master Thesis

Type of assessment
The successful completion of the module will be graded.

Requirements for the gain of ECTS credits
ECTS credits will be granted when the module examination (or the examination of pertinent mandatory and potential elective compulsory module parts) has/have been completed successfully.
<table>
<thead>
<tr>
<th><strong>Responsible contact</strong></th>
<th>Prof. Butz, Prof. Hess, Prof. Hußmann, Prof. Kranz, Prof. Spann</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Language(s)</strong></td>
<td>English</td>
</tr>
<tr>
<td><strong>Additional information</strong></td>
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</table>