

MODULE HANDBOOK

MBA

Master of Business Administration (FS-MBA-01-E-60)

60 ECTS

Distance Learning and myStudies

Classification: non-consecutive

Contents

1. Semester

Module DLMBLSE-01: Leadership

Module Description	7
Course DLMBLSE01-01: Leadership	9

Module DLMBIE-01: Innovation and Entrepreneurship

Module Description	15
Course DLMBIE01-01: Innovation and Entrepreneurship	17

Module DLMINRE: Corporate Finance

Module Description	23
Course DLMINRE01: Corporate Finance	25

Module DLMMARE: International Marketing

Module Description	31
Course DLMMARE01: International Marketing	33

Module DLMBME-01: Managerial Economics

Module Description	39
Course DLMBME01-01: Managerial Economics	41

Module DLMBPM: Performance Management

Module Description	47
Course DLMBPM01: Performance Management	49

2. Semester

Module DLMBSE: Strategic Management

Module Description	59
Course DLMBSE01: Strategic Management	61

Module DLMBEBCG: Business Ethics and Corporate Governance

Module Description	67
Course DLMBEBCG01: Business Ethics and Corporate Governance	69

Module DLMBEIOIM: Operations and Information Management

Module Description	73
Course DLMBEIOIM01: Operations and Information Management	75

Module MBCPA: Capstone Project

Module Description 81
Course MBCPA01: Capstone Thesis and Thesis Defense 83

1. Semester

Leadership

Module Code: DLMBLSE-01

Module Type see curriculum	Admission Requirements None	Study Level MBA	CP 5	Student Workload 150 h
--------------------------------------	---------------------------------------	---------------------------	----------------	----------------------------------

Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
--	--	--	---

Module Coordinator

Prof. Dr. Georg Berkel (Leadership)

Contributing Courses to Module

- Leadership (DLMBLSE01-01)

Module Exam Type

Module Exam

Study Format: Distance Learning
Exam, 90 Minutes

Study Format: myStudies
Exam, 90 Minutes

Split Exam

Weight of Module

see curriculum

Module Contents

- Fundamentals and criteria of leadership success
- Leadership theories in changing times
- Stress, work-life balance and self-management
- Motivation, communication and assessment
- Teams and organization
- Current trends and debates
- Intercultural leadership

Learning Outcomes

Leadership

On successful completion, students will be able to

- Answer the question of what good leadership is by drawing on key leadership theories and their empirical validation.
- Conceptualize leadership as a balance of values between the requirements of organization, people and performance.
- Understand current key findings on how to keep this balance (performance: self-management and work/life balance of the manager; people: motivation, communication and assessment of employees and teams; organization: organizational culture and change management).
- Understand the challenges of leadership in an intercultural context.
- Put to practice their acquired understanding of leadership and its facets in the corporate world.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Business Administration & Management.

Links to other Study Programs of the University

All Master Programmes in the Business & Management field.

Leadership

Course Code: DLMBLSE01-01

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MBA	English		5	None

Course Description

A company's employees are some of its most important resources in today's knowledge society. The professional and systematic leadership of employees is critical to an organization's competitive success. And one of the fundamental competencies of a manager is to develop and promote, through leadership, the knowledge and skills of individuals in the organization. With this in mind, the course addresses the necessary competencies of a leader in modern, knowledge-based work organizations. Central topics of modern leadership theory and practice are discussed. The focus is on the fundamentals and tools of professional leadership, key aspects of situational leadership, motivation, communication and interaction in the context of strategic leadership and in change processes, as well as on leadership in an intercultural context. By providing both the conceptual basics of leadership and empirical examples of leadership behavior, the course prepares participants for the challenges of leadership, especially when dealing with change, conflict, and team development.

Course Outcomes

On successful completion, students will be able to

- Answer the question of what good leadership is by drawing on key leadership theories and their empirical validation.
- Conceptualize leadership as a balance of values between the requirements of organization, people and performance.
- Understand current key findings on how to keep this balance (performance: self-management and work/life balance of the manager; people: motivation, communication and assessment of employees and teams; organization: organizational culture and change management).
- Understand the challenges of leadership in an intercultural context.
- Put to practice their acquired understanding of leadership and its facets in the corporate world.

Contents

1. Leadership Overview
 - 1.1 Significance of Good Leadership
 - 1.2 Leadership: Conceptual Definitions
 - 1.3 Criteria for Leadership Success

2. Leadership Theories through Changing Times
 - 2.1 Trait Theory
 - 2.2 Leadership Style and Leadership Person
 - 2.3 Consideration of the Situation
 - 2.4 Systemic Leadership
 - 2.5 Symbolic Leadership
 - 2.6 Transactional and Transformational Leadership
 - 2.7 Leadership Theories through Changing Times – Leadership in a Field of Tension
3. New Leadership Approaches
 - 3.1 VUCA and Leadership
 - 3.2 Empowering Leadership
 - 3.3 Sociocracy and Holacracy
4. Stresses, Work-Life Balance and Self-Management
 - 4.1 Stresses
 - 4.2 Work-Life Balance
 - 4.3 Self-Management
5. Motivation, Communication, and Appraisal
 - 5.1 Motivation
 - 5.2 Communication
 - 5.3 Appraisals
6. Teams
 - 6.1 Team Leadership
 - 6.2 Organizational Culture
 - 6.3 Shared Leadership
 - 6.4 Change Management
7. Current Trends and Debates
 - 7.1 Personality and Leadership
 - 7.2 Leadership Derailment
 - 7.3 Toxic Workers
 - 7.4 Power in Organizations
 - 7.5 Generations X, Y, and Z

- | |
|---------------------------------------|
| 8. Intercultural Leadership |
| 8.1 Intercultural Leaders and Culture |
| 8.2 Culture |
| 8.3 Intercultural Leadership |

Literature
Compulsory Reading
Further Reading
<ul style="list-style-type: none">▪ Ang, S., & van Dyne, L. (2015). Conceptualization of cultural intelligence – Definition, distinctiveness and nomological network. In Ang, S., & van Dyne, L. (Eds.), Handbook of cultural intelligence (pp. 3 –15). Routledge.▪ Bass, B. M. (1985). Leadership and performance beyond expectations. Free Press.▪ Hofstede, G. (2001). Culture’s consequences: Comparing values, behaviors, institutions and organizations across nations. SAGE publications.▪ Schein, E. H. (2004). Organizational culture and leadership (5th ed.). Wiley.▪ Steers, R. M., & Osland, J. S. (2020). Management across cultures: Challenges, strategies, and skills. Cambridge University Press.

Study Format Distance Learning

Study Format Distance Learning	Course Type Online Lecture
--	--------------------------------------

Information about the examination	
Examination Admission Requirements	BOLK: yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study	Contact Hours	Tutorial	Self Test	Independent Study	Hours Total
90 h	0 h	30 h	30 h	0 h	150 h

Instructional Methods		
<input type="checkbox"/> Learning Sprints®	<input type="checkbox"/> Review Book	<input type="checkbox"/> Sprint
<input checked="" type="checkbox"/> Course Book	<input type="checkbox"/> Creative Lab	<input type="checkbox"/> Interactive Online Lecture
<input type="checkbox"/> Vodcast	<input type="checkbox"/> Guideline	
<input checked="" type="checkbox"/> Shortcast	<input checked="" type="checkbox"/> Live Tutorium/Course Feed	
<input checked="" type="checkbox"/> Audio	<input type="checkbox"/> Reader	
<input checked="" type="checkbox"/> Exam Template	<input checked="" type="checkbox"/> Slides	

Study Format myStudies

Study Format myStudies	Course Type Lecture
----------------------------------	-------------------------------

Information about the examination	
Examination Admission Requirements	BOLK: yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study	Contact Hours	Tutorial	Self Test	Independent Study	Hours Total
90 h	0 h	30 h	30 h	0 h	150 h

Instructional Methods		
<input type="checkbox"/> Learning Sprints®	<input type="checkbox"/> Review Book	<input type="checkbox"/> Sprint
<input checked="" type="checkbox"/> Course Book	<input type="checkbox"/> Creative Lab	<input type="checkbox"/> Interactive Online Lecture
<input type="checkbox"/> Vodcast	<input type="checkbox"/> Guideline	
<input checked="" type="checkbox"/> Shortcast	<input checked="" type="checkbox"/> Live Tutorium/Course Feed	
<input checked="" type="checkbox"/> Audio	<input type="checkbox"/> Reader	
<input checked="" type="checkbox"/> Exam Template	<input checked="" type="checkbox"/> Slides	

DLMBLSE01-01

Innovation and Entrepreneurship

Module Code: DLMBIE-01

Module Type see curriculum	Admission Requirements None	Study Level MA	CP 5	Student Workload 150 h
--------------------------------------	---------------------------------------	--------------------------	----------------	----------------------------------

Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
--	--	--	---

Module Coordinator

Prof. Dr. Esin Bozyazi (Innovation and Entrepreneurship)

Contributing Courses to Module

- Innovation and Entrepreneurship (DLMBIE01-01)

Module Exam Type

Module Exam

Study Format: myStudies
Exam, 90 Minutes

Study Format: Distance Learning
Exam, 90 Minutes

Split Exam

Weight of Module

see curriculum

Module Contents

- Innovation management and entrepreneurship in a globalized world
- Basics of entrepreneurship
- Business ideas and company foundations
- Financing sources and processes
- Internet, digital business, and artificial intelligence
- Strategic alliances
- Family-owned companies

Learning Outcomes

Innovation and Entrepreneurship

On successful completion, students will be able to

- understand the importance, fundamentals, and dimensions of entrepreneurship and its derivatives (intrapreneurship, corporate entrepreneurship, stakeholder relationships, and family businesses).
- analyze the opportunities and challenges associated with evaluating a business idea and setting up a business.
- distinguish between the different motivations behind entrepreneurial activity and develop specific objectives for new enterprises.
- develop a business model, including benchmarks for assessing desired sustainable growth.
- apply different legal forms to business start-ups and select the appropriate legal form for a specific business model.
- understand the different ways in which entrepreneurship and innovation can be financed and weigh them against each other in terms of medium- and long-term advantages and disadvantages.
- develop a rigorous business plan that can be used both as a planning and financing instrument.
- apply, in principle, an entrepreneurial mindset in a variety of different contexts of future professional development.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Business Administration & Management.

Links to other Study Programs of the University

All Master Programmes in the Business & Management field.

Innovation and Entrepreneurship

Course Code: DLMBIE01-01

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	None

Course Description

In today's globalized and digital world, entrepreneurs have more opportunities to develop and market products and services than ever before. However, entrepreneurship, whether in the form of entrepreneurship or intrapreneurship, presents special challenges. In order to avoid the typical pitfalls of starting and growing a business, a sound understanding of innovation management and building a business is essential. Particular attention must be paid to the financing of entrepreneurial activity, both from the perspective of the entrepreneur and the investor. Innovation and entrepreneurial activity are the basis and driving force of our economy. Even looking at other economies, it is obvious that innovation and entrepreneurship are crucial at every stage of economic development. Small enterprises in developing countries initiate the development of economic institutions and create supply, demand, and markets. These enterprises lay the foundation for economic development and growth. In developed economies, innovation and entrepreneurship are the driving forces behind competition and competitiveness in the global context. In all parts of the world, family businesses play the most important role. The rapid technological and social change present in our societies requires the innovative use of digital technologies (internet and artificial intelligence), as well as flexibility in handling new forms of organization (e.g., strategic alliances between companies). This course introduces students to the ideas behind, motives, and drivers of entrepreneurial activity and innovation and teaches them the practical aspects of the identification, analysis, and development of innovations and business ideas. The core competence of the entrepreneur—the ability to negotiate with investors and partners—is also addressed.

Course Outcomes

On successful completion, students will be able to

- understand the importance, fundamentals, and dimensions of entrepreneurship and its derivatives (intrapreneurship, corporate entrepreneurship, stakeholder relationships, and family businesses).
- analyze the opportunities and challenges associated with evaluating a business idea and setting up a business.
- distinguish between the different motivations behind entrepreneurial activity and develop specific objectives for new enterprises.
- develop a business model, including benchmarks for assessing desired sustainable growth.
- apply different legal forms to business start-ups and select the appropriate legal form for a specific business model.
- understand the different ways in which entrepreneurship and innovation can be financed and weigh them against each other in terms of medium- and long-term advantages and disadvantages.
- develop a rigorous business plan that can be used both as a planning and financing instrument.
- apply, in principle, an entrepreneurial mindset in a variety of different contexts of future professional development.

Contents

1. Entrepreneurship
 - 1.1 Entrepreneurship and entrepreneur
 - 1.2 Enterprise related theories of entrepreneurship
 - 1.3 The economic significance of entrepreneurship
2. Company formation strategy
 - 2.1 Different contexts in which companies are founded
 - 2.2 The Entrepreneur
 - 2.3 Business models and strategies
3. Innovation and innovation management
 - 3.1 Innovation
 - 3.2 Innovation management
 - 3.3 Protection of intellectual property
 - 3.4 Case study: BMW Empathic Design
4. Legal form in international comparison
 - 4.1 Germany
 - 4.2 International comparison: USA

5. Financing entrepreneurial activity I: Sources of finance
 - 5.1 Incubators, accelerators and crowdfunding
 - 5.2 Business angels
 - 5.3 Private equity and corporate venture capital
 - 5.4 Public start-up support
6. Financing entrepreneurial activity II: Financing processes
 - 6.1 The investor view: Deal sourcing and deal screening
 - 6.2 The entrepreneurial view: Negotiations with investors
 - 6.3 The evaluation of business start-ups
7. The business plan
 - 7.1 Purpose and objectives of the business plan
 - 7.2 Expectations regarding the business plan
 - 7.3 Structure and content of the business plan
 - 7.4 Guidelines for creating a business plan
8. Digital business models and artificial intelligence
 - 8.1 e-Business
 - 8.2 Artificial intelligence
 - 8.3 The Globotics Evolution
9. Cooperative strategy: Alliances and joint ventures
 - 9.1 Cooperative strategy
 - 9.2 The right “fit”
 - 9.3 The right “form”
10. Family-owned company
 - 10.1 Definitions
 - 10.2 Economic significance
 - 10.3 Strengths and weaknesses

Literature**Compulsory Reading****Further Reading**

- Mariotti, S., & Glackin, C. (2016). *Entrepreneurship: Starting & operating a small business* (4th ed.). Pearson.
- Parker, S. C. (2009). *The economics of entrepreneurship* (pp. 1–28). Cambridge University Press.
- Scarborough, N. M., & Cornwall, J. R. (2019). *Essentials of entrepreneurship and small business management* (9th ed.). Pearson.

Study Format myStudies

Study Format myStudies	Course Type Lecture
----------------------------------	-------------------------------

Information about the examination	
Examination Admission Requirements	BOLK: yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study	Contact Hours	Tutorial	Self Test	Independent Study	Hours Total
90 h	0 h	30 h	30 h	0 h	150 h

Instructional Methods	
<input type="checkbox"/> Learning Sprints® <input checked="" type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input checked="" type="checkbox"/> Shortcast <input checked="" type="checkbox"/> Audio <input checked="" type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input type="checkbox"/> Guideline <input checked="" type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides

Study Format Distance Learning

Study Format Distance Learning	Course Type Online Lecture
--	--------------------------------------

Information about the examination	
Examination Admission Requirements	BOLK: yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study	Contact Hours	Tutorial	Self Test	Independent Study	Hours Total
90 h	0 h	30 h	30 h	0 h	150 h

Instructional Methods	
<input type="checkbox"/> Learning Sprints®	<input type="checkbox"/> Review Book
<input checked="" type="checkbox"/> Course Book	<input type="checkbox"/> Creative Lab
<input type="checkbox"/> Vodcast	<input type="checkbox"/> Guideline
<input checked="" type="checkbox"/> Shortcast	<input checked="" type="checkbox"/> Live Tutorium/Course Feed
<input checked="" type="checkbox"/> Audio	<input type="checkbox"/> Reader
<input checked="" type="checkbox"/> Exam Template	<input checked="" type="checkbox"/> Slides

Corporate Finance

Module Code: DLMINRE

Module Type see curriculum	Admission Requirements None	Study Level MBA	CP 5	Student Workload 150 h
--------------------------------------	---------------------------------------	---------------------------	----------------	----------------------------------

Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
--	--	--	---

Module Coordinator

Prof. Dr. David Florysiak (Corporate Finance)

Contributing Courses to Module

- Corporate Finance (DLMINRE01)

Module Exam Type

Module Exam

Study Format: Distance Learning
Exam, 90 Minutes

Study Format: myStudies
Exam, 90 Minutes

Split Exam

Weight of Module

see curriculum

Module Contents

- Portfolio and capital market theory
- Financing and capital structure
- Company assessment procedures
- Acquisition, corporate control, and governance
- Finance planning

Learning Outcomes**Corporate Finance**

On successful completion, students will be able to

- know the key components of corporate finance.
- use financial mathematical methods.
- apply the previously learned methods by using selected data sets and case studies.
- understand the capital structures of a corporation as well as their need to make investment and funding decisions.
- apply the common methods of business valuation and understand the basics of mergers & acquisitions.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Finance & Tax Accounting.

Links to other Study Programs of the University

All Master Programmes in the IT & Business & Management field.

Corporate Finance

Course Code: DLMINRE01

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MBA	English		5	None

Course Description

How is funding provided to a corporate activity? How much loan capital and/or own capital does one need? Which projects are worth investing in? What is the actual value of a company? What instruments are available to measure the value of a company and assess financial markets? How can one ensure an optimal balance between the competing goals of liquidity, safety, yield, and growth? This course offers answers to these and other complex questions on the topic of financing and investing. The introduction deals with portfolio selection and capital market theory. With this theoretical foundation, various financing types and capital structures are then explained in detail. Well-known corporate assessment procedures, such as the discounted cash flow method, are presented, as are different calculations that can be used to inform decision making. A critical element of the course is the topic of mergers and acquisitions. Case studies are included to illustrate which parties are typically involved in a merger or acquisition and what criteria is used to determine the success of such a venture. The course concludes with the topic of finance planning.

Course Outcomes

On successful completion, students will be able to

- know the key components of corporate finance.
- use financial mathematical methods.
- apply the previously learned methods by using selected data sets and case studies.
- understand the capital structures of a corporation as well as their need to make investment and funding decisions.
- apply the common methods of business valuation and understand the basics of mergers & acquisitions.

Contents

1. Portfolio and Capital Market Theory
 - 1.1 Capital Markets and Informational Efficiency
 - 1.2 Portfolio Theory
 - 1.3 CAPM

2. Stock and Portfolio Analysis
 - 2.1 Measures of Risk and Performance
 - 2.2 Stock Analysis
3. Optimal Capital Structure
 - 3.1 Capital Structure Based on the Traditional Theorem
 - 3.2 Capital Structure According to Modigliani/Miller
 - 3.3 Neo-Institutional Capital Structure Model
4. Types of Financing
 - 4.1 Internal and External Financing
 - 4.2 Debt Financing
 - 4.3 Equity Financing
 - 4.4 Additional Financing Options
5. Capital Budgeting
 - 5.1 Fundamental Concepts
 - 5.2 Static Capital Budgeting Methods
 - 5.3 Dynamic Investment Calculation Methods
6. Business Valuation
 - 6.1 Purpose and Methods of Business Valuation
 - 6.2 Individual Valuation Methods
 - 6.3 Total Valuation Methods
 - 6.4 Weighted Average Cost of Capital (WACC)
7. Corporate Control and M&A
 - 7.1 The Market for Corporate Control: Mergers and Acquisitions
 - 7.2 Motivations for M&A Transactions
 - 7.3 Phases of M&A Transactions
8. Specific Forms of M&A, Private Equity, Due Diligence, and IPOs
 - 8.1 Due Diligence
 - 8.2 Friendly and Hostile Takeovers, LBOs, MBOs, and MBIs, and IPOs
 - 8.3 Private Equity & Venture Capital Companies

9. Corporate Governance
 - 9.1 Internal and External Corporate Governance
 - 9.2 Example of Legal Basis: Sarbanes Oxley Act (SOX)
 - 9.3 Effect on the Company Performance and the Significance of Ownership Structures
 - 9.4 Additional Financing Options
10. Financial Planning
 - 10.1 Principles of Financial Planning
 - 10.2 Cash Budgeting
 - 10.3 Projected Financial Statements and Ratios

Literature

Compulsory Reading

Further Reading

- Brealey, R., Myers, S. C., & Allen, F. (2016). Principles of corporate finance (12th ed.). New York, NY: McGraw-Hill Education.
- Brealey, R. A., Myers, S. C., & Marcus, A. J. (2015). Fundamentals of corporate finance (8th ed.). New York, NY: McGraw-Hill Education.
- Brigham, E. F., & Daves, P. R. (2016). Intermediate financial management (12th ed.). Boston, MA: Cengage.
- Copeland, T. E., Weston, J. F., & Shastri, K. (2014). Financial theory and corporate policy (Pearson New International ed.). Harlow: Pearson Education.
- Damodaran, A. (2014). Applied corporate finance (4th ed.). Hoboken, NJ: Wiley & Sons.

Study Format Distance Learning

Study Format Distance Learning	Course Type Online Lecture
--	--------------------------------------

Information about the examination	
Examination Admission Requirements	BOLK: yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study	Contact Hours	Tutorial	Self Test	Independent Study	Hours Total
90 h	0 h	30 h	30 h	0 h	150 h

Instructional Methods	
<input type="checkbox"/> Learning Sprints®	<input type="checkbox"/> Review Book
<input checked="" type="checkbox"/> Course Book	<input type="checkbox"/> Creative Lab
<input type="checkbox"/> Vodcast	<input type="checkbox"/> Guideline
<input checked="" type="checkbox"/> Shortcast	<input type="checkbox"/> Live Tutorium/Course Feed
<input checked="" type="checkbox"/> Audio	<input type="checkbox"/> Reader
<input checked="" type="checkbox"/> Exam Template	<input checked="" type="checkbox"/> Slides

Study Format myStudies

Study Format myStudies	Course Type Lecture
----------------------------------	-------------------------------

Information about the examination	
Examination Admission Requirements	BOLK: yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study	Contact Hours	Tutorial	Self Test	Independent Study	Hours Total
90 h	0 h	30 h	30 h	0 h	150 h

Instructional Methods	
<input type="checkbox"/> Learning Sprints®	<input type="checkbox"/> Review Book
<input checked="" type="checkbox"/> Course Book	<input type="checkbox"/> Creative Lab
<input type="checkbox"/> Vodcast	<input type="checkbox"/> Guideline
<input checked="" type="checkbox"/> Shortcast	<input type="checkbox"/> Live Tutorium/Course Feed
<input checked="" type="checkbox"/> Audio	<input type="checkbox"/> Reader
<input checked="" type="checkbox"/> Exam Template	<input checked="" type="checkbox"/> Slides

DLMINRE01

International Marketing

Module Code: DLMMARE

Module Type see curriculum	Admission Requirements None	Study Level MA	CP 5	Student Workload 150 h
--------------------------------------	---------------------------------------	--------------------------	----------------	----------------------------------

Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
--	--	--	---

Module Coordinator

Prof. Dr. Josephine Zhou-Brock (International Marketing)

Contributing Courses to Module

- International Marketing (DLMMARE01)

Module Exam Type

Module Exam

Study Format: Distance Learning
Exam, 90 Minutes

Study Format: myStudies
Exam, 90 Minutes

Split Exam

Weight of Module

see curriculum

Module Contents

- Introduction to international marketing
- The international context of corporations
- International marketing strategies
- Features of the marketing-mix specific to the international context
- Trends in international marketing

Learning Outcomes**International Marketing**

On successful completion, students will be able to

- transfer well-known marketing management concepts to an international context, recognize limitations of their transferability, and continually develop these concepts.
- perform a structural analysis of the context surrounding specific internationalizing decisions, recognize the various contexts in these scenarios, and formulate alternative decisions.
- assess different strategic and political marketing alternatives in specific scenarios using relevant criteria and develop a decision template for developing marketing plans.
- combine actual issues from industry with the most recent scientific insights into successful marketing approaches in order to develop the skills and knowledge required to manage international marketing in a corporate setting.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Marketing & Sales.

Links to other Study Programs of the University

All Master Programmes in the Marketing & Communication field.

International Marketing

Course Code: DLMMARE01

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	None

Course Description

The most important task of international marketing is recognizing which international markets and business-related dependencies should be targeted for the marketing of products and services. The course begins with defining key terms and concepts associated with the field of marketing management and then extrapolates these to the international context. The first section of the course equips students with an understanding of how to perform a structured analysis of international markets, using elements of the “PEST Analysis” (political, legal, economical, socio-cultural, and technological frameworks). Strategical aspects of marketing as well as instruments used to analyze the marketing mix are discussed as they relate to the international context. Inadequate consideration of marketing orientation as well as underestimating the impact of cultural differences both present serious threats to the success of any corporation. This course shall therefore analyze and discuss contemporary case studies involving multinational corporations to elucidate these potential threats. Industry-based case studies also offer students the opportunity to put into practice the knowledge and tools acquired in this course to address some of the specific challenges of international marketing.

Course Outcomes

On successful completion, students will be able to

- transfer well-known marketing management concepts to an international context, recognize limitations of their transferability, and continually develop these concepts.
- perform a structural analysis of the context surrounding specific internationalizing decisions, recognize the various contexts in these scenarios, and formulate alternative decisions.
- assess different strategic and political marketing alternatives in specific scenarios using relevant criteria and develop a decision template for developing marketing plans.
- combine actual issues from industry with the most recent scientific insights into successful marketing approaches in order to develop the skills and knowledge required to manage international marketing in a corporate setting.

Contents

1. Introduction to International Marketing
 - 1.1 Issues Related to International Marketing
 - 1.2 Environmental Factors in International Market Development
 - 1.3 Features of Buying Behavior in International Marketing

2. International Marketing Strategies
 - 2.1 Marketing Segmentation and Market Selection
 - 2.2 Market Entry Strategy
 - 2.3 Market Exit Strategy
3. International Market Research
 - 3.1 Qualitative and Quantitative Primary Research
 - 3.2 International Survey and Observations
4. International Marketing for Specific Sectors
 - 4.1 Industrial Goods Sector
 - 4.2 Consumer Goods Sector
 - 4.3 Wholesale and Retail Sector
 - 4.4 Service Sector
5. International Products
 - 5.1 Product Policy
 - 5.2 Product Mix and Degree of Standardization
 - 5.3 Brand Policy
6. International Pricing and Terms and Sales Policies
 - 6.1 Pricing on International Markets
 - 6.2 Types of Price Discrimination
 - 6.3 Credit and Discount Policy
7. International Promotion
 - 7.1 International Promotion
 - 7.2 International Promotion Mix
 - 7.3 Optimal Standardization
8. International Distribution
 - 8.1 Distribution Channels, Intermediaries, and Distribution Schemes
 - 8.2 Organizational Forms for International Market Development
 - 8.3 Potential for Standardization
9. International Marketing Mix
 - 9.1 Home Country Orientation
 - 9.2 Global Orientation
 - 9.3 Multinational Orientation

Literature**Compulsory Reading****Further Reading**

- Bradley, F. (2004). International marketing strategy (5th ed.). Toronto: Pearson Education.

Study Format Distance Learning

Study Format Distance Learning	Course Type Online Lecture
--	--------------------------------------

Information about the examination	
Examination Admission Requirements	BOLK: yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study	Contact Hours	Tutorial	Self Test	Independent Study	Hours Total
90 h	0 h	30 h	30 h	0 h	150 h

Instructional Methods	
<input type="checkbox"/> Learning Sprints®	<input type="checkbox"/> Review Book
<input checked="" type="checkbox"/> Course Book	<input type="checkbox"/> Creative Lab
<input type="checkbox"/> Vodcast	<input type="checkbox"/> Guideline
<input checked="" type="checkbox"/> Shortcast	<input checked="" type="checkbox"/> Live Tutorium/Course Feed
<input checked="" type="checkbox"/> Audio	<input type="checkbox"/> Reader
<input checked="" type="checkbox"/> Exam Template	<input checked="" type="checkbox"/> Slides

Study Format myStudies

Study Format myStudies	Course Type Lecture
----------------------------------	-------------------------------

Information about the examination	
Examination Admission Requirements	BOLK: yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study	Contact Hours	Tutorial	Self Test	Independent Study	Hours Total
90 h	0 h	30 h	30 h	0 h	150 h

Instructional Methods	
<input type="checkbox"/> Learning Sprints®	<input type="checkbox"/> Review Book
<input checked="" type="checkbox"/> Course Book	<input type="checkbox"/> Creative Lab
<input type="checkbox"/> Vodcast	<input type="checkbox"/> Guideline
<input checked="" type="checkbox"/> Shortcast	<input checked="" type="checkbox"/> Live Tutorium/Course Feed
<input checked="" type="checkbox"/> Audio	<input type="checkbox"/> Reader
<input checked="" type="checkbox"/> Exam Template	<input checked="" type="checkbox"/> Slides

DLMMARE01

Managerial Economics

Module Code: DLMBME-01

Module Type see curriculum	Admission Requirements None	Study Level MBA	CP 5	Student Workload 150 h
--------------------------------------	---------------------------------------	---------------------------	----------------	----------------------------------

Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
--	--	--	---

Module Coordinator

Sascha Benk (Managerial Economics)

Contributing Courses to Module

- Managerial Economics (DLMBME01-01)

Module Exam Type

Module Exam

Study Format: Distance Learning
Exam, 90 Minutes

Study Format: myStudies
Exam, 90 Minutes

Split Exam

Weight of Module

see curriculum

Module Contents

- The nature of managerial economics
- Market forces: Demand and supply
- Market structures and competition
- Strategy analysis and decision-making

Learning Outcomes**Managerial Economics**

On successful completion, students will be able to

- Define the scope of managerial economics and describe its contribution to both entrepreneurial decision-making and economic theory at large.
- Identify and interpret various macroeconomic indicators and analyze the role of macroeconomic factors in shaping governmental and central bank policies.
- Calculate various elasticities of demand and accurately estimate future demand using regression analysis.
- Identify price and non-price determinants of supply and calculate production and cost functions.
- Identify various market structures and evaluate pricing strategies adopted by firms.
- Evaluate the role and effectiveness of policies to reduce the occurrence of market failure.
- Recognize the role of understanding risk in managerial decision-making and select advantageous capital budgeting projects.
- Apply theories of economic behavior and design entrepreneurial strategies to successfully manage a company and secure for it a competitive advantage.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Business Administration & Management.

Links to other Study Programs of the University

All Master Programmes in the IT & Technology field(s).

Managerial Economics

Course Code: DLMBME01-01

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MBA	English		5	None

Course Description

This course takes an in-depth look into the economic framework underlying markets and economies and the economic rationale underlying strategic decisions. In order to enable students to analyze the economic environment and draw conclusions from a managerial perspective, the first part of the course is devoted to the description and analysis of market forces. Following this, strategic decision making makes up the second half of the course. In particular, these latter units deal with the role of different market structures and asymmetric information as well as the fundamentals of game theory, which supports students to understand with the underlying decision making processes at work in modern economics.

Course Outcomes

On successful completion, students will be able to

- Define the scope of managerial economics and describe its contribution to both entrepreneurial decision-making and economic theory at large.
- Identify and interpret various macroeconomic indicators and analyze the role of macroeconomic factors in shaping governmental and central bank policies.
- Calculate various elasticities of demand and accurately estimate future demand using regression analysis.
- Identify price and non-price determinants of supply and calculate production and cost functions.
- Identify various market structures and evaluate pricing strategies adopted by firms.
- Evaluate the role and effectiveness of policies to reduce the occurrence of market failure.
- Recognize the role of understanding risk in managerial decision-making and select advantageous capital budgeting projects.
- Apply theories of economic behavior and design entrepreneurial strategies to successfully manage a company and secure for it a competitive advantage.

Contents

1. The Nature, Scope, and Method of Managerial Economics
 - 1.1 The Nature and Scope of Managerial Economics
 - 1.2 The Method of Managerial Economics

2. The Macroeconomic Environment
 - 2.1 Macroeconomic Conditions and the Business Cycle
 - 2.2 Government and Central Bank Policies
3. Market Force: Demand
 - 3.1 The Theory of Demand
 - 3.2 Elasticity of Demand
 - 3.3 Demand Estimation
4. Market Force: Supply
 - 4.1 The Theory of Supply
 - 4.2 Price Determination
 - 4.3 Production Theory
 - 4.4 Cost Theory
5. Market Structures and Competition
 - 5.1 Theories of the Firm
 - 5.2 Market Structures
 - 5.3 Pricing Strategies
6. Government Regulation and Industry
 - 6.1 Market Failures
 - 6.2 Government Policies to Reduce Market Failure
7. Strategic Analysis and Decision-Making
 - 7.1 Game Theory
 - 7.2 Information and Decision-Making
 - 7.3 Auctions
8. Capital Budgeting and Risk
 - 8.1 Capital Budgeting
 - 8.2 Investment Analysis
 - 8.3 Risk Versus Uncertainty

Literature**Compulsory Reading****Further Reading**

- Keat, P. G., Young, P. K., & Erfle, S. E. (2014). *Managerial economics: Economic tools for today's decision makers* (7th ed.). Upper Saddle River, NJ: Prentice Hall.
- McGuigan, J. R., Moyer, R. C., & Harris, F. H. (2017). *Managerial economics: Applications, strategies and tactics* (14th ed.). Boston, MA: Cengage Learning.
- Perloff, J. M., & Brander, J. A. (2017). *Managerial economics and strategy* (2nd ed.). Upper Saddle River, NJ: Pearson.
- Png, I. (2016). *Managerial economics* (5th ed.). Abingdon: Routledge.

Study Format Distance Learning

Study Format Distance Learning	Course Type Online Lecture
--	--------------------------------------

Information about the examination	
Examination Admission Requirements	BOLK: yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study	Contact Hours	Tutorial	Self Test	Independent Study	Hours Total
90 h	0 h	30 h	30 h	0 h	150 h

Instructional Methods	
<input type="checkbox"/> Learning Sprints®	<input type="checkbox"/> Review Book
<input checked="" type="checkbox"/> Course Book	<input type="checkbox"/> Creative Lab
<input type="checkbox"/> Vodcast	<input type="checkbox"/> Guideline
<input checked="" type="checkbox"/> Shortcast	<input type="checkbox"/> Live Tutorium/Course Feed
<input checked="" type="checkbox"/> Audio	<input type="checkbox"/> Reader
<input checked="" type="checkbox"/> Exam Template	<input checked="" type="checkbox"/> Slides

Study Format myStudies

Study Format myStudies	Course Type Lecture
----------------------------------	-------------------------------

Information about the examination	
Examination Admission Requirements	BOLK: yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study	Contact Hours	Tutorial	Self Test	Independent Study	Hours Total
90 h	0 h	30 h	30 h	0 h	150 h

Instructional Methods	
<input type="checkbox"/> Learning Sprints®	<input type="checkbox"/> Review Book
<input checked="" type="checkbox"/> Course Book	<input type="checkbox"/> Creative Lab
<input type="checkbox"/> Vodcast	<input type="checkbox"/> Guideline
<input checked="" type="checkbox"/> Shortcast	<input type="checkbox"/> Live Tutorium/Course Feed
<input checked="" type="checkbox"/> Audio	<input type="checkbox"/> Reader
<input checked="" type="checkbox"/> Exam Template	<input checked="" type="checkbox"/> Slides

DLMBME01-01

Performance Management

Module Code: DLMBPM

Module Type see curriculum	Admission Requirements None	Study Level MBA	CP 5	Student Workload 150 h
--------------------------------------	---------------------------------------	---------------------------	----------------	----------------------------------

Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
--	--	--	---

Module Coordinator

Dr. Tobias Broweleit (Performance Management)

Contributing Courses to Module

- Performance Management (DLMBPM01)

Module Exam Type

Module Exam

Study Format: Distance Learning
Exam, 90 Minutes

Study Format: myStudies
Exam, 90 Minutes

Split Exam

Weight of Module

see curriculum

Module Contents

- Performance measurement concepts
- Measuring financial performance
- Drivers of financial and operational performance

Learning Outcomes

Performance Management

On successful completion, students will be able to

- Describe the history of performance measurement theory and its influence of present-day understanding of performance measurement.
- Report on a business's financial performance using accounting calculations (such as return on equity, return on assets, return on investment, earnings per share, gross profit margin, etc.) and market-based calculations (such as price-to-earnings ratio, net present value, internal rate of return, etc.).
- Explain the economic value added (EVA) model and calculate this metric using data from the company.
- Identify, define, and track drivers of operational performance, specifically quality, dependability, speed, cost, and flexibility.
- Derive performance metrics, such as customer satisfaction or sales forecast-to-plan performance, and link these with overall performance targets to create a performance measurement system.
- Conduct a customer profitability analysis using activity-based costing and calculate customer lifetime value using company data.
- Summarize strategies for benchmarking and measuring intellectual capital.
- Measuring organizational performance using the following tools: Balanced Scorecard, the EFQM Excellence Model, the Performance Prism and the SMART Pyramid approach.
- Evaluate the strengths and weaknesses of different performance measurement metrics and frameworks.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Business Administration & Management.

Links to other Study Programs of the University

All Master Programmes in the Business & Management field.

Performance Management

Course Code: DLMBPM01

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MBA	English		5	None

Course Description

After specifying a company's strategic goals, managers face the challenge to implement these strategies. Performance measurement and performance management support the implementation of strategy by using performance measures to address financial and non-financial/operational aspects. Consequently, students get to know the function of performance measurement and performance management as part of the overall management functions. Furthermore, they will acquire an understanding of various performance aspects (e.g. financial drivers measured by the economic value added, customer drivers measured and managed by customer lifetime value, process drivers measured and managed in the context of continuous improvement programs). Understanding financial performance measurement concepts is especially crucial before students go on to identify operational drivers.

Course Outcomes

On successful completion, students will be able to

- Describe the history of performance measurement theory and its influence of present-day understanding of performance measurement.
- Report on a business's financial performance using accounting calculations (such as return on equity, return on assets, return on investment, earnings per share, gross profit margin, etc.) and market-based calculations (such as price-to-earnings ratio, net present value, internal rate of return, etc.).
- Explain the economic value added (EVA) model and calculate this metric using data from the company.
- Identify, define, and track drivers of operational performance, specifically quality, dependability, speed, cost, and flexibility.
- Derive performance metrics, such as customer satisfaction or sales forecast-to-plan performance, and link these with overall performance targets to create a performance measurement system.
- Conduct a customer profitability analysis using activity-based costing and calculate customer lifetime value using company data.
- Summarize strategies for benchmarking and measuring intellectual capital.
- Measuring organizational performance using the following tools: Balanced Scorecard, the EFQM Excellence Model, the Performance Prism and the SMART Pyramid approach.
- Evaluate the strengths and weaknesses of different performance measurement metrics and frameworks.

Contents

1. Performance Measurement as Part of the Overall Management Framework
 - 1.1 Theories Before 1950
 - 1.2 Theories After 1950
2. Measuring Financial Performance
 - 2.1 Reviewing Traditional Models of Financial Performance Measurement
 - 2.2 The Economic Value Added (EVA) Metric
3. Drivers of Operational Performance
 - 3.1 The Five Operations Performance Objectives
 - 3.2 Analysis of Performance Drivers
4. Customer Profitability Analysis, Lifetime Value, and Benchmarking
 - 4.1 Profitability Analysis
 - 4.2 Customer Lifetime Value
 - 4.3 Benchmarking
5. Intellectual Capital Measurement and Management
 - 5.1 Importance and Challenges of Intellectual Capital Measurement
 - 5.2 Approaches of Managing and Measuring Intellectual Capital
6. Performance Measurement Concepts
 - 6.1 Objectives of Performance Measurement Systems
 - 6.2 The Balanced Scorecard
 - 6.3 Performance Prism and SMART Pyramid
 - 6.4 European Foundation for Quality Management (EFQM)
7. Common Characteristics of Different Concepts
 - 7.1 Common Characteristics of Different Concepts
 - 7.2 Pitfalls in Performance Measurement and Management

Literature**Compulsory Reading****Further Reading**

- Neely, A. (2007). Business performance measurement: Theory and practice (2nd ed.). Cambridge: Cambridge University Press.
- Simons, R. (2000). Performance measurement and control systems for implementing strategy: Text and cases (International ed.). Upper Saddle River, NJ: Prentice Hall.

Study Format Distance Learning

Study Format Distance Learning	Course Type Online Lecture
--	--------------------------------------

Information about the examination	
Examination Admission Requirements	BOLK: yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study	Contact Hours	Tutorial	Self Test	Independent Study	Hours Total
90 h	0 h	30 h	30 h	0 h	150 h

Instructional Methods	
<input type="checkbox"/> Learning Sprints®	<input type="checkbox"/> Review Book
<input checked="" type="checkbox"/> Course Book	<input type="checkbox"/> Creative Lab
<input type="checkbox"/> Vodcast	<input type="checkbox"/> Guideline
<input checked="" type="checkbox"/> Shortcast	<input checked="" type="checkbox"/> Live Tutorium/Course Feed
<input checked="" type="checkbox"/> Audio	<input type="checkbox"/> Reader
<input checked="" type="checkbox"/> Exam Template	<input checked="" type="checkbox"/> Slides

Study Format myStudies

Study Format myStudies	Course Type Lecture
----------------------------------	-------------------------------

Information about the examination	
Examination Admission Requirements	BOLK: yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study	Contact Hours	Tutorial	Self Test	Independent Study	Hours Total
90 h	0 h	30 h	30 h	0 h	150 h

Instructional Methods	
<input type="checkbox"/> Learning Sprints®	<input type="checkbox"/> Review Book
<input checked="" type="checkbox"/> Course Book	<input type="checkbox"/> Creative Lab
<input type="checkbox"/> Vodcast	<input type="checkbox"/> Guideline
<input checked="" type="checkbox"/> Shortcast	<input checked="" type="checkbox"/> Live Tutorium/Course Feed
<input checked="" type="checkbox"/> Audio	<input type="checkbox"/> Reader
<input checked="" type="checkbox"/> Exam Template	<input checked="" type="checkbox"/> Slides

DLMBPM01

2. Semester

Strategic Management

Module Code: DLMBSME

Module Type see curriculum	Admission Requirements None	Study Level MBA	CP 5	Student Workload 150 h
--------------------------------------	---------------------------------------	---------------------------	----------------	----------------------------------

Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
--	--	--	---

Module Coordinator

Prof. Dr. Josephine Zhou-Brock (Strategic Management)

Contributing Courses to Module

- Strategic Management (DLMBSME01)

Module Exam Type

Module Exam

Study Format: myStudies
Exam, 90 Minutes

Study Format: Distance Learning
Exam, 90 Minutes

Split Exam

Weight of Module

see curriculum

Module Contents

- Foundations and concepts of strategic management
- Strategic planning process
- International challenges of strategic management

Learning Outcomes**Strategic Management**

On successful completion, students will be able to

- understand the entire process of strategic planning from the organizational planning, the implementation to the evaluation and controlling.
- apply appropriate analysis tools in order to methodically address specific business decisions in the international business environment, taking intercultural aspects into account.
- analyze the capabilities of various organizations, that operate in different fields, from a functional and resource perspective by evaluating its strengths and weaknesses.
- develop a better understanding of the wider business environment by analyzing the opportunities and threats facing their organization.
- evaluate strategies by employing appropriate controlling tools.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Business Administration & Management.

Links to other Study Programs of the University

All Master Programmes in the Business & Management field.

Strategic Management

Course Code: DLMBSME01

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MBA	English		5	None

Course Description

Various methods of strategic market analysis are presented in this course so as to allow students to evaluate risks and opportunities in global markets, highlighting intercultural aspects, by looking at organizations operating in different countries. Students learn to analyze and understand strengths and weaknesses of organizations from various disciplines (products, services, NGOs etc.) that face specific market situations. Supported by new developments in the field of market research, the process for identifying and analyzing core competencies and competitive advantages in national and international environments is discussed at length. Students are supported to plan strategic alternatives and to implement and control these by taking on fictitious roles within various different organizations. Exercises and international case studies help students to identify with the role of management and participate in the strategic planning process as well as in operational management. This helps students understand the problems companies regularly face and comprehend how methods of modern management can be used in order to solve these.

Course Outcomes

On successful completion, students will be able to

- understand the entire process of strategic planning from the organizational planning, the implementation to the evaluation and controlling.
- apply appropriate analysis tools in order to methodically address specific business decisions in the international business environment, taking intercultural aspects into account.
- analyze the capabilities of various organizations, that operate in different fields, from a functional and resource perspective by evaluating its strengths and weaknesses.
- develop a better understanding of the wider business environment by analyzing the opportunities and threats facing their organization.
- evaluate strategies by employing appropriate controlling tools.

Contents

1. What is Strategy?
 - 1.1 What is a Corporate Strategy?
 - 1.2 What Has to be Taken into Consideration when Making Strategic Decisions?
 - 1.3 Who Takes Part in Developing a Strategy?
 - 1.4 What is Included in a Solid Strategic Plan?

2. The Strategic Environment
 - 2.1 Where Are We in the Market Place? The Macro Environment
 - 2.2 Where Are We in the Market Place? The Micro Environment
 - 2.3 Analysis, Strategic Capabilities, and the Five Forces Model
3. The Position in the Market
 - 3.1 Why Do We Exist?
 - 3.2 What is Our Position in the Market?
 - 3.3 What Information Does the Company Need?
 - 3.4 What Capabilities Does the Company Have?
 - 3.5 What Capabilities Do Others Have?
4. What Strategic Options Are Available to the Strategic Business Unit (SBU)?
 - 4.1 What Strategic Options Does the SBU Have?
 - 4.2 Interactive Strategies
 - 4.3 Product Life Cycle
5. What Strategic Options Are Available to the Corporation?
 - 5.1 Areas to Consider When Formulating a Strategy
 - 5.2 Strategic Options
 - 5.3 Outsourcing
 - 5.4 Product Portfolio Analysis Using the BCG Matrix
 - 5.5 Product Portfolio Analysis Using the GE-McKinsey Matrix
6. What International Strategies Are Available?
 - 6.1 Why Do Companies Go International?
 - 6.2 What Factors Contribute to the Decision About Which Country to Invest In?
 - 6.3 How Can a Company Invest Internationally?
7. Do-It-Yourself, Buy, or Ally?
 - 7.1 Do-It-Yourself
 - 7.2 Mergers and Acquisitions (M&As)
 - 7.3 Strategic Alliances
 - 7.4 How to Decide Whether to Buy, Alley, or Do-It-Yourself?
8. How to Evaluate Strategies?
 - 8.1 How to Evaluate Strategy?
 - 8.2 Implementing Strategy

Literature**Compulsory Reading****Further Reading**

- Hooley, G. J., Piercy, N., Nicoulaud, B., & Rudd, J. M. (2017). *Marketing strategy and competitive positioning* (6th ed.). Harlow: Pearson Education.
- Johnson, G., Whittington, R., Scholes, K., Angwin, D., & Regnér, P. (2017). *Exploring strategy: Text and cases* (10th ed.). Harlow: Pearson Education.
- Kotler, P. T., & Keller, K. L. (2015). *Marketing management* (15th ed.). Harlow: Pearson.
- Porter, M. (2004). *Competitive strategy: Techniques for analyzing industries and competitors*. New York, NY: Free Press.
- Porter, M. (2008). *On competition* (2nd ed.). Boston: Harvard Business Review Press.

Study Format myStudies

Study Format myStudies	Course Type Lecture
----------------------------------	-------------------------------

Information about the examination	
Examination Admission Requirements	BOLK: yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study	Contact Hours	Tutorial	Self Test	Independent Study	Hours Total
90 h	0 h	30 h	30 h	0 h	150 h

Instructional Methods	
<input type="checkbox"/> Learning Sprints®	<input type="checkbox"/> Review Book
<input checked="" type="checkbox"/> Course Book	<input type="checkbox"/> Creative Lab
<input type="checkbox"/> Vodcast	<input type="checkbox"/> Guideline
<input checked="" type="checkbox"/> Shortcast	<input checked="" type="checkbox"/> Live Tutorium/Course Feed
<input checked="" type="checkbox"/> Audio	<input type="checkbox"/> Reader
<input checked="" type="checkbox"/> Exam Template	<input checked="" type="checkbox"/> Slides

Study Format Distance Learning

Study Format Distance Learning	Course Type Online Lecture
--	--------------------------------------

Information about the examination	
Examination Admission Requirements	BOLK: yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study	Contact Hours	Tutorial	Self Test	Independent Study	Hours Total
90 h	0 h	30 h	30 h	0 h	150 h

Instructional Methods	
<input type="checkbox"/> Learning Sprints®	<input type="checkbox"/> Review Book
<input checked="" type="checkbox"/> Course Book	<input type="checkbox"/> Creative Lab
<input type="checkbox"/> Vodcast	<input type="checkbox"/> Guideline
<input checked="" type="checkbox"/> Shortcast	<input checked="" type="checkbox"/> Live Tutorium/Course Feed
<input checked="" type="checkbox"/> Audio	<input type="checkbox"/> Reader
<input checked="" type="checkbox"/> Exam Template	<input checked="" type="checkbox"/> Slides

DLMBSME01

Business Ethics and Corporate Governance

Module Code: DLMBAEBECG

Module Type	Admission Requirements	Study Level	CP	Student Workload
see curriculum	None	MBA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator

Prof. Dr. Jürgen Matthias Seeler (Business Ethics and Corporate Governance)

Contributing Courses to Module

- Business Ethics and Corporate Governance (DLMBAEBECG01)

Module Exam Type

Module Exam

Study Format: myStudies
Written Assessment: Written Assignment
Study Format: Distance Learning
Written Assessment: Written Assignment

Split Exam

Weight of Module

see curriculum

Module Contents

- Introduction to Business Ethics and Corporate Governance
- Ethics Theories
- Business Ethics Problem Areas and Solutions
- Basic Perspectives of Corporate Governance
- Monitoring Concepts for Corporate Governance
- Combining Business Ethics and Corporate Governance

Learning Outcomes**Business Ethics and Corporate Governance**

On successful completion, students will be able to

- explain the most important concepts and definitions of business ethics.
- distinguish important theories of business ethics.
- implement business ethics concepts in business practice.
- explain different understandings of corporate governance.
- highlight the influences of business ethics on corporate governance.
- discuss the relationship between business ethics and corporate governance on the basis of a term paper using an example from business practice.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Economics

Links to other Study Programs of the University

All Master Programs in the Business & Management fields

Business Ethics and Corporate Governance

Course Code: DLMBAEBECG01

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MBA	English		5	None

Course Description

Within the framework of the course "Business Ethics and Corporate Governance", the students prepare a written assignment for which they have to select one out of a variety of topics proposed in the Learning Management System. Students are required to demonstrate their capacity to link business ethics and corporate governance, both theoretically and based on an example from business practice. The students show the ability to familiarize themselves with the topic, to link scientific theory and entrepreneurial practice and to present their findings in a structured systematic way.

Course Outcomes

On successful completion, students will be able to

- explain the most important concepts and definitions of business ethics.
- distinguish important theories of business ethics.
- implement business ethics concepts in business practice.
- explain different understandings of corporate governance.
- highlight the influences of business ethics on corporate governance.
- discuss the relationship between business ethics and corporate governance on the basis of a term paper using an example from business practice.

Contents

1. Introduction to Business Ethics and Corporate Governance
 - 1.1 Basic Terms and Definitions in Business Ethics
 - 1.2 Basic Terms and Definitions in Corporate Governance
 - 1.3 The Link between Business Ethics and Corporate Governance
2. Ethics Theories
 - 2.1 Ethics Theories
 - 2.2 Comparison between Deontology and Utilitarianism
 - 2.3 Business Ethics Concepts evolving from Ethics Theories

3. Business Ethics Problem Areas and Solutions
 - 3.1 Categorization of Ethical Problems in Business
 - 3.2 Components of a Corporate Ethics Program
 - 3.3 Ethics Implementation in Business Practice
4. Basic Perspectives of Corporate Governance
 - 4.1 Important Terms and Definitions of Corporate Governance
 - 4.2 Approaches to Corporate Governance
 - 4.3 The Concept of Control
5. Monitoring Concepts for Corporate Governance
 - 5.1 Governance Mechanisms
 - 5.2 Governance Systems
 - 5.3 Corporate Governance Codes
6. Combining Business Ethics and Corporate Governance
 - 6.1 Linking Business Ethics and Corporate Governance
 - 6.2 Developing an Ethically Oriented Corporate Governance
 - 6.3 Leadership in the Context of Ethical Corporate Governance

Literature

Compulsory Reading

Further Reading

- Dimmock, M., & Fisher, A. (2017). Ethics for A-level. Open Book Publishers.
- Rendtorff, J. D. (2019). Cosmopolitan business ethics: Towards a global ethos of management. Taylor & Francis.
- Rossouw, D., & Van Vuuren, L. (2017). Business ethics (6th ed.). Oxford University Press.
- Treviño, L. K., & Nelson, K. A. (2017). Managing business ethics: Straight talk about how to do it right (7th ed.). Wiley & Sons.
- Ulrich, P. (2008). Integrative economic ethics: Foundations of a civilized market economy. Cambridge University Press.

Study Format myStudies

Study Format myStudies	Course Type Lecture
----------------------------------	-------------------------------

Information about the examination	
Examination Admission Requirements	BOLK: yes
Type of Exam	Written Assessment: Written Assignment

Student Workload					
Self Study	Contact Hours	Tutorial	Self Test	Independent Study	Hours Total
110 h	0 h	20 h	20 h	0 h	150 h

Instructional Methods	
<input type="checkbox"/> Learning Sprints®	<input checked="" type="checkbox"/> Review Book
<input checked="" type="checkbox"/> Course Book	<input type="checkbox"/> Creative Lab
<input type="checkbox"/> Vodcast	<input checked="" type="checkbox"/> Guideline
<input checked="" type="checkbox"/> Shortcast	<input checked="" type="checkbox"/> Live Tutorium/Course Feed
<input checked="" type="checkbox"/> Audio	<input type="checkbox"/> Reader
<input type="checkbox"/> Exam Template	<input checked="" type="checkbox"/> Slides

Study Format Distance Learning

Study Format Distance Learning	Course Type Online Lecture
--	--------------------------------------

Information about the examination	
Examination Admission Requirements	BOLK: yes
Type of Exam	Written Assessment: Written Assignment

Student Workload					
Self Study	Contact Hours	Tutorial	Self Test	Independent Study	Hours Total
110 h	0 h	20 h	20 h	0 h	150 h

Instructional Methods	
<input type="checkbox"/> Learning Sprints®	<input checked="" type="checkbox"/> Review Book
<input checked="" type="checkbox"/> Course Book	<input type="checkbox"/> Creative Lab
<input type="checkbox"/> Vodcast	<input checked="" type="checkbox"/> Guideline
<input checked="" type="checkbox"/> Shortcast	<input checked="" type="checkbox"/> Live Tutorium/Course Feed
<input checked="" type="checkbox"/> Audio	<input type="checkbox"/> Reader
<input type="checkbox"/> Exam Template	<input checked="" type="checkbox"/> Slides

Operations and Information Management

Module Code: DLMBAEOIM

Module Type see curriculum	Admission Requirements None	Study Level MBA	CP 5	Student Workload 150 h
--------------------------------------	---------------------------------------	---------------------------	----------------	----------------------------------

Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
--	--	--	---

Module Coordinator

Prof. Dr. Sebastian Stütz (Operations and Information Management)

Contributing Courses to Module

- Operations and Information Management (DLMBAEOIM01)

Module Exam Type

Module Exam

Study Format: myStudies
Written Assessment: Case Study
Study Format: Distance Learning
Written Assessment: Case Study

Split Exam

Weight of Module

see curriculum

Module Contents

- Preparation of reliable demand forecasts
- Site planning
- Process design and process planning
- Inventory management and production control
- Information systems in the supply chain
- Behavioral operations management

Learning Outcomes

Operations and Information Management

On successful completion, students will be able to

- apply selected and practice-oriented concepts of operations management in various tasks and draw appropriate conclusions for verifiable performance improvements.
- critically evaluate the benefits and limitations of modern and process-oriented software solutions in operations management.
- consider current and future developments in connection with the megatrends of digitization and climate protection in operations management.
- support the analysis, planning, and design of value-adding processes in supply chains through modern information systems.
- understand and anticipate the behavior of decision-makers and their individual preferences in order to better predict the actual behavior of the supply chain partners and optimize the achievement of own objectives.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Economics.

Links to other Study Programs of the University

All Master Programmes in the Business & Management field.

Operations and Information Management

Course Code: DLMBAEOIM01

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MBA	English		5	None

Course Description

Operations management comprises the planning, control, execution, and monitoring of all internal company resources and capacities for the manufacture of products and services. This course provides students with the knowledge and skills to apply theoretically-sound and practice-relevant concepts of operations management in the context of different problems and tasks (taking into account central megatrends) and draw process-relevant conclusions for verifiable performance improvements. The consideration of powerful software solutions plays an important role here. Starting from the creation of reliable demand forecasts, different scenarios for the optimal location decisions of companies are considered. The process design defines the basic framework for processes, decision rules, and process performance analyses. This then shows in the subsequent process planning how optimal sequences for orders are calculated under certain priority rules. In inventory management, various models for inventory optimization are considered in order to apply practice-relevant methods for calculating capacities and production plans, taking into account various restrictions. Supply chain management investigates how independent companies can optimally coordinate their activities and promote cross-company communication through the use of sustainable information systems. Concluding the course is an examination of human decision heuristics and preferences and their anticipation of decision behavior within the framework of behavioral operations management.

Course Outcomes

On successful completion, students will be able to

- apply selected and practice-oriented concepts of operations management in various tasks and draw appropriate conclusions for verifiable performance improvements.
- critically evaluate the benefits and limitations of modern and process-oriented software solutions in operations management.
- consider current and future developments in connection with the megatrends of digitization and climate protection in operations management.
- support the analysis, planning, and design of value-adding processes in supply chains through modern information systems.
- understand and anticipate the behavior of decision-makers and their individual preferences in order to better predict the actual behavior of the supply chain partners and optimize the achievement of own objectives.

Contents

1. Introduction to operations management
 - 1.1 Definition, subjects, and tools of operations management
 - 1.2 Operations management under circumstances of conflicting demands
2. Preparation of reliable demand forecasts
 - 2.1 The Forecast Problem
 - 2.2 Qualitative forecasting methods
 - 2.3 Causal and time series forecasts
 - 2.4 Assessment of forecast quality
3. Site planning
 - 3.1 Central problem aspects
 - 3.2 Arbitrary locations and transport costs
 - 3.3 Optimization with pre-determined locations
 - 3.4 Site selection and response times
4. Process design and process planning
 - 4.1 Process types
 - 4.2 Process structure
 - 4.3 Process performance
 - 4.4 Priority rules for planning and controlling processes
5. Inventory management and production control
 - 5.1 Models for optimizing stocks
 - 5.2 Continuous inventory management
 - 5.3 Function and application areas of MRP II and Just in Time
 - 5.4 Methods for optimal planning of capacities and production plans
6. Information systems in the supply chain
 - 6.1 Increased performance through product and process design
 - 6.2 Order policy, demand forecasts, and demand planning
 - 6.3 Hellengrath and Kuhn's three-pillar approach
 - 6.4 Requirements for supply chain information systems
 - 6.5 Market analysis of selected IT systems

7. Behavioral operations management
 - 7.1 Decision heuristics for solving complex problems
 - 7.2 Decision behavior and decision prognosis
 - 7.3 Decision influencing

Literature

Compulsory Reading

Further Reading

- Bozarth, C. C. & Handfield, R. B. (2019). Introduction to operations and supply chain management (5th ed.). Pearson Education Limited.
- Das, A. (2015). An introduction to operations management: The joy of operations. Routledge.
- Hill, A., & Hill, T. (2018). Essential operations management (2nd ed.). Red Globe Press.
- Slack, N. & Brandon-Jones, A. (2018). Operations and process management: Principles and practice for strategic impact. Pearson.

Study Format myStudies

Study Format myStudies	Course Type Lecture
----------------------------------	-------------------------------

Information about the examination	
Examination Admission Requirements	BOLK: yes
Type of Exam	Written Assessment: Case Study

Student Workload					
Self Study	Contact Hours	Tutorial	Self Test	Independent Study	Hours Total
110 h	0 h	20 h	20 h	0 h	150 h

Instructional Methods		
<input type="checkbox"/> Learning Sprints®	<input type="checkbox"/> Review Book	<input type="checkbox"/> Sprint
<input checked="" type="checkbox"/> Course Book	<input type="checkbox"/> Creative Lab	<input type="checkbox"/> Interactive Online Lecture
<input type="checkbox"/> Vodcast	<input checked="" type="checkbox"/> Guideline	
<input checked="" type="checkbox"/> Shortcast	<input checked="" type="checkbox"/> Live Tutorium/Course Feed	
<input checked="" type="checkbox"/> Audio	<input type="checkbox"/> Reader	
<input type="checkbox"/> Exam Template	<input checked="" type="checkbox"/> Slides	

Study Format Distance Learning

Study Format Distance Learning	Course Type Online Lecture
--	--------------------------------------

Information about the examination	
Examination Admission Requirements	BOLK: yes
Type of Exam	Written Assessment: Case Study

Student Workload					
Self Study 110 h	Contact Hours 0 h	Tutorial 20 h	Self Test 20 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
<input type="checkbox"/> Learning Sprints®	<input type="checkbox"/> Review Book	<input type="checkbox"/> Sprint
<input checked="" type="checkbox"/> Course Book	<input type="checkbox"/> Creative Lab	<input type="checkbox"/> Interactive Online Lecture
<input type="checkbox"/> Vodcast	<input checked="" type="checkbox"/> Guideline	
<input checked="" type="checkbox"/> Shortcast	<input checked="" type="checkbox"/> Live Tutorium/Course Feed	
<input checked="" type="checkbox"/> Audio	<input type="checkbox"/> Reader	
<input type="checkbox"/> Exam Template	<input checked="" type="checkbox"/> Slides	

DLMBAEOIM01

Capstone Project

Module Code: MBCPA

Module Type	Admission Requirements	Study Level	CP	Student Workload
see curriculum	Capstone Thesis: Completion of modules totaling a minimum of 30 ECTS; Capstone Thesis Defense: Submission of the Capstone Thesis	MBA	15	450 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator

Prof. Dr. Holger Sommerfeldt (Capstone Thesis and Thesis Defense)

Contributing Courses to Module

- Capstone Thesis and Thesis Defense (MBCPA01)

Module Exam Type

Module Exam

Study Format: myStudies

Written Assessment: Caspstone Thesis

Study Format: Distance Learning

Written Assessment: Caspstone Thesis

Split Exam

Weight of Module

see curriculum

Module Contents

- Capstone Thesis
- Capstone Thesis Defense

Learning Outcomes

Capstone Thesis and Thesis Defense

On successful completion, students will be able to

- Capstone Thesis:
 - demonstrate their skills in producing an academic paper transferring the competences acquired during their MBA studies, as well as their acquired knowledge of a practical problem and its solution.
 - reflect the current academic level of knowledge of the chosen topic.
 - make use of respective theoretical knowledge specific to the chosen practical case, and culminate in suggested practical courses of action.
- Capstone Thesis Defense:
 - The main goal of the thesis defense is for students to provide evidence of their ability to transfer professional and methodical expertise to a practical case. In addition, the student should demonstrate that he/she can actively take part in a thematically oriented discussion with a subject area expert. Last but not least, the thesis defense serves to provide students with the opportunity to display presentation-specific communication techniques in the context of a goal-oriented, academic interaction.

Links to other Modules within the Study Program

All modules in the MBA programs

Links to other Study Programs of the University

All MBA Programs in Distance Learning

Capstone Thesis and Thesis Defense

Course Code: MBCPA01

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MBA	English		15	Capstone Thesis: Completion of modules totaling a minimum of 30 ECTS; Capstone Thesis Defense: Submission of the Capstone Thesis

Course Description

Capstone Thesis: The students independently prepare the written capstone thesis. The aim of the Capstone Thesis is to effectively apply the knowledge acquired throughout the MBA course to an academic paper that has a thematic reference to the MBA course. The thesis can take the format of a business plan or a consulting report. The thesis is an independent piece of work, that, with the guidance of a supervisor, seeks to scientifically analyze and critically discuss a chosen issue, and suggest possible solutions. The chosen topic from the student's area of specialization should demonstrate their acquired competence in the functional area, yet also enrich and round out the student's scientific knowledge. This will optimally prepare the student for the needs of their future career path. Capstone Thesis Defense: The Thesis Defense is done after handing in the capstone thesis. This will take place at the invitation of the supervisor. A second examiner will also be present alongside the supervisor. The students have to prove that they have independently produced the content in the Capstone Thesis by providing a detailed presentation of their project. The Thesis Defense presentation should consist of the most relevant information from the report (including methodology, research, project outcomes, and recommendations), and is followed by a question-and-answer round led by the supervisor.

Course Outcomes

On successful completion, students will be able to

- Capstone Thesis:
 - demonstrate their skills in producing an academic paper transferring the competences acquired during their MBA studies, as well as their acquired knowledge of a practical problem and its solution.
 - reflect the current academic level of knowledge of the chosen topic.
 - make use of respective theoretical knowledge specific to the chosen practical case, and culminate in suggested practical courses of action.
- Capstone Thesis Defense:
 - The main goal of the thesis defense is for students to provide evidence of their ability to transfer professional and methodical expertise to a practical case. In addition, the student should demonstrate that he/she can actively take part in a thematically oriented discussion with a subject area expert. Last but not least, the thesis defense serves to provide students with the opportunity to display presentation-specific communication techniques in the context of a goal-oriented, academic interaction.

Contents

- Capstone Thesis:
 - The content of the Capstone Project shall be decided upon by the MBA students together with the supervisor. However, the supervisors have the right to recommend specific topics for students.
 - The Capstone Thesis can take the format of a business plan or of a consulting report.
 - A business plan should include at least the following points (however, this is not a compulsory structure):
 - Summary
 - Description of the planned product/the service offer
 - Founding team
 - Market analysis
 - Marketing and sales planning
 - Operations and organization
 - Financial planning
 - Literature
 - A consulting report should include at least the following points (however this is not a compulsory structure):
 - Summary
 - Problem description and circumstances
 - Goal setting
 - Method
 - Analysis
 - Recommendation
 - Literature

- Capstone Thesis Defense:
 - The Capstone Thesis Defense consists of a presentation of the most important results of the capstone project followed by the student answering questions from the examiners/experts.

Literature

Compulsory Reading

Further Reading

- Capstone Thesis:
 - Bailey, S. (2011): Academic Writing for International Students of Business. Routledge.
 - Bender, S.L. (2003): Producing the Capstone Project. Kendall Hunt Publishing.
 - Swales, J. M./Feak, C. R. (2012): Academic Writing for Graduate Students: Essential Tasks and Skills. (3rd ed.). Michigan Series in English for Academic & Professional Purposes.
- Capstone Thesis Defense:
 - Subject specific chosen by the student

Study Format myStudies

Study Format myStudies	Course Type Thesis
----------------------------------	------------------------------

Information about the examination	
Examination Admission Requirements	BOLK: no
Type of Exam	Written Assessment: Caspstone Thesis

Student Workload					
Self Study	Contact Hours	Tutorial	Self Test	Independent Study	Hours Total
450 h	0 h	0 h	0 h	0 h	450 h

Instructional Methods
Individual support by the tutors and supervisors during the preparation of the capstone project. The students need a laptop and will be provided with the appropriate technical means for their presentation.

Study Format Distance Learning

Study Format Distance Learning	Course Type Thesis
--	------------------------------

Information about the examination	
Examination Admission Requirements	BOLK: no
Type of Exam	Written Assessment: Caspstone Thesis

Student Workload					
Self Study	Contact Hours	Tutorial	Self Test	Independent Study	Hours Total
450 h	0 h	0 h	0 h	0 h	450 h

Instructional Methods
Individual support by the tutors and supervisors during the preparation of the capstone project. The students need a laptop and will be provided with the appropriate technical means for their presentation.