

## Module Offer in English - Master's Level Academic Year 2023/24

All Master modules in English are listed below. Please click on the module code in the column "Module Description" to access the complete module information (internet connection required).

**Please note the following:**

- All Master level modules require specific advanced knowledge. It is the responsibility of students to ensure that prerequisites are met.
- This module offer is provisional and hence subject to change. Therefore, no places can be guaranteed in advance.
- Master level modules take place Monday till Wednesday. The schedule of most Master level modules are fluid and not the same every week. In order to avoid an overlap of different modules, only modules of the same program and term can be chosen (exceptions can be made for modules that consist of autonomous self-study).

### BANKING & FINANCE

Module Description	Module Name	Hours / Week	ECTS	Semester	Term	Prerequisites
<a href="#"><u>w.CEF-PiE</u></a>	Corporate and Entrepreneurial Finance	2	3	Fall	1	<ul style="list-style-type: none"> <li>• Good knowledge of portfolio theory, capital market theory, and investment appraisal methods.</li> </ul>
<a href="#"><u>w.IRB-PiE</u></a>	Institutional Frameworks	4	3	Fall	1	<ul style="list-style-type: none"> <li>• Previous knowledge of economics, law (in particular financial market regulation), and business administration.</li> </ul>
<a href="#"><u>w.INE-PiE</u></a>	International Economics	4	3	Fall	1	<ul style="list-style-type: none"> <li>• Introductory courses on economic principles and macroeconomics</li> </ul>
<a href="#"><u>w.IN-PiE</u></a>	Investments	6	6	Fall	1	<ul style="list-style-type: none"> <li>• BSc B&amp;F modules: Active Investment Management, Quantitative Methodologies, Statistics, Finance Tools</li> </ul>
<a href="#"><u>w.QNM-PiE</u></a>	Quantitative Methods	6	6	Fall	1	<ul style="list-style-type: none"> <li>• A basic knowledge of mathematics and statistics at BSc level as well as knowledge and experience in researching and processing scientific literature and in writing a scientific paper.</li> </ul>
<a href="#"><u>w.AIREP-PiE</u></a>	Advanced International Research Projects	Guided Self-study*	6	Spring	2	<ul style="list-style-type: none"> <li>• Methodological competence including e principles of statistics, the research and processing of scientific literature, and a systematic approach.</li> </ul>
<a href="#"><u>w.AIM-PiE</u></a>	Agile and Innovation Methods	4	6	Spring	2	<ul style="list-style-type: none"> <li>• Banking and project management knowhow</li> </ul>
<a href="#"><u>w.CBRM-PiE</u></a>	Customer Behavior Research Methods	2	3	Spring	2	-
<a href="#"><u>w.CEM-PiE</u></a>	Customer Experience Management	2	3	Spring	2	-
<a href="#"><u>w.IWM</u></a>	International Wealth Management ( <i>elective</i> )	2	3	Spring	2	<ul style="list-style-type: none"> <li>• Basic banking and wealth management</li> </ul>
<a href="#"><u>w.PMA</u></a>	Performance Management ( <i>elective</i> )	2	3	Spring	2	<ul style="list-style-type: none"> <li>• basic understanding of:               <ul style="list-style-type: none"> <li>- accounting principles and the concepts of finance &amp; investments (net present value, internal rate of return, multiples for stock valuation)</li> <li>- the regulatory requirements imposed on banks (capital &amp; liquidity requirements)</li> <li>- capital market instruments (stocks, bonds, swaps, etc.)</li> </ul> </li> <li>• For students taking this module, work experience in a large corporation is an advantage.</li> </ul>

## BANKING & FINANCE

<u>w.QIS-PiE</u>	Quantitative Investment Strategies	4	6	Spring	2	<ul style="list-style-type: none"> <li>Quantitative methods, active investment management, financial instruments and portfolio theory, statistics, investments.</li> </ul>
<u>w.RM-PiE</u>	Risk Management	4	6	Spring	2	<ul style="list-style-type: none"> <li>Bachelor's degree in Business Administration (major in Banking &amp; Finance) Basic knowledge of bank risk: see syllabus for the full description.</li> </ul>
<u>w.REF</u>	Real Estate Finance ( <i>elective</i> )	2	3	Spring	2	<ul style="list-style-type: none"> <li>Basic knowledge of finance and statistics</li> </ul>
<u>w.SIM-PiE</u>	Strategic Innovation Management	2	3	Spring	2	<ul style="list-style-type: none"> <li>Students have a Bachelor's degree in Business Administration with a specialization in Banking and Finance, or a similar degree. See syllabus for the full description.</li> </ul>
<u>w.SIN-PiE</u>	Sustainable Investments	3	3	Spring	2	<ul style="list-style-type: none"> <li>Bachelor level knowledge in Banking and Finance</li> </ul>

## BUSINESS ADMINISTRATION – MAJOR INNOVATION AND ENTREPRENEURSHIP

Module Description	Module Name	Hours/Week	ECTS	Semester	Term	Prerequisites
<u>w.DITRA</u>	Digital Transformation ( <i>Elective</i> )	2	3	Fall	3	–
<u>w.IES</u>	International Entrepreneurship	4	6	Fall	3	–
<u>w.IECO</u>	Innovation Ecosystems	4	6	Fall	3	–
<u>w.IVLAB3</u>	Innovation & Venture LAB III: Collaborative Innovation Project	4	6	Fall	3	<ul style="list-style-type: none"> <li>A prerequisite is the parallel attendance of the module "Innovation Ecosystems"</li> </ul>

## BUSINESS ADMINISTRATION – MAJOR MARKETING

Module Description	Module Name	Hours/Week	ECTS	Semester	Term	Prerequisites
<u>w.PBM</u>	Pricing & Business Models in the Digital Age	4	6	Fall	3	–
<u>w.BMC</u>	Brand Management, Communications & Reputation Management	4	6	Fall	3	–
<u>w.ECOM</u>	E-Commerce ( <i>Elective</i> )	2	3	Fall	3	–
<u>w.DMSU</u>	Digital Marketing for Start-ups ( <i>Elective</i> )	2	3	Fall	3	<ul style="list-style-type: none"> <li>Compulsory MSc modules according to module table. Affinity for and basic knowledge of digital marketing methods and techniques.</li> </ul>
<u>w.MAT</u>	Marketing Technology ( <i>Elective</i> )	2	3	Fall	3	–
<u>w.AKIM</u>	Automation & AI in Marketing ( <i>Elective</i> )	2	3	Fall	3	–

## BUSINESS INFORMATION TECHNOLOGY

Module Description	Module Name	Hours / Week	ECTS	Semester	Term	Prerequisites
<u>w.DSF</u>	Data Science Fundamentals	2	3	Fall	1	<ul style="list-style-type: none"> <li>Basic programming experience. Previous knowledge of statistics and business intelligence.</li> </ul>
<u>w.ITS</u>	IT Security	2	3	Fall	1	<ul style="list-style-type: none"> <li>Solid programming skills. Passing knowledge of at least one virtualization platform (e.g., Virtualbox, VMWare, or Parallels)</li> </ul>
<u>w.ITGRC</u>	IT-Governance, Risk and Compliance	2	3	Fall	3	<ul style="list-style-type: none"> <li>A basic understanding of ITIL and IT service management</li> </ul>
<u>w.PDI</u>	Process Digitalisation	4	6	Fall	3	<ul style="list-style-type: none"> <li>Basic principles of modeling business processes, in particular using BPMN.</li> </ul>

## MANAGEMENT AND LAW

Module Description	Module Name	Hours / Week	ECTS	Semester	Term	Prerequisites
<u>w.IEP</u>	International Economics and Politics	4	6	Fall	1	<ul style="list-style-type: none"> <li>Basic knowledge of economics (systematic knowledge in microeconomics and macroeconomics)</li> </ul>
<u>w.PFP</u>	Applied Research Projects	Autonomous Self-study**	6	Fall / Spring	1/2	<ul style="list-style-type: none"> <li>Knowledge of scientific work at bachelor's level.</li> </ul>
<u>w.ILSSL</u>	International Labor and Social Security Law	4	6	Spring	2	<ul style="list-style-type: none"> <li>HR Management as well as Labor and Social Security Law at BSc level</li> </ul>
<u>w.MS</u>	Managing Strategy	4	6	Spring	2	<ul style="list-style-type: none"> <li>Knowledge of strategic management at BSc Level</li> </ul>
<u>w.RC</u>	Regulation and Competition	4	6	Spring	2	<ul style="list-style-type: none"> <li>Knowledge of commercial law and competition law at BSc Level</li> </ul>

\* Few hours of classroom instructions, mainly self-study for a research paper or project

\*\* Very few or no hours of classroom instructions, mainly self-study for a research paper or project