

**Handbook of Modules  
for the Program of Studies**

**Master of Science in Management | MSc MGMT  
“Advancing Sustainable Change”**



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## Preparatory Module

| <b>29400   Principles of Business Administration</b>   |   |
|--|---|
| <b>Credits / Workload</b>  | 6 ECTS-points / Contact time: 40 h; Self-study: 110 h   |
| <b>Teaching Form</b>   | Lecture with integrated exercise  |
| <b>Duration / Frequency</b>  | 1 semester / yearly   |
| <b>Examination</b>   | Written exam, 120 min   |
| <b>Module Responsibility</b>   | Chair of Finance  |
| <b>Participation requirements</b>  | Students should possess basic quantitative skills and be comfortable engaging with analytical and conceptual material. Preparation of assigned readings and completion of quantitative problem sets are required. |
| <b>Content and Learning Outcome</b>  |   |
| <p>This module provides a structured introduction to the core principles of Business Administration, with a particular emphasis on Finance and Accounting.</p> <p>The course introduces the fundamental functions of business administration, including strategy, marketing, operations, and human resource management. However, its primary focus lies in developing a solid understanding of financial and accounting concepts which are essential for managing budgets and making informed business decisions. Students will be introduced to financial accounting (balance sheet, income statement, cash flow statement), managerial accounting (cost structures, contribution margins, budgeting), and core principles of corporate finance (time value of money, investment appraisal, risk and return, capital structure). The module emphasizes how financial information supports managerial decision-making and value creation within firms.</p> <p>Upon completion of this module, students should be able to ...</p> <ul style="list-style-type: none"> <li>  understand and explain the core functions of business administration;</li> <li>  apply fundamental management concepts to practical business cases;</li> <li>  understand the structure and purpose of financial statements;</li> <li>  interpret key financial and performance indicators;</li> <li>  apply basic cost and managerial accounting techniques;</li> <li>  conduct simple investment and financing calculations;</li> <li>  analyze business decisions using financial reasoning.</li> </ul> |   |
| <b>Notes on Suitable Preparation</b>   |   |
| <p>The primary resource for suitable preparation is an electronic course script. Supplementary material will be provided by the individual lecturer.</p>   |   |

## Mandatory Modules

| <b>29401   Strategic Management</b>   |  |
|---|--|
| <b>Credits / Workload</b>   | 4 ECTS-points / Contact time: 40 h; Self-study: 60 h   |
| <b>Teaching Form</b>  | Seminar  |
| <b>Duration / Frequency</b>   | 1 semester / yearly  |
| <b>Examination</b>  | Presentation, 20 min   |
| <b>Module Responsibility</b>  | Prof. Dr. Christian Opitz  |
| <b>Participation requirements</b>   | Basic knowledge in management or business administration. Students should also be prepared to engage with academic literature, case studies, and reflective learning activities. |
| <b>Content and Learning Outcome</b>   |  |
| <p>This module introduces the history, object, key concepts, tools, and principles of strategy formulation and competitive analysis. By adopting a general management perspective, it focuses on managerial decisions and actions that critically affect the performance and survival of a business. Key strategic business decisions being analyzed in this module comprise the selection of competitive strategies, the creation and defense of a sustainable competitive advantage and the buildup of critical resources. Finally, new directions to strategic thinking, that allow for an adaptation to radical change, are considered.</p> <p>Upon completion of this module, students should be able to ...</p> <ul style="list-style-type: none"> <li>  describe the evolution, subjects, and objective of strategy research;</li> <li>  demonstrate understanding of the concept of competitive advantage and its sources;</li> <li>  appraise the resources and capabilities of the firm in terms of their ability to confer sustainable competitive advantage and formulate strategies that leverage a firm's core competencies;</li> <li>  outline important new directions in strategic thinking;</li> <li>  recognize strategic decisions that present ethical challenges and make appropriate recommendations for ethical decision-making.</li> </ul> |  |
| <b>Notes on Suitable Preparation</b>  |  |
| <p>The primary resource for suitable preparation is an electronic course script. Foundations of Strategy by Robert M. Grant and Judith Jordan (2015), published by John Wiley &amp; Sons, is recommended as supplementary reading.</p>  |  |

| <b>29404   Organization and HR Management</b>   |  |
|---|--|
| <b>Credits / Workload</b>   | 4 ECTS-points / Contact time: 40 h; Self-study: 60 h   |
| <b>Teaching Form</b>  | Seminar  |
| <b>Duration / Frequency</b>   | 1 semester / yearly  |
| <b>Examination</b>  | Written exam, 90 min   |
| <b>Module Responsibility</b>  | Prof. Dr. Christian Opitz  |
| <b>Participation requirements</b>   | Basic knowledge in management or business administration. Students should also be prepared to engage with academic literature, case studies, and reflective learning activities. |
| <b>Content and Learning Outcome</b>   |  |
| <p>The module examines how organizational structures, cultures, and processes shape employee behavior and performance, and how effective HR strategies contribute to organizational success. Students will explore how organizations design work, manage people, and adapt to environmental changes such as globalization, technological transformation, and evolving workforce expectations. The course bridges theoretical insights from organizational behavior with the practical tools of HRM, emphasizing how managers and HR professionals can foster motivation and engagement in diverse settings.</p> <p>Upon completion of this module, students should be able to ...</p> <ul style="list-style-type: none"> <li>  explain key theories of organizational structure, design, and culture, and their relevance to management practice;</li> <li>  analyze how HRM policies and practices influence employee performance, satisfaction, and organizational outcomes;</li> <li>  evaluate approaches to recruitment, selection, training, and performance management in different organizational contexts;</li> <li>  understand the dynamics of motivation, leadership, and communication within teams and organizations;</li> <li>  assess the impact of external factors—such as technology, globalization, and ethics—on organizational and HR practices;</li> <li>  apply organizational and HR concepts to real-world cases to diagnose issues and propose practical solutions.</li> </ul> |  |
| <b>Notes on Suitable Preparation</b>  |  |
| The primary resource for suitable preparation is an electronic course script. Additional material will be provided throughout the course  |  |

| <b>29405   Financial Decision-Making &amp; Performance Control</b>   |   |
|--|---|
| <b>Credits / Workload</b>  | 4 ECTS-points / Contact time: 40 h; Self-study: 60 h  |
| <b>Teaching Form</b>   | Seminar   |
| <b>Duration / Frequency</b>  | 1 semester / yearly   |
| <b>Examination</b>   | Written exam, 90 min  |
| <b>Module Responsibility</b>   | Chair of Finance  |
| <b>Participation requirements</b>  | Students should be familiar with financial statements, basic investment appraisal methods, cost accounting principles, and fundamental concepts such as time value of money and cost of capital. Familiarity with spreadsheet software (e.g., Excel) is highly recommended. |
| <b>Content and Learning Outcome</b>  |   |
| <p>Building upon prior knowledge in finance and accounting, the course focuses on the analytical tools and managerial frameworks required to make value-oriented financial decisions and to design effective performance measurement systems. The first part of the course addresses advanced topics in financial decision-making, including capital budgeting under uncertainty, risk analysis, cost of capital, value-based management, and financing decisions. The second part of the course concentrates on managerial accounting systems. Key topics include budgeting and variance analysis, responsibility centers, transfer pricing, performance measurement systems, and the design of incentive and control mechanisms. Particular emphasis is placed on aligning financial and non-financial performance indicators with organizational strategy. Throughout the course, students apply quantitative tools and conceptual frameworks to case studies and practical business scenarios. The module integrates financial analysis with strategic management considerations to support informed and responsible managerial decision-making.</p> <p>Upon completion of this module, students should be able to ...</p> <ul style="list-style-type: none"> <li>  evaluate investment and financing decisions using advanced financial techniques</li> <li>  assess risk and incorporate uncertainty into financial decision-making</li> <li>  apply value-based management concepts to strategic business decisions</li> <li>  design and critically evaluate performance measurement and control systems</li> <li>  interpret financial and managerial performance indicators in a strategic context</li> <li>  integrate financial analysis with broader organizational.</li> </ul> |   |
| <b>Notes on Suitable Preparation</b>   |   |
| The primary resource for suitable preparation is an electronic course script. Additional material will be provided throughout the course.  |   |

| <b>29414   Data Analysis &amp; Econometrics</b>  |  |
|--|--|
| <b>Credits / Workload</b>  | 4 ECTS-points / Contact time: 40 h; Self-study: 60 h   |
| <b>Teaching Form</b>   | Seminar  |
| <b>Duration / Frequency</b>  | 1 semester / yearly  |
| <b>Examination</b>   | Term paper, 10 pages   |
| <b>Module Responsibility</b>   | Chair of Applied Econometrics  |
| <b>Participation requirements</b>  | <p>Students are expected to have prior knowledge of introductory statistics and basic quantitative methods. Familiarity with probability theory, hypothesis testing, and basic mathematical concepts is recommended.</p> <p>Prior experience with statistical software (e.g., R, Stata, SPSS, or Python) and basic data handling skills will be advantageous but is not strictly required. Students should feel comfortable working with quantitative data and interpreting numerical results.</p> |
| <b>Content and Learning Outcome</b>  |  |
| <p>This module provides a comprehensive introduction to data analysis and econometrics, covering both foundational concepts and more advanced applications. It equips students with the theoretical understanding and practical skills necessary to analyze economic and business data, interpret empirical results, and draw evidence-based conclusions.</p> <p>Upon completion of this module, students should be able to ...</p> <ul style="list-style-type: none"> <li>  understand the scope and limitations of different data collection methods, including surveys, experiments, and secondary data sources;</li> <li>  design data collection processes that ensure data accuracy and reliability;</li> <li>  use statistical techniques, such as inferential statistics, hypothesis testing, regression analysis, and time series analysis, to analyze data and draw meaningful conclusions;</li> <li>  interpret and communicate statistical and econometric results to different audiences;</li> <li>  identify and formulate research questions, design appropriate data analysis approaches, and solve real-world economic problems using data-driven approaches;</li> <li>  critically reflect on the importance of ethical considerations in data.</li> </ul> |  |
| <b>Notes on Suitable Preparation</b>   |  |
| <p>The primary resource for suitable preparation is the electronic course script. Wooldridge, J. M. (2012): <i>Introductory Econometrics: A Modern Approach</i>. South-Western College Publishers is recommended as supplementary reading.</p>   |  |

| <b>29407   Digital Transformation and Entrepreneurship</b>  |   |
|---|---|
| <b>Credits / Workload</b>   | 4 ECTS-points / Contact time: 40 h; Self-study: 60 h  |
| <b>Teaching Form</b>  | Seminar   |
| <b>Duration / Frequency</b>   | 1 semester / yearly   |
| <b>Examination</b>  | Case study work, Presentation 30 min  |
| <b>Module Responsibility</b>  | Prof. Dr. Wolfgang Schulz   |
| <b>Participation requirements</b>   | Sound knowledge in general management. Students should also be prepared to engage with academic literature, case studies, and reflective learning activities. |
| <b>Content and Learning Outcome</b>   |   |
| <p>Digital transformation and entrepreneurship constitute two key areas that are shaping the modern business landscape. Starting with key technological advancements, such as artificial intelligence, data analytics, cloud computing, and the Internet of Things, the course provides a deeper understanding of how digital technologies are driving business innovation and transformation, and how entre- and intrapreneurs can leverage these technologies to create sustainable businesses and scale their ventures.</p> <p>Upon completion of this module, students should be able to ...</p> <ul style="list-style-type: none"> <li>  explain the drivers of digital transformation, such as technology, changing customer expectations, and competitive pressures;</li> <li>  assess and evaluate existing digital business models and identify potential improvements;</li> <li>  discuss how digital transformation can impact the Tripple Bottom Line of sustainability positively or negatively;</li> <li>  describe case studies and real-world examples of digital initiatives that have contributed to sustainable outcomes;</li> <li>  be familiar with the process of identifying digital opportunities in the market, including market research, trend analysis, and customer needs assessment;</li> <li>  exhibit a basic understanding of tools and techniques that can facilitate digital entrepreneurship and innovation, such as design thinking, lean startup methodology, and open innovation.</li> </ul> |   |
| <b>Notes on Suitable Preparation</b>  |   |
| Sources for suitable preparation may include textbooks, academic journal articles and selected case studies. Information on and access to concrete materials will be provided by the individual lecturers.  |   |

| <b>29403   Industrial and Organizational Psychology</b>   |  |
|---|--|
| <b>Credits / Workload</b>   | 4 ECTS-points / Contact time: 40 h; Self-study: 60 h   |
| <b>Teaching Form</b>  | Seminar  |
| <b>Duration / Frequency</b>   | 1 semester / yearly  |
| <b>Examination</b>  | Presentation, 20 min   |
| <b>Module Responsibility</b>  | Prof. Dr. Anja Achtziger   |
| <b>Participation requirements</b>   | Basic knowledge in organizational behavior. Students should also be prepared to engage with academic literature, case studies, and reflective learning activities. |
| <b>Content and Learning Outcome</b>   |  |
| <p>This module introduces students to the principles and applications of Industrial and Organizational (I/O) Psychology in modern organizations. The module examines how psychological theories and research methods can be used to understand, predict, and improve behavior in workplace settings. Emphasis is placed on evidence-based approaches to enhancing employee performance, motivation, well-being, and organizational effectiveness. Students will explore key topics such as personnel selection and assessment, employee motivation, team dynamics, organizational culture, and workplace well-being. The course also addresses contemporary challenges including remote work, and psychological health in organizations. The course is directed at future managers who aim to create productive, healthy, and sustainable work environments while aligning human behavior with organizational goals.</p> <p>Upon completion of this module, students should be able to ...</p> <ul style="list-style-type: none"> <li>  Explain core theories and concepts in I/O Psychology;</li> <li>  Analyze employee behavior and workplace dynamics using psychological frameworks;</li> <li>  Apply evidence-based strategies to improve motivation, leadership effectiveness, and team performance;</li> <li>  Assess organizational practices related to employee well-being, diversity, and workplace culture.</li> </ul> |  |
| <b>Notes on Suitable Preparation</b>  |  |
| <p>The primary resource for suitable preparation is an electronic course script. Additional material including self-tests and peer-reviewed journal articles will be provided throughout the course.</p>  |  |

| <b>29406   Diversity- and Innovation Management</b>  |   |
|--|---|
| <b>Credits / Workload</b>  | 4 ECTS-points / Contact time: 40 h; Self-study: 60 h  |
| <b>Teaching Form</b>   | Seminar   |
| <b>Duration / Frequency</b>  | 1 semester / yearly   |
| <b>Examination</b>   | Written exam, 60 min; Presentation, 10 min  |
| <b>Module Responsibility</b>   | Prof. Dr. Matthias Weiß   |
| <b>Participation requirements</b>  | Sound knowledge in general management and organizational behavior. Students should also be prepared to engage with academic literature, case studies, and reflective learning activities. |
| <b>Content and Learning Outcome</b>  |   |
| <p>The first part of the module considers a particular driver of creativity and innovation, i.e. the diversity of an organization's workforce. It introduces an active Diversity Management as a potential source of sustained competitive advantage by building on a respective conceptual basis. The second part of the module covers key concepts and principles of an effective Innovation Management. Students learn how to drive the generation of new ideas in different contexts, such as startups, established companies, and non-profit organizations.</p> <p>Upon completion of this module, students should be able to ...</p> <ul style="list-style-type: none"> <li>  outline current trends and explain why diversity management is important;</li> <li>  describe the opportunities and threads of a cultural opening and refer to their theoretical foundations;</li> <li>  define fields of action and specify measures of diversity controlling;</li> <li>  explore different types of innovation, such as product innovation, process innovation, and business model innovation;</li> <li>  differentiate between incremental innovation, radical innovation, open innovation, and disruptive innovation;</li> <li>  understand the stages of the innovation process, including idea generation, idea screening, concept development, prototyping, testing, and implementation;</li> <li>  delineate global innovation trends and best practices from different industries and regions.</li> </ul> |   |
| <b>Notes on Suitable Preparation</b>   |   |
| The primary resource for suitable preparation is an electronic course script. Additional material will be provided throughout the course.  |   |

| <b>29409   Digital Transformation and Change Management</b>  |   |
|--|---|
| <b>Credits / Workload</b>  | 4 ECTS-points / Contact time: 40 h; Self-study: 60 h  |
| <b>Teaching Form</b>   | Seminar   |
| <b>Duration / Frequency</b>  | 1 semester / yearly   |
| <b>Examination</b>   | Case Study Work, Presentation, 30 min   |
| <b>Module Responsibility</b>   | Prof. Dr. Matthias Weiß   |
| <b>Participation requirements</b>  | Sound knowledge in general management and organizational behavior. Students should also be prepared to engage with academic literature, case studies, and reflective learning activities. |
| <b>Content and Learning Outcome</b>  |   |
| <p>The module is designed to provide students with a holistic understanding of how digital technologies are driving significant changes in organizations and how effective change management strategies can enable organizations to thrive in the digital era. It covers key concepts, frameworks, and best practices related to digital transformation and change management and equips students with the skills and knowledge needed to successfully lead and manage digital transformation initiatives in various organizational contexts.</p> <p>Upon completion of this module, students should be able to ...</p> <ul style="list-style-type: none"> <li>  analyze the impact of digital technologies on different aspects of business and organizations;</li> <li>  explain the assumptions behind planned change initiatives, both generally and in relation to specific cases;</li> <li>  identify, analyze, and argue for the need for change initiatives or organizational initiatives in relation to specific cases / situations;</li> <li>  plan, implement, and evaluate practical change initiatives in organizations undergoing digital transformation, including the development of effective communication strategies;</li> <li>  identify and handle resistance to planned change.</li> </ul> |   |
| <b>Notes on Suitable Preparation</b>   |   |
| <p>The primary resource for suitable preparation is an electronic course script. Additional material will be provided throughout the course. Kane, G.C., Phillips, A.N., Copulsky, J.R., Andrus, G.R. (2019): <i>The Technology Fallacy: How People Are the Real Key to Digital Transformation</i>. MIT Press is recommended as supplementary reading.</p>   |   |

| <b>29415   Responsible Leadership &amp; Interpersonal Skills</b>  |   |
|---|---|
| <b>Credits / Workload</b>   | 4 ECTS-points / Contact time: 40 h; Self-study: 60 h  |
| <b>Teaching Form</b>  | Seminar   |
| <b>Duration / Frequency</b>   | 1 semester / yearly   |
| <b>Examination</b>  | Term Paper, 12 pages  |
| <b>Module Responsibility</b>  | Prof. Dr. Christian Opitz   |
| <b>Participation requirements</b>   | Sound knowledge in general management and organizational behavior. Students should also be prepared to engage with academic literature, case studies, and reflective learning activities. |
| <b>Content and Learning Outcome</b>   |   |
| <p>The module aims to develop self-aware, emotionally intelligent, and effective leaders who consider the ethical dimension of their decisions and take the impact of their leadership on various stakeholders into account, including employees, customers, communities, and the environment.</p> <p>Upon completion of this module, students should be able to ...</p> <ul style="list-style-type: none"> <li>  define their own strength, weaknesses, values, and beliefs;</li> <li>  reflect on their personal values and how these values will influence their future decision making;</li> <li>  explore different leadership styles, such as servant leadership, transformational leadership, authentic leadership, and responsible leadership;</li> <li>  reconsider their own leadership style and its impact on others;</li> <li>  understand ethical principles and values, discuss ethical dilemmas and make ethical decisions;</li> <li>  recognize and value diversity, and develop cultural competence to effectively lead and interact with individuals from different backgrounds, cultures, and perspectives;</li> <li>  revisit their learnings from the program and create an individual competence profile;</li> <li>  apply different methods and instruments that promote continuous self-reflection and development.</li> </ul> |   |
| <b>Notes on Suitable Preparation</b>  |   |
| <p>The primary resource for suitable preparation is an electronic course script. Maak, T., Pless, N. (2021). <i>Responsible Leadership</i>. Routledge is recommended as supplementary reading,</p>  |   |

| <b>29410   International- and Intercultural Management<br/>(International Academy)</b>   |   |
|--|---|
| <b>Credits / Workload</b>  | 6 ECTS-points / Contact time: 80 h; Self-study: 70 h  |
| <b>Teaching Form</b>   | Seminar   |
| <b>Duration / Frequency</b>  | 1 semester / yearly   |
| <b>Examination</b>   | Video, 5 min, Term Paper, 10 pages  |
| <b>Module Responsibility</b>   | Prof. Dr. Christian Opitz   |
| <b>Participation requirements</b>  | Sound knowledge in general management. Students should also be prepared to engage with academic literature, case studies, and reflective learning activities. |
| <b>Content and Learning Outcome</b>  |   |
| <p>This module introduces key concepts, theories, and practices essential for managing in global and multicultural environments. Students will explore the challenges and opportunities associated with working across borders and cultures, and develop the strategies and skills needed to navigate cultural differences effectively and collaborate within international teams. Overall, the course is designed to prepare students to become effective global managers and leaders, equipped with a strong understanding of the complexities inherent in international and intercultural business environments.</p> <p>Upon completion of this module, students should be able to ...</p> <ul style="list-style-type: none"> <li>  define and explain the key concepts and theories of international and intercultural management, including cultural differences, globalization, cross-cultural communication, and international business strategies;</li> <li>  analyze and understand the impact of cultural differences on business practices, negotiation, and decision-making in international and intercultural settings;</li> <li>  demonstrate effective communication skills in cross-cultural contexts, including verbal and nonverbal communication, active listening, and empathy;</li> <li>  apply their knowledge and understanding to analyze international business situations and develop effective solutions;</li> <li>  develop an appreciation for the diversity of cultures and perspectives in the global business environment, and the importance of respecting and valuing cultural differences.</li> </ul> |   |
| <b>Notes on Suitable Preparation</b>   |   |
| Sources for suitable preparation may include textbooks, academic journal articles and selected case studies. Information on and access to concrete materials will be provided by the individual lecturers.   |   |

| <b>29413   Project Work: Applied Data Science</b>  |   |
|--|---|
| <b>Credits / Workload</b>  | 10 ECTS-points / Contact time: 10 h; Self-study: 240 h  |
| <b>Teaching Form</b>   | Seminar   |
| <b>Duration / Frequency</b>  | 1 semester / yearly   |
| <b>Examination</b>   | Written project report, 25-30 pages   |
| <b>Module Responsibility</b>   | Prof. Dr. Christian Opitz   |
| <b>Participation requirements</b>  | Students are expected to have a solid foundation in data analysis and econometrics. Prior completion of Module 29414 is strongly recommended. |
| <b>Content and Learning Outcome</b>  |   |
| <p>This module complements the course in Data Analysis &amp; Econometrics (Module 29414) by providing a comprehensive practical application. Students will apply the concepts, techniques, and tools they have learned to real-world data, develop practical skills in advanced data analysis using statistical software, and gain hands-on experience in conducting more complex data-driven analysis.</p> <p>Upon completion of this module, students should be able to ...</p> <ul style="list-style-type: none"> <li>  collect data on relevant variables from firm records, public records, qualified internet pages, or other reliable sources, depending on the focus of their individual project;</li> <li>  conduct exploratory data analysis on the collected data to understand the distribution, summary statistics, and relationships between variables;</li> <li>  use data visualization techniques, such as scatter plots, histograms, and box plots, to identify patterns and outliers in the data;</li> <li>  develop more complex econometric models to estimate the impacts of different variables on their variable(s) of interest using advanced techniques, depending on the nature of the data and individual research questions;</li> <li>  interpret the estimated coefficients and assess the overall goodness of fit of the models and provide recommendations for practitioners, policymakers, or other relevant stakeholders;</li> <li>  discuss the limitations of their study, such as data limitations, assumptions, and potential biases.</li> </ul> |   |
| <b>Notes on Suitable Preparation</b>   |   |
| Subject-related scientific literature, depending on the individual project.  |   |

## Elective Modules

| <b>26405   Entrepreneurial Finance and Corporate Venturing</b>  |   |
|---|---|
| <b>Credits / Workload</b>   | 4 ECTS-points / Contact time: 40 h; Self-study: 60 h  |
| <b>Teaching Form</b>  | Seminar   |
| <b>Duration / Frequency</b>   | 1 semester / yearly   |
| <b>Examination</b>  | Term paper, 15 pages  |
| <b>Module Responsibility</b>  | Prof. Dr. Reinhard Prügl  |
| <b>Participation requirements</b>   | Sound knowledge in general management, in particular finance and organization. Students should also be prepared to engage with academic literature, case studies, and reflective learning activities. |
| <b>Content and Learning Outcome</b>   |   |
| <p>The module explores the financial and strategic aspects of entrepreneurship and corporate innovation. It focuses on how entrepreneurial ventures—both independent startups and corporate spin-offs—secure, allocate, and manage financial resources to drive growth and value creation. Students will examine the lifecycle of entrepreneurial finance, from seed funding to exit, and the mechanisms through which established corporations engage in corporate venturing to foster innovation and strategic renewal.</p> <p>Upon completion of this module, students should be able to ...</p> <ul style="list-style-type: none"> <li>  understand key sources and instruments of entrepreneurial finance, including venture capital, private equity, and alternative financing mechanisms;</li> <li>  analyze the financial statements and valuation of high-growth entrepreneurial ventures under conditions of uncertainty;</li> <li>  evaluate the design and negotiation of investment deals between entrepreneurs and investors;</li> <li>  explain the role and structure of corporate venturing in fostering innovation and strategic renewal within established firms;</li> <li>  apply financial models and strategic frameworks to real-world entrepreneurial and corporate venturing scenarios.</li> </ul> |   |
| <b>Notes on Suitable Preparation</b>  |   |
| Sources for suitable preparation may include textbooks, academic journal articles and selected case studies. Information on and access to concrete materials will be provided by the individual lecturers.  |   |

| <b>20106   Consumer Behavior and Employer Branding</b>  |   |
|---|---|
| <b>Credits / Workload</b>   | 4 ECTS-points / Contact time: 40 h; Self-study: 60 h  |
| <b>Teaching Form</b>  | Seminar   |
| <b>Duration / Frequency</b>   | 1 semester / yearly   |
| <b>Examination</b>  | Written exam, 60 min; Presentation, 10 min  |
| <b>Module Responsibility</b>  | Prof. Dr. Anja Achtziger, Prof. Dr. Christian Opitz   |
| <b>Participation requirements</b>   | Sound knowledge in general management and organizational behavior. Students should also be prepared to engage with academic literature, case studies, and reflective learning activities. |
| <b>Content and Learning Outcome</b>   |   |
| <p>This module considers the psychological and neural processes that influence consumer behavior, including cognitive, emotional, and motivational factors. Understanding these underlying factors provides valuable insights for marketers and businesses in developing effective marketing strategies, designing products and services, and influencing consumer decision-making. The module presents the concept of Employer Branding (EB) in this context and explores how current and future employees perceive and interact with EBs. Effective employer branding strategies that align with their organization's values, culture, and goals are discussed.</p> <p>Upon completion of this module, students should be able to ...</p> <ul style="list-style-type: none"> <li>  outline the psychological and neural processes that drive consumer behavior;</li> <li>  understand how these processes can be applied in marketing and business contexts to inform marketing strategies and improve consumer engagement;</li> <li>  explain the general relevance of employer branding (EB);</li> <li>  comment on the functional and emotional benefits of an effective EB;</li> <li>  transfer the EB model to different contexts and apply it to practice;</li> <li>  critically reflect on the ethical aspects of marketing and EB.</li> </ul> |   |
| <b>Notes on Suitable Preparation</b>  |   |
| <p>The primary resource for suitable preparation is an electronic course script. Additional material will be provided throughout the course. Achtziger, A., Hubert, M., Kenning, P., Raab, G., Reisch, L. (2015). Debt out of control: The link between self-control, compulsive buying, and real debts. <i>Journal of Economic Psychology</i> 49, 141-149 is a mandatory reading.</p>  |   |

## Master Phase

| <b>29414   Final Module</b>   |  |
|---|--|
| <b>Credits / Workload</b>   | 30 ECTS-points / Contact time: 10 h; Self-study: 740 h                               |
| <b>Teaching Form</b>  | Individual supervision within the scope of the thesis                                |
| <b>Duration / Frequency</b>   | 1 semester / yearly  |
| <b>Examination</b>  | Written Thesis (50-60 p), Oral Exam (45-60 min)                                      |
| <b>Module Responsibility</b>  | Academic Program Chair MSc MGMT  |
| <b>Participation requirements</b>   | The disputation may only take place, once all mandatory modules have been completed. |
| <b>Content and Learning Outcome</b>   |  |
| <p>The module includes the preparation of a master-thesis and a disputation.</p> <p>The master-thesis is an examination paper and at the same time part of the scientific education. Students formulate a challenging research question and conduct a literature search using scientific sources. They select appropriate theoretical perspectives and scientific methods, apply them and/or develop them further to answer their research question. They critically compare and evaluate the results of their work with the latest research and present them clearly and in an academically appropriate manner.</p> <p>In the disputation, students defend their master-thesis. They first present it briefly in the context of a presentation. Afterwards, they discuss the thesis under the guidance of the two examiners (first and second reviewer).</p> <p>Upon completion of this module, students should be able to ...</p> <ul style="list-style-type: none"> <li>  demonstrate that they are able to work independently on a challenging research topic from the area of their field of study, if necessary including an interdisciplinary perspective, according to scientific methods, in a research-oriented manner within a given period of time;</li> <li>  prove that they have independently comprehended and worked on the topic of their master-thesis;</li> <li>  discuss the results of their work at a scientific level.</li> </ul> |  |
| <b>Notes on Suitable Preparation</b>  |  |
| Subject-related scientific literature, depending on the individual project.   |  |
| <b>Courses in the Module</b>  |  |
| Master-Thesis (28 ECTS-Points)  |  |
| Disputation (2 ECTS-Points)   |  |

