

## Degree course: Master of Science Business Administration – Media and Technology Management

### Core and advanced section Business Administration – Media and Technology Management

In accordance with section 29(1), No. 1 of the Examination Regulations, the examination candidate must obtain 18 ECTS credits in the core and advanced section.

Group	Module	ECTS	CC/EC	Required	
Basic Methods Media Management	Core Module Management Skills	6	CC	6	18
	Core Module Econometrics I	6	EC	12	
	Core Module Econometrics II	6	EC		
	Core Module Microeconomics	6	EC		
	Schwerpunktmodul Advanced Statistics (Statistical Inference)	6	EC		
	Schwerpunktmodul Advanced Statistics (Stochastic Processes)	6	EC		
	Core Module Experimental Methods	6	EC		
	Core Module Applied Econometrics	6	EC		

## Specialisation section Business Administration – Media and Technology Management

In accordance with section 29(1), No. 2 of the Examination Regulations, the examination candidate must obtain 48 ECTS credits in the specialisation section.

Group	Module	ECTS	CC/EC	Required
Foundation Knowledge	Specialisation Module Media and Technology Management: Enterprises, Markets, and Strategies <sup>1</sup>	12	EC	Min. 24
	Specialisation Module Media Economics <sup>1</sup>	12	EC	
	Specialisation Module Media and Technology Management: Platforms, Information Goods and Infrastructure <sup>1</sup>	12	EC	
Advanced/Elective Module	Specialisation Module Topics in Media Economics	6	EC	Min. 6
	Specialisation Module Media and Technology Management Selected Issues	6	EC	
	Specialisation Module Media and Technology Management: Research and Publications	6	EC	
	Specialisation Module Media and Technology Management: Entrepreneurship / Project	6	EC	
	Specialisation Module Economic Engineering	6	EC	
	Specialisation Module Competition Policy	6	EC	
	Specialisation Module Digital Transformation I	6	EC	

<sup>1</sup> The Specialisation Modules Media and Technology Management: Enterprises, Markets, and Strategies, Media Economics and Media and Technology Management: Platforms, Information Goods and Infrastructure (à 12 ECTS) will be offered in winter term 2019/20 and summer term 2020 for the last time.

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	Specialisation Module Information Systems I	6	EC	
	Specialisation Module Information Systems III	6	EC	
	Ergänzungsmodul Introduction to Economic Psychology	12	EC	
	Specialisation Module Selected Subjects	6	EC	
	Specialisation Module Media and Technology Management Selected Issues II	6	EC	
Semi-nars	Specialisation Module Media and Technology Management Seminar I	6	EC	Min. 6
	Specialisation Module Media and Technology Management Seminar II	6	EC	

## Supplementary section Business Administration – Media and Technology Management

In accordance with section 29(1), No. 3 of the Examination Regulations, the examination candidate must obtain 24 ECTS credits in a sub-group of the supplementary section.

Group	Module	ECTS	CC/EC	Required
Accounting and Taxation	Specialisation Module Corporate Taxation	12	EC	24
	Specialisation Module Operative and Strategic Controlling	12	EC	
	Specialisation Module International Accounting and Corporate Valuation <sup>1</sup>	12	EC	
	Specialisation Module Selected Issues in Business Taxation I	6	EC	
	Specialisation Module Selected Issues in Business Taxation II	6	EC	
	Specialisation Module Value-based Controlling	6	EC	
	Specialisation Module Selected Issues in Accounting and Auditing I	6	EC	
Business Research	Specialisation Module Research in Finance 1 (Research Track) <sup>2</sup>	6	EC	24
	Specialisation Module Research in Finance 2 (Research Track) <sup>2</sup>	6	EC	
	Specialisation Module Research on Organizations and Innovation (Research Track)	6	EC	
	Specialisation Module Research in Supply Chain Management (Research Track)	6	EC	
	Specialisation Module Research in Marketing (Research Track)	6	EC	
	Core Module Advanced Mathematics	6	EC	

<sup>1</sup> The Specialisation Module International Accounting and Corporate Valuation (12 ECTS) will be offered in winter term 2019/20 and summer term 2020 for the last time.

<sup>2</sup> The modules Specialisation Module Research in Finance 1 (Research Track), Specialisation Module Research in Finance 2 (Research Track) (à 6 ECTS) will be offered in winter term 2019/20 and summer term 2020 for the last time.

	Core Module Advanced Experimental Methods	6	EC		
	Core Module Advanced Computational Methods	6	EC		
	Core Module Advanced Microeconomics I	6	EC		
	Core Module Advanced Microeconomics II	6	EC		
	Core Module Advanced Macroeconomics I	6	EC		
	Core Module Advanced Macroeconomics II	6	EC		
	Core Module Advanced Econometrics I	6	EC		
	Core Module Advanced Econometrics II	6	EC		
	Specialisation Module Research in Information Systems (Research Track)	6	WP		
Controlling	Specialisation Module Operative and Strategic Controlling	12	EC	24	
	Specialisation Module Value-based Controlling	6	EC		
	Specialisation Module Selected Issues in Controlling	6	EC		
	Specialisation Module Selected Issues in Business Taxation I	6	EC		
	Specialisation Module Finance 7	6	EC		
Corporate Development	Specialisation Module Business Ethics	6	EC	Min. 12	24
	Specialisation Module Strategic Development	6	EC		
	Specialisation Module Strategic Human Resource Management	6	EC		
	Specialisation Module Strategic Management	6	EC		

	Specialisation Module Advanced Business Ethics <sup>1</sup>	12	EC	Max. 12	
	Specialisation Module Organization Theory and Design <sup>2</sup>	12	EC		
Design & Behavior	Core Module Microeconomics	6	EC	24	
	Specialisation Module Economic Engineering	6	EC		
	Specialisation Module Auction Theory	6	EC		
	Specialisation Module Contract Theory	6	EC		
	Specialisation Module Behavioral Economics	6	EC		
	Core Module Experimental Methods	6	EC		
	Specialisation Module Matching and Market Design: Theory and Practice	6	EC		
	Specialisation Module Research in Personnel Economics: Incentives and Behaviour (Research Track) <sup>3</sup>	6	EC		

<sup>1</sup> The Specialisation Module Advanced Business Ethics (12 ECTS) will be offered in winter term 2019/20 and summer term 2020 for the last time.

<sup>2</sup> The Specialisation Module Organization Theory and Design (12 ECTS) will be offered in winter term 2019/20 and summer term 2020 for the last time.

<sup>3</sup> The Specialisation Module Research in Personnel Economics: Incentives and Behaviour (Research Track) will be offered in winter term 2019/20 and summer term 2020 for the last time.

Energy Economics	Specialisation Module Seminar in Energy, Resource and Environmental Economics	6	EC	24	
	Specialisation Module Energy Markets and Regulation (Master)	6	EC		
	Specialisation Module Topics in Energy Markets and Regulation A	6	EC		
	Specialisation Module Topics in Energy Markets and Regulation B	6	EC		
	Specialisation Module Topics in Energy, Resources, Environment and the Economy A	6	EC		
	Specialisation Module Topics in Energy, Resources, Environment and the Economy B	6	EC		
	Specialisation Module Competition Policy	6	EC		
Marketing	Specialisation Module Marketing I	6	EC	Min. 12	24
	Specialisation Module Marketing II	6	EC		
	Specialisation Module Marketing III	6	EC		
	Specialisation Module Marketing IV	6	EC		
	Specialisation Module Marketing V <sup>1</sup>	12	EC	Max. 12	
	Specialisation Module Selected Issues in Marketing I	6	EC		
	Specialisation Module Selected Issues in Marketing II	6	EC		
	Specialisation Module Selected Issues in Marketing III	6	EC		

<sup>1</sup> The Specialisation Module Marketing V (12 ECTS) will be offered in winter term 2019/20 and summer term 2020 for the last time.

Statistics & Econometrics	Specialisation Module Time Series Analysis	6	EC	24
	Specialisation Module Bayesian Econometrics	6	EC	
	Specialisation Module Statistical Analysis of Financial Data	6	EC	
	Specialisation Module Advanced Statistics (Stochastic Processes)	6	EC	
	Specialisation Module Advanced Statistics (Statistical Inference)	6	EC	
	Specialisation Module Topics in Statistics A	6	EC	
	Specialisation Module Topics in Statistics B	6	EC	
	Specialisation Module Topics in Econometrics C	6	EC	
	Specialisation Module Seminar Statistics and Econometrics	6	EC	
	Specialisation Module Multivariate Statistics	6	EC	
	Core Module Econometrics I	6	EC	
	Core Module Econometrics II	6	EC	
Supply Chain Management	Specialisation Module Supply Chain Innovation	6	EC	24
	Specialisation Module Project Management	6	EC	
	Specialisation Module Supply Chain Operations <sup>1</sup>	12	EC	

<sup>1</sup> The Specialisation Module Supply Chain Operations (12 ECTS) will be offered in winter term 2019/20 and summer term 2020 for the last time.



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	Specialisation Module Production Management <sup>2</sup>	12	EC	
Studies Abroad	Studies Abroad I (Master)	12	CC	24
	Studies Abroad II (Master)	12	CC	

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<sup>2</sup> The Specialisation Module Production Management (12 ECTS) will be offered in winter term 2019/20 and summer term 2020 for the last time.