



UNIVERSITY
OF COLOGNE

FACULTY OF
MANAGEMENT, ECONOMICS
AND SOCIAL SCIENCES

M.SC. BUSINESS ADMINISTRATION CORPORATE DEVELOPMENT

Prof. Dr. Dirk Sliwka

What to expect for the next minutes?

- (1) Information about the **chairs** and **research areas**
- (2) Information about **objectives of teaching**
- (3) Information about the **programme structure**
- (4) **Sample study plan**: recommendations for your first semester
- (5) Time for **your questions** and discussion

Information about the chairs and research areas

Business Ethics

Entrepreneurship

Human Resource Management

Organizational Behavior

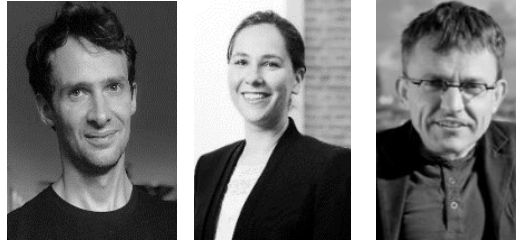
Strategy



Professors

Business Ethics

- Arno Apfelstaedt
- Gönül Dogan
- Bernd Irlenbusch



Organizational Behavior

- Anne Burmeister
- Annabelle Hofer



Strategy

- Matthias Heinz
- Navya Pandit



Human Resource Management

- Dirk Sliwka



Entrepreneurship

- Mona Mensmann
- Christian Schwens



Innovation

- Fabian Sting



Office Department Corporate Development

- Teaching & exams
- Letters of recommendation
- Theses
- Exam inspections
- Pre-corrections



Contact:

Jutta Galland / Claudia Töpfer-Ko

0049 – 221 - 470 5887

Mo - Fr 9 am – 3 pm

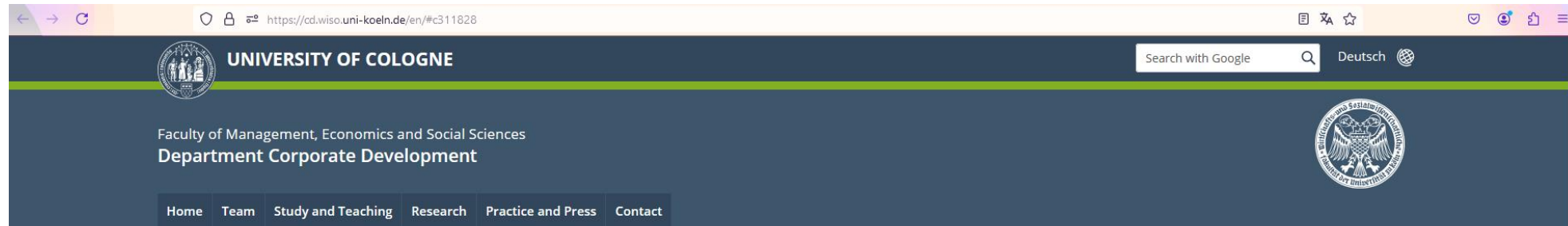
E-mail:

office-cd@wiso.uni-koeln.de



Area Homepage

<https://cd.wiso.uni-koeln.de>



The screenshot shows the top navigation bar of the website. On the left is the University of Cologne logo and the text "UNIVERSITY OF COLOGNE". In the center, it reads "Faculty of Management, Economics and Social Sciences" and "Department Corporate Development". On the right is a search bar with "Search with Google" and "Deutsch" language selection. Below this is a horizontal menu with links: Home, Team, Study and Teaching, Research, Practice and Press, and Contact.



Welcome to our website!



Driving evidence-based Management Decisions.

The Department Corporate Development deals in research and teaching with the management, strategy and design of organizations. Central areas of the Department are entrepreneurship, organization, human resources, strategy and business ethics.

Studying

General

Master and Bachelortheses

Appraisals and letters of recommendation

Examinations

Courses

Precorection

BWL-library

Ilias

Credit service

Klips

News

29
MAY

Special issue *Gruppe. Interaktion. Organisation. Zeitschrift für Angewandte Organisationspsychologie (GIO) now published*

Shaping organizations sustainably / Nachhaltigkeit in Organisationen (Volume 55, Issue 2) Introduction article: <https://doi.org/10.1007/s11612-024-00739-3>



Today's ideas.
Tomorrow's impact.

Information about objectives of teaching

- Program will develop your knowledge and skills in core tasks necessary to **manage successful organizations**
- You learn how to make responsible business decisions based on both, **ethical** and **economic criteria**.
- Subfields:
Strategy – Entrepreneurship – Ethics – Organization – Human Resources
- The program combines **academic rigour** and **practical relevance**
- Students learn how to make decisions based on
 - broad **knowledge of management practices** applied in firms.
 - sound **empirical evidence**

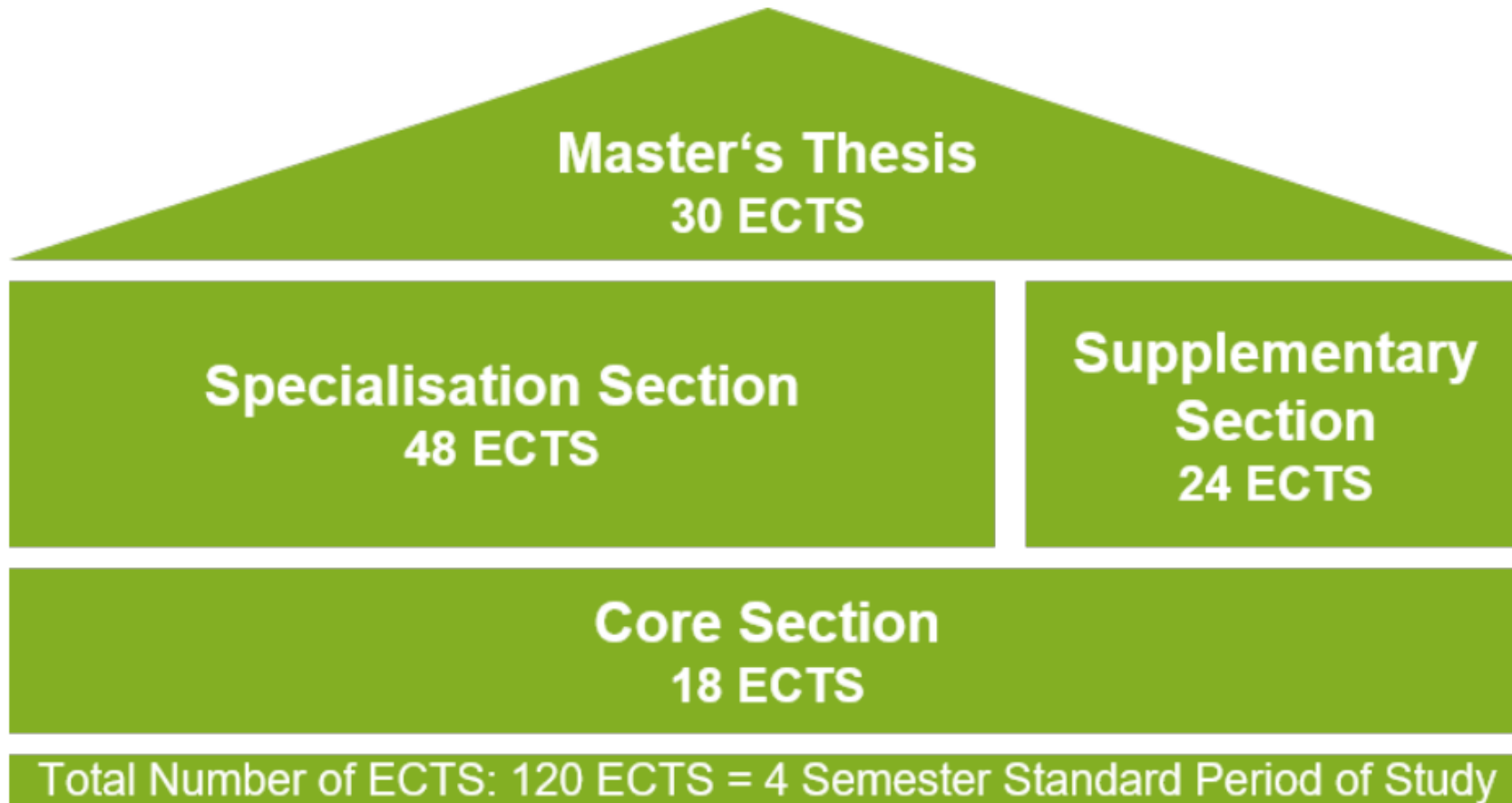


Information about objectives of teaching

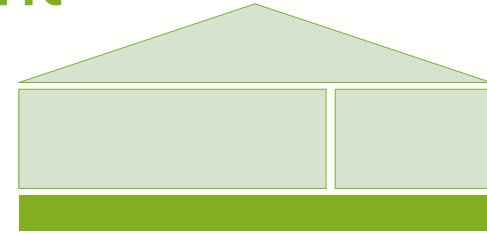
- Courses are provided by Faculty members that are both
 - strong **academic researchers** and at the same time
 - continuously **interacting with practitioners** in research projects in firms
- You will have the opportunity
 - to apply the acquired knowledge and skills already during the program, for instance in our **business projects**
 - to be trained in modern methods of econometrics to analyse organizational data



Programme structure BA – Corporate Development



Programm structure BA – Corporate Development



Core Section:

Group	Module	ECTS	CC/ EC	Required ECTS	
Core Section Corporate Development	CM Management Skills	6	CC	6	18
	CM Applied Econometrics (Business Administration)	6	EC	12	
	CM Microeconomics (Business Administration)	6	EC		
	CM Experimental Economics	6	EC		
	CM People Analytics & Econometrics	6	EC		



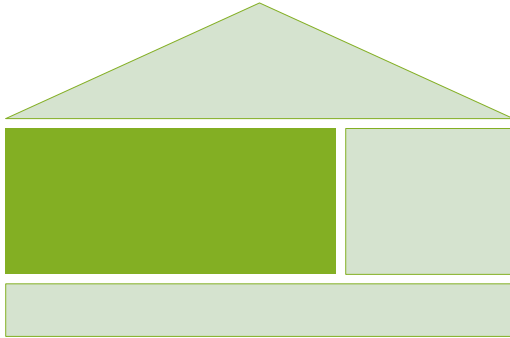
Course: People Analytics & Econometrics

- Key idea of the course
 - Econometrics for management students
 - Focus on prediction and the identification of causal effects
 - Evaluation of panel & survey data and field experiments in firms
 - Introduction into Machine Learning techniques
 - Students work with data & learn how to use Python to analyze data
- Additional information:
 - Course takes place in the first half of the semester



Programm structure BA – Corporate Development

Specialisation section



Group	Module	ECTS	CC/ EC	Required ECTS
Fundamentals	SpM Business Ethics	6	EC	18
	SpM Strategic Development	6	EC	
	SpM Strategic Human Resource Management	6	EC	
	SpM Strategic Management	6	EC	
Advanced	SpM Business/Research Project	12	CC	24
	SpM Elective Corporate Development I	6	EC	
	SpM Elective Corporate Development II	6	EC	
	SpM Elective Corporate Development III	6	EC	
Seminar	SpM Corporate Development Seminar	6	CC	6



CORPORATE DEVELOPMENT FUNDAMENTALS



Today's ideas.
Tomorrow's impact.



STRATEGIC MANAGEMENT

Lecture:

- Basic concepts and tools for analyzing
 - strategic positioning of companies on markets
 - competition

Tutorial:

- Apply theoretical reasoning to real world examples
- Business Case Studies
- Case studies from research projects and current events

1. Competitors, Competition, Cooperation & Complements
 - e.g. price wars, achieving cooperation on markets
2. Market Entry
 - e.g. streaming wars, European bus market
3. Firm Boundaries
 - e.g. Maersk
4. Switching Costs and network effects
5. Innovation and Growth
 - e.g. product life cycles



COURSE: STRATEGIC HUMAN RESOURCE MANAGEMENT

Lecture:

- HR Strategy and the creation of value
- Analysis of instruments of HR management for the implementation of corporate strategies

Tutorial:

- Working on case studies

1. Introduction
2. HR & the Creation of Economic Value
3. Competencies & Recruiting
4. Talent Management
5. Performance Management & Incentives
6. Corporate Culture
7. Measuring Culture and Attitudes



COURSE: STRATEGIC DEVELOPMENT

Lecture & Tutorial:

- The strategic rationales of creating and appropriating value from innovation.
- Measurements of value creation and appropriation.
- Strategies firms follow to create and appropriate value from innovation.
- How popular theories differ in their advice to value appropriation.
- Value appropriation in specific contexts and theories
 - Open versus closed business models
 - Two-sided markets
 - Social (hybrid) enterprises



COURSE: MANAGING BUSINESS ETHICS IN ORGANIZATIONS AND MARKETS

Part I: Lecture

Part II: Case Studies (Student presentations)

- How did prominent company scandals, like VW, Siemens, Wells-Fargo emerge?
- Why can the observed behavior be regarded as unethical?
- What could have helped?

1. Introduction to business ethics
2. Why study ethics? Ethical theory
3. Ethical decision-making
4. Ethics in markets
5. Ethics beyond efficiency
6. Ethics in organizations



ELECTIVE MODULES



Today's ideas.
Tomorrow's impact.



Varying Elective Courses

Elective I

Contemporary Topics in Organizational Behavior – From Theory to Practics	Hofer	SS
Corporate Social Responsibility	Dogan	SS
Economics of Organizations and Management	Apffelstaedt	SS

Elective II

The Psychology of Entrepreneurship	Mensmann	WS
Entrepreneurship	Schwens	SS + WS
Incentive Design	Sliwka	SS

Elective III

Leadership & Change Management	Liu	WS
Sustainability & Strategy	Betzüge	WS

Elective IV

Psychology of Leadership	Schweitzer	SS
Corporate Innovation	Amelung	WS



SEMINARS AND BUSINESS PROJECTS



Today's ideas.
Tomorrow's impact.



Corporate Development Seminar

Main Elements:

- Participants write a seminar paper (usually in groups)
- Presentation in front of the seminar group
- Application during first (!) round of KLIPS registration
- Changing topics: Typically covers new research in specific area
 - Helpful as preparation for the master's thesis (scientific work)
 - Recommended to take a seminar at the chair you wish to write your master's thesis
- Differences in requirements such as areas of research, methods used, individual vs. group work, dates, requirements regarding presentations and seminar paper



Business Project

- Every student will participate in a Business Project
- Main Elements:
 - Working on a consulting project for a company or build your own business idea in small groups of 3–4 students on topics from all areas of corporate development
 - Mentoring by one of the chairs
 - Presentation of the findings
 - Written report
- **PLEASE NOTE:** We now have a centralized matching procedure on which you will be informed in December



Business Projects – Examples

- Build your own Business
-  Performance Evaluation & Bonuses, Biases in Recruiting, Benchmarking of Trainee Program, Multichannel Retail Supply Chain in Emerging Markets
- **LANXESS** Establishment of whistle-blowing channels, Hiring strategy, Sustainability reporting, Strategic Workforce Planning, Due Diligence in Supply Chains
-  Dual control principle and Compliance
-  Deutsche Telekom AG: International Recruiting Strategy, Performance Evaluation & Bonuses
- **ATKEARNEY** Online (Food) Retailing–Innovation in Food Distribution Markets
-  Developing an HR KPI Dashboard
- EGRIMA Holding: Fuel and Service Card Solutions for the Business-to-Consumer-Market
- **REWE** International Recruiting, Health Management, Performance Appraisals
-



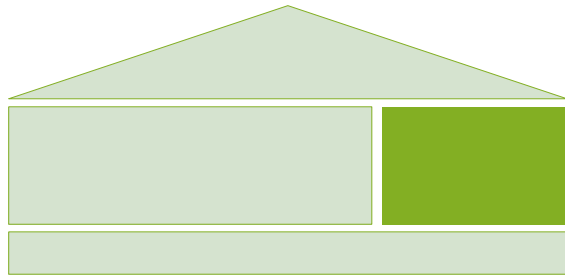
Master's Thesis

- Written during the second year
- Independent work
- We welcome own ideas!
- Scientific basis, but can be on a very applied management practice
- Ideally again a combination of both, rigor & relevance
- We also encourage own empirical work!
 - Survey
 - Experimental design
- Joint allocation via ILIAS (more information available on the respective chair websites)



Programm structure BA – Corporate Development

Supplementary section I

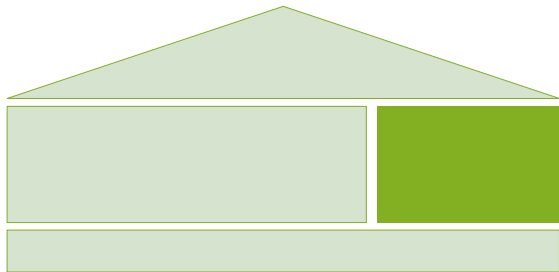


Group	Module	ECTS	CC/EC	Required ECTS
Accounting and Taxation	SpM Controlling I	6	EC	24
	SpM Controlling II	6	EC	
	SpM Accounting I	6	EC	
	SpM Taxation I	6	EC	
	SpM Advanced Accounting	6	EC	
	SpM Accounting & Taxation Seminar	6	EC	
	SpM Selected Issues in Accounting & Taxation I	6	EC	
Economics for Business Administration	SpM Empirical Methods and Data Analysis I	6	EC	24
	SpM Empirical Methods and Data Analysis II	6	EC	
	SpM Empirical Methods and Data Analysis III	6	EC	
	SpM Empirical Methods and Data Analysis IV	6	EC	
	SpM Empirical Methods and Data Analysis V	6	EC	
	SpM Market Design and Behaviour I	6	EC	
	SpM Market Design and Behaviour II	6	EC	
	SpM Market Design and Behaviour V	6	EC	
	SpM Markets and Economic Policy I	6	EC	
	SpM Markets and Economic Policy II	6	EC	
	SpM Markets and Economic Policy III	6	EC	
	SpM Markets and Economic Policy IV	6	EC	
	SuM Energy and Climate Change I	6	EC	
	SuM Energy and Climate Change II	6	EC	
	SuM Energy and Climate Change III	6	EC	
	SuM Energy and Climate Change IV	6	EC	



Programm structure BA – Corporate Development

Supplementary section II



	CM Macroeconomics	6	EC	
	CM Selected Methods in Economics	6	EC	
	SpM Media Economics	6	EC	
	CM Applied Econometrics (Business Administration)	6	EC	
	CM Microeconomics (Business Administration)	6	EC	
	CM Mathematics	6	EC	
Economic Psychology	SuM Introduction to Economic Psychology	12	CC	24
	SuM Advanced Economic Psychology I	6	CC	
	SuM Advanced Economic Psychology II	6	CC	
Finance	SpM Finance I	6	CC	24
	SpM Finance II	6	CC	
	SpM Finance III	6	CC	
	SpM Finance Advanced IV	6	CC	
Information Systems	CM Information Systems I	6	CC	24
	CM Information Systems II	6	CC	
	CM Digital Transformation	6	CC	
	SpM Information Systems I	6	EC	
	SpM Information Systems II	6	EC	
	SpM Information Systems III	6	EC	
Marketing	SpM Brand Management	6	CC	24
	SpM Customer Management	6	CC	
	SpM Marketing Performance Management	6	CC	
	SpM Digital Strategy and Marketing	6	CC	
Studies Abroad	Studies Abroad I	6	EC	24
	Studies Abroad II	6	EC	
	Studies Abroad III	6	EC	
	Studies Abroad IV	6	EC	



Sample study plan

M.Sc. Programme Business Administration – Corporate Development						
1. Semester	Core Module (1/2) EC 6 CP	Core Module (2/2) EC 6 CP	Specialisation Module – Basics (1/3) EC 6 CP	Specialisation Module – Basics (2/3) EC 6 CP	Specialisation Module – Basics (3/3) EC 6 CP	30 CP
		or Supplementary Module (1/4) EC 6 CP				
2. Semester	Business/ Research Project CC 1253MSBRP1 12 CP	Specialisation Module (1/2) EC 6 CP	Core Module (2/2) EC 6 CP	Supplementary Module (2/4) EC 6 CP		30 CP
			or Supplementary Module (1/4) EC 6 CP			
3. Semester	Core Module Management Skills* CC 1015MBMSK1 6 CP	Specialisation Module Seminar CC 1253MSCDS1 6 CP	Specialisation Module (2/2) EC 6 CP	Supplementary Module (3/4) EC 6 CP	Supplementary Module (4/4) EC 6 CP	30 CP
4. Semester	Master Thesis Business Administration – Corporate Development CC 1015MMCDE1					30 CP

Sections

Core

Specialisation

Supplementary



Sample study plan (with stay abroad)

M.Sc. Programme Business Administration – Corporate Development (with study abroad option)						
1. Semester	Core Module (1/2) EC 6 CP	Core Module (2/2) EC 6 CP	Specialisation Module – Basics (1/3) EC 6 CP	Specialisation Module – Basics (2/3) EC 6 CP	Specialisation Module – Basics (3/3) EC 6 CP	CP 30
		Management Skills* CC 1015MBMSK1 6 CP				
2. Semester	Specialisation Module Seminar CC 1253MSCDS1 6 CP	Management Skills* CC 1015MBMSK1 6 CP	Business/ Research Project CC 1253MSBRP1 12 CP		Specialisation Module (1/2) EC 6 CP	CP 30
		Core Module (2/2) EC 6 CP				
3. Semester semester abroad	Supplementary Section Studies Abroad EC 24 CP				Specialisation Module (2/2)** EC 6 CP	CP 30
4. Semester	Master Thesis Business Administration – Corporate Development CC 1015MMCDE1 30 CP					CP 30
Sections	Core	Specialisation	Supplementary			



Next Steps: ILIAS-Group

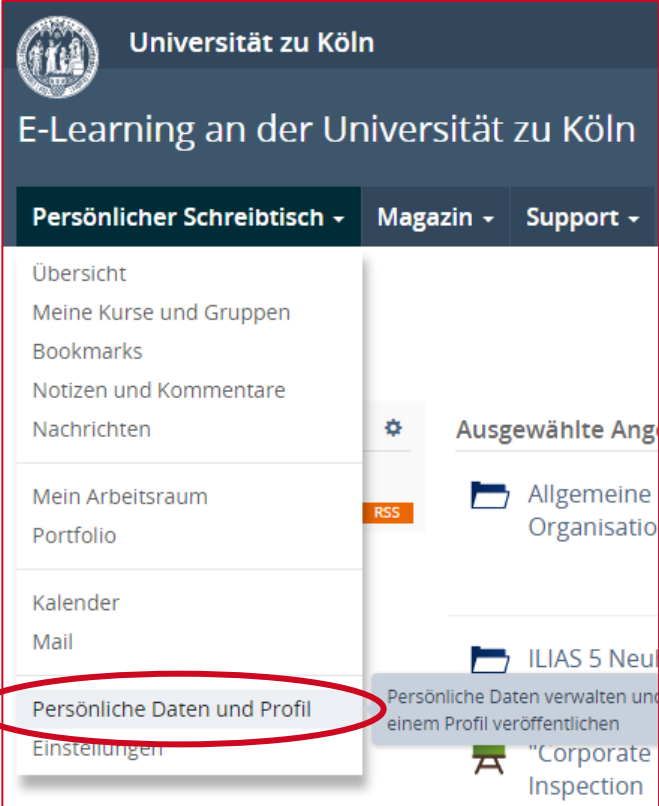
- ILIAS-Group „Masterstudiengang – Major Corporate Development “
- Central mailing list for all students of Corporate Development
- Important announcements regarding Business Projects, guest lectures, Selected Issues, announcements for invitations for master’s theses, etc.
- **Please become a member so we can contact you!**
- **Navigation: Magazin » WiSo » BWL » Masterstudiengang – Major Corporate Development**
- **https://www.ilias.uni-koeln.de/ilias/goto_uk_grp_160785.html**



Important

Redirect ILIAS-Mails to your private E-Mail account

We can only communicate with you if you receive the ILIAS-Mails



The screenshot shows the user interface of the University of Cologne E-Learning portal. At the top, it displays the university logo and the text "Universität zu Köln" and "E-Learning an der Universität zu Köln". Below this, there are navigation tabs: "Persönlicher Schreibtisch", "Magazin", and "Support". A dropdown menu is open under "Persönlicher Schreibtisch", listing options such as "Übersicht", "Meine Kurse und Gruppen", "Bookmarks", "Notizen und Kommentare", "Nachrichten", "Mein Arbeitsraum", "Portfolio", "Kalender", "Mail", "Persönliche Daten und Profil", and "Einstellungen". The "Persönliche Daten und Profil" option is circled in red. To the right of the menu, there are sections for "Ausgewählte Ang...", "Allgemeine Organisatio...", "ILIAS 5 Neu...", and "Corporate Inspection".



The screenshot shows a contact information form titled "KONTAKTINFORMATIONEN". The form contains several input fields for personal and professional details:

- Institution
- Abteilung
- Straße
- Postleitzahl
- Ort
- Land
- Telefon Arbeit
- Telefon Privat
- E-Mail * (circled in red) with the value "max.mustermann@gmail.com" entered.



Stellenausschreibung

Wissenschaftliche Hilfskraft (WHB) (w/m/d)

Wir suchen zum **nächstmöglichen Zeitpunkt** eine wissenschaftliche Hilfskraft mit einer **wöchentlichen Arbeitszeit von 8 Stunden**.

Aufgabenbereiche

- Unterstützung bei aktuellen empirischen Forschungsprojekten des Lehrstuhls
- Unterstützung bei der Vor- und Nachbereitung der Lehre
- Unterstützung bei allgemeinen Verwaltungsaufgaben

Wir bieten Dir eine Tätigkeit mit **interessanten Aufgaben** in einem jungen und offenen Team, **flexible Arbeitszeiten** sowie einen **engen Kontakt zum Lehrstuhl**. Die Stelle ist zunächst auf ein Jahr befristet. Die Vergütung erfolgt nach der hochschulinternen Richtlinie für die Beschäftigung & Vergütung von WHBs.

Haben wir Dein Interesse geweckt?

Dann schick uns bitte bis zum **03.10.2024** Deine vollständigen Bewerbungsunterlagen (kurzes Anschreiben, Lebenslauf, aktuelle Notenübersicht, etc.) sowie das gewünschte Startdatum an meder@wiso.uni-koeln.de.

Bei Fragen wende Dich gerne direkt an Judith Meder (0221 470 76273).

Voraussetzungen

- Masterstudent*in im Bereich BWL
- Interessen an Themen aus den Bereichen Entrepreneurship, International Management und Innovationsmanagement
- Hohes Maß an Eigenständigkeit und Leistungsbereitschaft
- Sehr gute Deutsch- und Englischkenntnisse in Wort und Schrift

(5) Time for your questions and discussion



Q&A session & election of a student representative

November 8th, 2024

13 pm – 14 pm

An invitation and the Zoom-link will be sent by mail.



In case of further questions please contact:

WiSo Student Service Point

advice and service in one place

0049 221 470 8818

Mo - Thu 9 am - 5 pm

Fr 9 am - 4 pm

E-mail via contact form:

www.wiso.uni-koeln.de/enquiry

ALL THE BEST FOR YOUR START IN COLOGNE!



Photo by Thomas

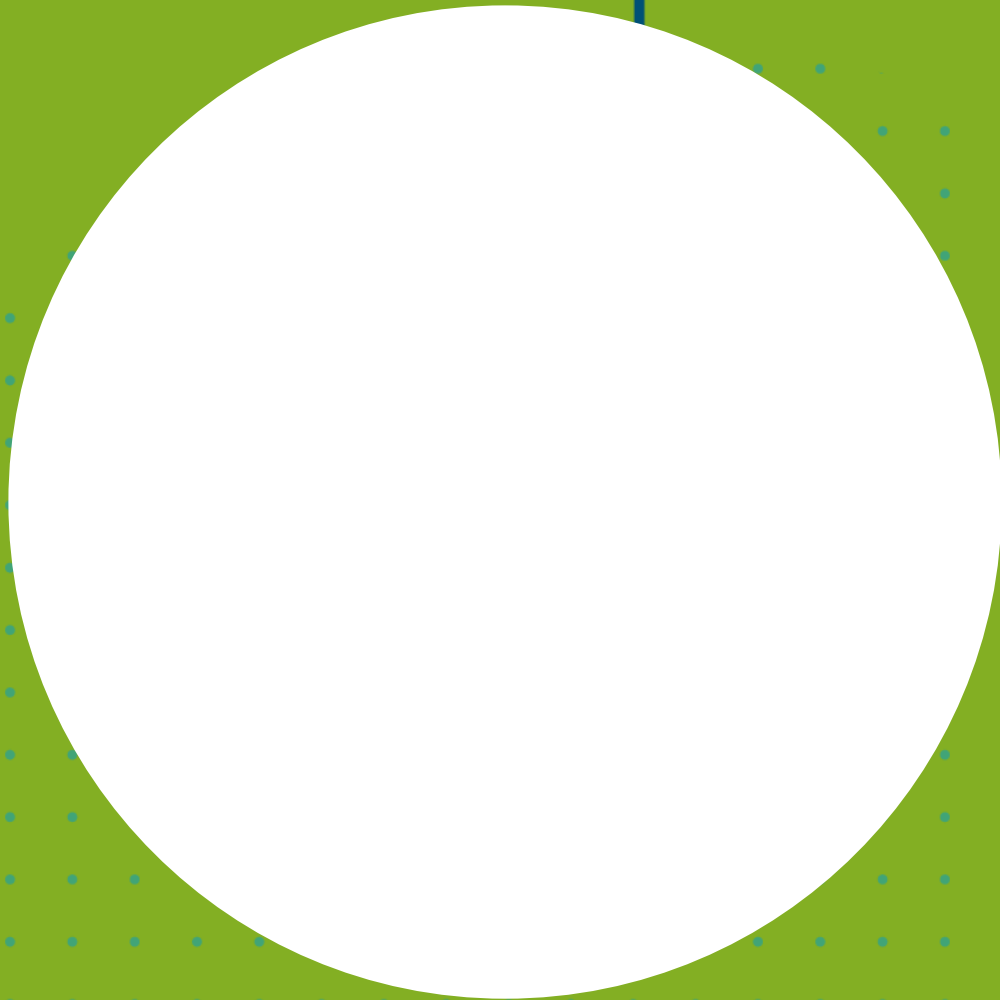












Today's ideas. Tomorrow's impact.

Our Claim



EXAMPLE: FACTS AND NUMBERS

This text is very interesting and informative like: Founded in 1901 as a School of Commerce, we have extended our scope to Economics, Sociology, and Politics and have now over a century experience in the education of new generations of business professionals, economists, sociologists, and political experts.

160

Academic exchange partnerships

23

Study programmes

200+

Corporate partners

70

Student Associations

500+

Guest students per year

4

Doctoral Programmes

109

Professors

8.500

Students



OUR MISSION



Developing knowledge and people for a better world

We conduct rigorous and relevant scientific research in management, economics, and the social sciences, supporting people to grow and reach their full potential. We actively engage external stakeholders in our research and teaching to make a positive difference in the world.

OUR VISION



We are among the leading academic institutions in management, economics, and the social sciences in Europe, measured in terms of quality and visibility of our research in selected fields, education and preparation of open-minded students for future careers, and the impact that our activities have on people, organisations, society, and the planet.



OUR VALUES

PLURALITY

- We value academic freedom, including open discussions of opposing views
- We value independent thinking
- We strive for diverse and international faculty, staff and students
- We value multi-disciplinary research
- We value international cooperation within networks of academic institutions

AUTHENTICITY

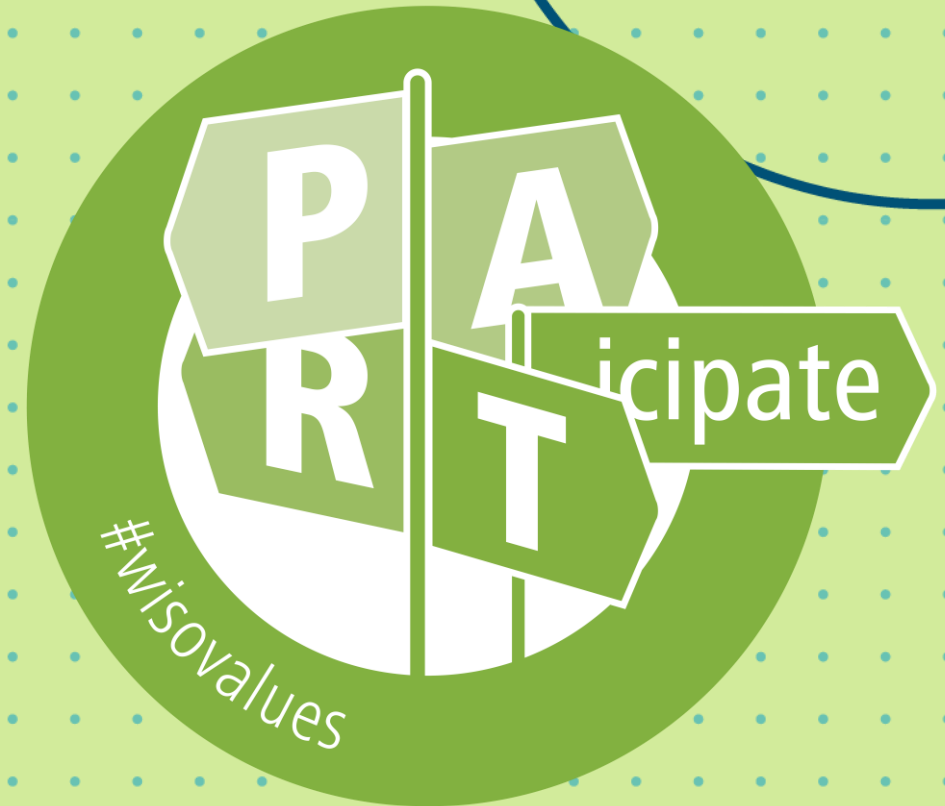
- We value our academic heritage as a multidisciplinary Faculty
- We value our local heritage of Cologne as a 2000-year-old multicultural city at the crossroads of trade flows
- We value Cologne's spirit of 'Lebensfreude'(joie de vivre)
- We are honest with each other and present our authentic selves
- We value curiosity, creativity and entrepreneurial spirit

RESPONSIBILITY

- We strive for excellence in research, teaching, outreach, and administration
- We strive for rigor and relevance in research
- We strive for impact and are pragmatic
- We feel responsible for contributing to a sustainable world
- We adhere to high ethical standards

TOGETHERNESS

- We value our WiSo Faculty as a community
- We work together to achieve our WiSo goals and respect broadly supported decisions
- We value all stakeholders and consider their interests
- We strive for a sense of belonging and interact in a respectful and friendly manner
- We value collegiality and collaboration



EXAMPLE: LAYOUT WITH ICONS

#1 WirtschaftsWoche Economics Ranking

#1 Academic Ranking of World Universities (ARWU) Ranking
Sociology

#1 No other faculty has educated as many current board members from the DAX
(Studie Handelsblatt)

#3 ARWU Ranking subjects
Business Administration und Management



Gottfried-Wilhelm-Leibniz-Preis
Prof. Dr. Axel Ockenfeld (Economics)



Find more WiSo Icons on
public-Server and check
Corporate Design Handbook



EXAMPLE: TABLE

2024	2025	2026	2027	2028
Zelle 1	Zelle 2	Zelle 3	Zelle 4	Zelle 5
Ergebnis 1	Ergebnis 2	Ergebnis 3	Ergebnis 4	Ergebnis 5

