

MASTER WELCOME EVENT

FALL TERM 2020/21

M.Sc. Business Administration – Corporate Development

Photo: Jörn Henn



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
(**further information**, e.g. job opportunities, famous Alumni, cooperation partners...)
- (5) Time for **your questions** and discussion

(1) Information about the chairs and research areas

**Corporate
Development and
Organization**

Strategy

**Human Resource
Management**

Business Ethics

(1) Information about the chairs and research areas

- » Business Ethics
 - » Prof. Dr. Bernd Irlenbusch
 - » Jun-Prof. Dr. Gönül Dogan
 - » Jun-Prof. Dr. Florian Engl
- » Organization
 - » Prof. Dr. Mark Ebers
- » Strategy
 - » Matthias Heinz
- » Human Resource Management
 - » Prof. Dr. Dirk Sliwka
- » Affiliated: Entrepreneurship
 - » Prof. Dr. Christian Schwens



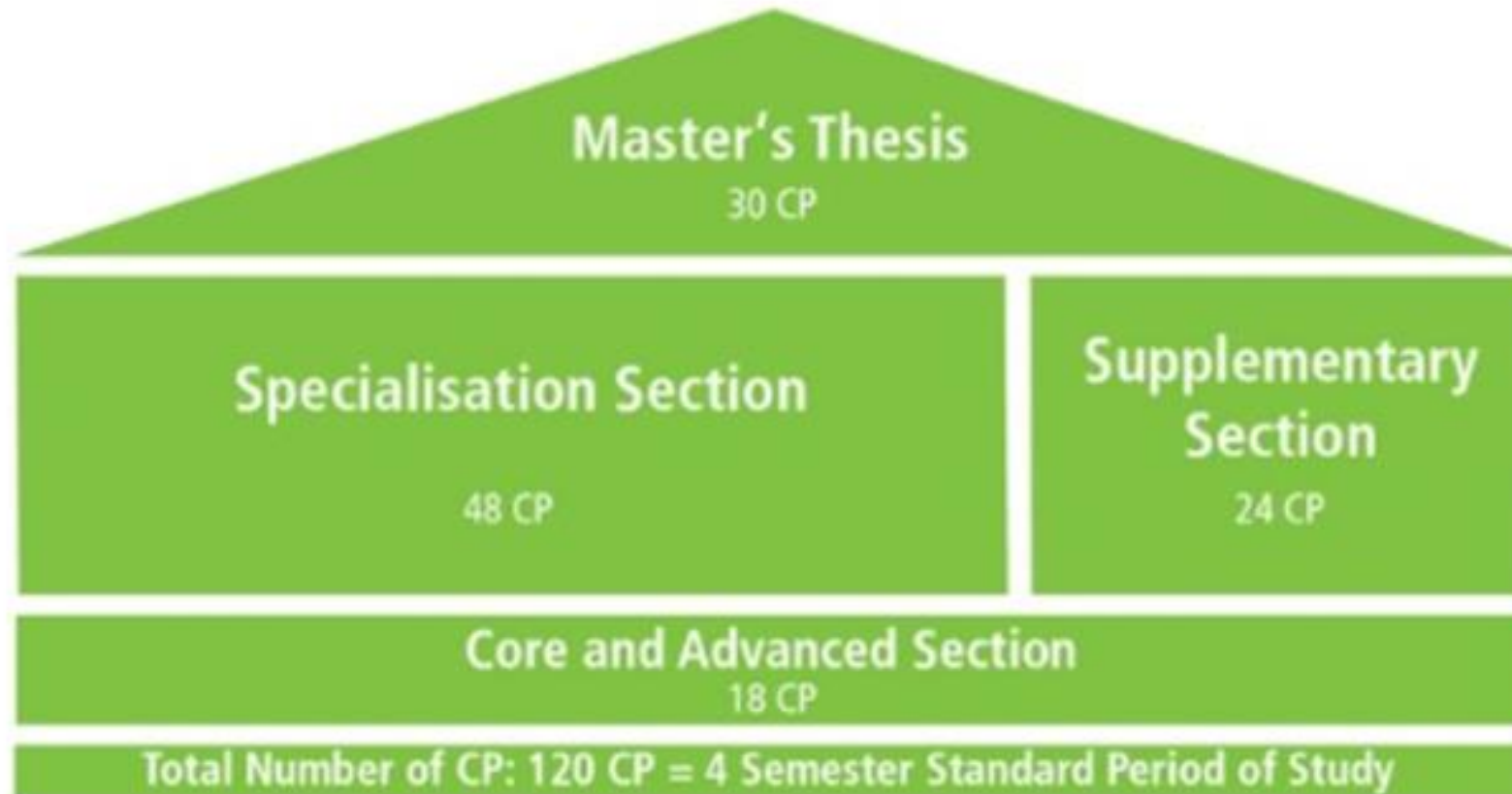
(2) Information about objectives of teaching

- » 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**

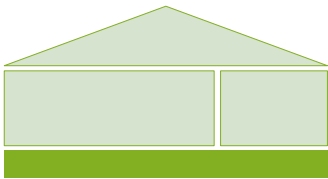
(2) Information about objectives of teaching

- » 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 and apply these methods in **research projects**

(3) Programme structure BA - Corporate Development



(3) Programm structure BA – Corporate Development



Core and advanced section

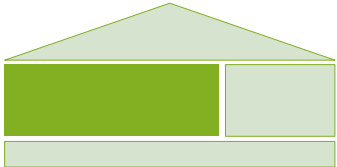
Group	Module	ECTS	CC/EC	Required	
Basic Methods Corporate Development	Core Module Management Skills	6	CC	6	18
	Core Module Econometrics I	6	EC	12	
	Core Module Econometrics II	6	EC		
	Core Module Microeconomics	6	EC		
	Specialisation Module Advanced Statistics (Stochastic Processes)	6	EC		
	Specialisation Module Advanced Statistics (Statistical Inference)	6	EC		
	Core Module Experimental Methods	6	EC		
	Core Module Applied Econometrics	6	EC		
	Core Module Econometric Evaluation of Management Practices	6	EC		

Course: Evaluation of Management Practices

- » Key idea of the course
 - » Teach econometrics for management students
 - » Focus on prediction and the identification of causal effects
 - » Evaluation of panel & survey data and field experiments in firms
 - » Students work with data & learn how to use Python to analyze data
- » Additional information:
 - » Course takes place in the first half of the semester
 - » Option to additionally attend elective course „The Empirical Evaluation of Management Practices II” (12 CP, Specialization Section) in which you can work on your own research project in a small group

(3) Programm structure BA – Corporate Development

Specialisation section



Group	Module	ECTS	CC/EC	Required
Corporate Development basics	Specialisation Module Business Ethics	6	EC	Min. 18
	Specialisation Module Strategic Development	6	EC	
	Specialisation Module Strategic Human Resource Management	6	EC	
	Specialisation Module Strategic Management	6	EC	
Advanced/Elective Module	Specialisation Module Advanced Business Ethics (6 ECTS)	6	EC	Max. 24
	Specialisation Module Research / Business Project	12	EC	
	Specialisation Module Organization Theory	6	EC	
	Specialisation Module Selected Issues in Corporate Development I	6	EC	
	Specialisation Module Selected Issues in Corporate Development II	6	EC	
	Specialisation Module Selected Issues in Corporate Development III	6	EC	
	Specialisation Module Selected Issues in Corporate Development IV	6	EC	
	Specialisation Module Selected Issues in Corporate Development V	6	EC	
	Specialisation Module Selected Issues in Corporate Development VI	6	EC	
	Specialisation Module Incentives and Behaviour in Organisations	6	EC	
Seminars	Specialisation Module Corporate Development Seminar I	6	EC	Min. 6
	Specialisation Module Corporate Development Seminar II	6	EC	

Corporate Development Basics

Course: Advanced Business Ethics

Offered in the winter term

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

Course: Mergers & Acquisitions (Strat. Development)

Offered in the winter term

Lecture:

- Strategic aspects of mergers and acquisitions
- Aim: Understand M&A process from strategy perspective

Tutorial:

- Working on case studies and research papers
- Discussing former exam questions

1. Fundamentals of M&A
2. The Rationales of M&A
3. The M&A Process
4. M&A Valuation Methods
5. Negotiation and Deal Design
6. Post-merger Integration
7. Divestitures

Course: Strategic Human Resource Management

Offered in the winter term

Lecture:

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

Exercise:

- 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

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

Advanced/Elective Modules (Examples)

Seminar on Writing Business Plans

Offered in this winter term

Content:

- Teaching of essentials on business plans
- Students gather in teams to develop their own business idea
- Students pitch their idea and business plan in front of members of the chair
- Evaluation based on pitch and final written business plan

1. Fundamentals of BPs
2. The structure of BPs
3. How to write a BP

Course: Organization Theory and Design

Offered in summer term

Lecture/Exercise:

- Teaching of theories and approaches of organizational research and -design
- Illustration of the theories based on empirical studies
- Interactive application on case studies
- Knowledge interest, practical applications
- Basic assumptions, key elements, main points
- Empirical studies, appraisal, literature

Organizational Theories (Selection):

1. Contingency Approach
2. Neo-Institutionalism
3. Research of Organizational Culture
4. Social Network Analysis
5. Transaction Costs Theory

Topics of Organizational Design (Selection):

1. Levers of Organizational Design
2. Concepts of Organizational Design on different firm levels
3. Business Process Organization
4. Organizational Change

Course: The Economics of Incentives

Offered in the summer term

Lecture:

- Study of the (behavioral) economics of incentives
- Analysis of formal economic models
- Analysis of empirical studies, in particular lab and field experiments

1. A Principal Agent Model
2. Fairness and Reference Points
3. Dynamic Incentive Problems
4. Intrinsic Motivation and Incentives
5. Relative Performance Evaluation
6. Incentives for Multiple Tasks
7. Team Incentives
8. Tournaments

Course: Corporate Social Responsibility

Selected Issues, offered in the summer semester

Contents

- » Findings on different dimensions of corporate social responsibility
- » *Does it help the profits, and should it help?*
- » Reasons behind pro-social behavior, and how to activate them

Student participation

- » The course is based on discussing scientific papers from a variety of disciplines
- » Students are actively involved in developing the ideas discussed in the papers via writing and presentations

Adv. Seminar – Behavioral Business Ethics

Note: This is a PhD course, which is open for advanced master students.

Blocked sessions with literature reading, group discussions and presentations from the students. Final exam + Essay.

Aim of the course:

- » Economic understanding of business ethics: What are the psychological and social determinants of ethical and unethical behavior in economic contexts (firms, markets, consumers)?
- » Getting acquainted with (micro-)economic methods of research: Formal mathematical models, experimental and empirical data.
- » First hand experience with scientific work: Reading scientific papers (Part I), developing own research questions and designs (Part II)

Seminars and Business Projects

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 can participate in a Business Project
 - » Fall term → Chair Ebers
 - » Spring term → Chairs Irlenbusch und Sliwka
- » Main Elements:
 - » Working on a consulting project for a company in small groups of 3-4 students on topics from all areas of corporate development
 - » Mentoring by one of the four chairs
 - » Presentation of the findings in the company
 - » Creation of a report

Please note: Application for specific Business Projects usually 1 to 2 months prior to the start of the semester via ILIAS (Announcement via ILIAS-group)

Business Projects – Examples

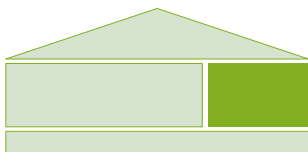
- » DHL: Multichannel Retail Supply Chain in Emerging Markets, Performance Evaluation & Bonuses, Biases in Recruiting
- » Lanxess: Establishment of whistle-blowing channels within the scope of Compliance-Management, Hiring strategy, Sustainability reporting
- » HSBC: Dual control principle and Compliance
- » Deutsche Telekom AG: International Recruiting Strategy, Performance Evaluation & Bonuses
- » A.T. Kearney: Online (Food) Retailing-Innovation in Food Distribution Markets
- » KPMG AG: Developing an HR KPI Dashboard
- » EGRIMA Holding: Fuel and Service Card Solutions for the Business-to-Consumer-Market
- » REWE: International Recruiting
- » Special Olympics Germany: Fundraising-campaign for Special Olympics: Analysis and recommendations for action
- »

Master's Thesis

- » Written during the second year
- » Independent work
- » We welcome own ideas!
- » Scientific basis
- » Possibility to set focus on
 - » practical issue
 - » research question
- » Ideally a combination of both
- » We also encourage own empirical work!
- » Joint allocation via ILIAS (more information available of the respective chair websites)

(3) Programm structure BA – Corporate Development

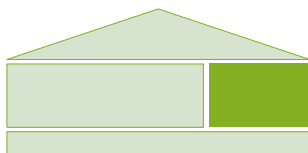
Supplementary section I



Group	Module	ECTS	CC/EC	Re-quired
Accounting and Taxation	Specialisation Module Corporate Taxation	12	EC	24
	Specialisation Module Operative and Strategic Controlling	12	EC	
	Specialisation Module International Accounting	6	EC	
	Specialisation Module Corporate Valuation	6	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 Issues I	6	EC	
Business Research	Specialisation Module Research in Finance (Research Track)	6	EC	24
	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	
	Core Module Advanced Experimental Methods	6	EC	
	Core Module Advanced Computational Methods	6	EC	
	Core Module Advanced Microeconomics I	6	EC	
	Basismodul 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	EC	

(3) Programm structure BA – Corporate Development

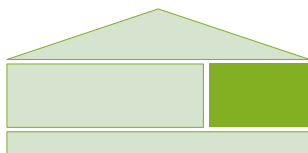
Supplementary section II



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	
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 Incentives and Behaviour in Organisations	6	EC	
Economics	Core Module Microeconomics	6	CC	24
	Core Module Macroeconomics	6	CC	
	Specialisation Module Foundations in Growth, Labor and Inequality in the Global Economy A	6	CC	
	Specialisation Module Foundations in Growth, Labor and Inequality in the Global Economy B	6	CC	
Economic Psychology	Supplementary Module Introduction to Economic Psychology	12	CC	24
	Supplementary Module Consumer Behavior	6	EC	
	Supplementary Module Organizational Behavior	6	EC	
	Supplementary Module Behavioral Finance	6	EC	
	Supplementary Module Current directions in Economic Psychology	6	EC	

(3) Programm structure BA – Corporate Development

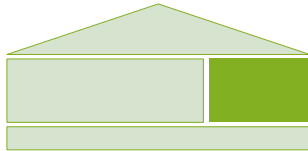
Supplementary section III



Finance	Specialisation Module Financial Theory	12	EC	24	
	Specialisation Module Financial Institutions Management	12	EC		
	Specialisation Module Finance 1	6	EC		
	Specialisation Module Finance 2	6	EC		
	Specialisation Module Finance 5	6	EC		
	Specialisation Module Finance 6	6	EC		
	Specialisation Module Finance 7	6	EC		
	Specialisation Module Finance 8	6	EC		
	Specialisation Module Value-Based Management in Insurance	6	EC		
	Specialisation Module Selected Issues in Finance I (6 ECTS)	6	EC		
	Specialisation Module Selected Issues in Finance II	6	EC		
Markets & Institutions	Core Module Microeconomics	6	EC	24	
	Specialisation Module Competition Policy	6	EC		
	Specialisation Module Specific Markets A	6	EC		
	Specialisation Module Specific Markets B	6	EC		
	Specialisation Module Economics of Innovation	6	EC		
	Specialisation Module Matching and Market Design: Theory and Practice	6	EC		
Media Management	Specialisation Module Media and Technology Management: Enterprises, Markets, and Strategies (6 ECTS)	6	EC	Min 12	24
	Specialisation Module Media Economics (6 ECTS)	6	EC		
	Specialisation Module Media and Technology Management: Platforms, Information Goods and Infrastructure (6 ECTS)	6	EC		
	Specialisation Module Media and Technology Management Selected Issues	6	EC	Max 12	
	Specialisation Module Media and Technology Management Selected Issues II	6	EC		
	Specialisation Module Media and Technology Management: Research and Publications	6	EC		
	Specialisation Module Media and Technology Management: Entrepreneurship / Project	6	EC		

(3) Programm structure BA – Corporate Development

Supplementary section IV



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 (6 ECTS)	6	EC		
	Specialisation Module Marketing VII	6	EC		
	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		
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		
	Basismodul Econometrics I	6	EC		
	Basismodul Econometrics II	6	EC		

(4) Sample study plan (without stay abroad)

See sample study plan in your course catalogue

M.Sc. PROGRAMME IN BUSINESS ADMINISTRATION - Corporate Development				
Term	EC/ CC	Module	Section	ECTS
1	EC	Core Module I	Core section	6
1	EC	Specialisation Module I	Specialisation section	6
1	EC	Specialisation Module II	Specialisation section	6
1	EC	Specialisation Module III	Specialisation section	6
1	EC	Specialisation Module IV	Specialisation section	6
				30
2	EC	Core Module II	Core section	6
2	EC	Specialisation Module V	Specialisation section	12
2	EC	Supplementary Module I	Supplementary section	12
				30
3	CC	Core Module Management Skills*	Core section	6
3	EC	Specialisation Module VI	Specialisation section	6
3	CC	Specialisation Module Seminar	Specialisation section	6
3	EC	Supplementary Module II	Supplementary section	6
3	EC	Supplementary Module III	Supplementary section	6
				30
4	CC	Master's thesis Business Administration	Master's thesis	30
				30

e.g. CM Eva. of Management Practices

e.g. SM Business Ethics

e.g. SM Strategic Development

e.g. SM Strategic Human Resource Management

e.g. SM Strategic Management

*An assignment of the module is possible from the first term, there are no professional requirements. The module is offered every term.

(4) Sample study plan

See sample study plan in your course catalogue

M.Sc. PROGRAMME IN BUSINESS ADMINISTRATION - Corporate Development				
Term	EC/ CC	Module	Section	ECTS
1	EC	Core Module I	Core section	6
1	EC	Specialisation Module I	Specialisation section	6
1	EC	Specialisation Module II	Specialisation section	6
1	EC	Specialisation Module III	Specialisation section	6
1	EC	Specialisation Module IV	Specialisation section	6
				30
2	EC	Core Module II	Core section	6
2	CC	Core Module Management Skills*	Core section	6
2	EC	Specialisation Module V	Specialisation section	12
2	CC	Specialisation Module Seminar	Specialisation section	6
Studies Abroad				30
3	EC	Specialisation Module VI	Specialisation section	6
3	EC	Supplementary Module Studies Abroad I	Supplementary section	12
3	EC	Supplementary Module Studies Abroad II	Supplementary section	12
				30
4	CC	Master's thesis Business Administration	Master's thesis	30
				30

e.g. CM Microeconomics

e.g. SM Business Ethics

e.g. SM Strategic Development

e.g. SM Strategic Human Resource Management

e.g. SM Strategic Management

studies abroad option

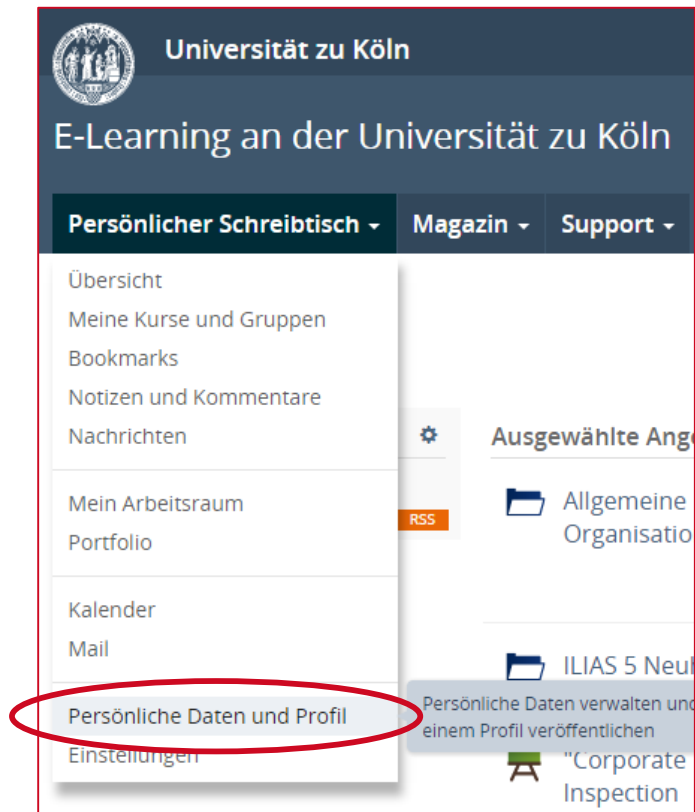
*An assignment of the module is possible from the first term, there are no professional requirements. The module is offered every term.

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

Next Steps: Redirect ILIAS-Mails onto your private E-Mail account

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



KONTAKTINFORMATIONEN	
Institution	<input type="text"/>
Abteilung	<input type="text"/>
Straße	<input type="text"/>
Postleitzahl	<input type="text"/>
Ort	<input type="text"/>
Land	<input type="text"/>
Telefon Arbeit	<input type="text"/>
Telefon Privat	<input type="text"/>
E-Mail *	<input type="text" value="max.mustermann@gmail.com"/>

(5) Time for your questions and discussion





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 Josek