Master Welcome Event
Fall term 2021/22
M.Sc. Business Administration – Corporate Development
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
(1) Information about the chairs and research areas

- Corporate Development and Organization
- Strategy
- Human Resource Management
- Business Ethics
(1) Professors

» Business Ethics
  » Bernd Irlenbusch
  » Gönül Dogan
  » Florian Engl

» Organization
  » Mark Ebers

» Strategy
  » Matthias Heinz

» Human Resource Management
  » Dirk Sliwka

» Entrepreneurship
  » Mona Mensmann
  » Christian Schwens
Please Attend:
Teaching Talks candidates for professorship

Dienstag, dem 05.10.2021, via Zoom: Prof. Dr. Nale Lehmann-Willenbrock
11:30 Uhr Lehrprobe
Zoom-Meeting beitreten: https://uni-koeln.zoom.us/j/94989627335?pwd=MXJTSW5uQTICMWRHNDI5TU5QbGt0QT09
Meeting-ID: 949 8962 7335
Passwort: 608685

Mittwoch, dem 06.10.2021, via Zoom: Dr. Anne Burmeister
11:30 Uhr Lehrprobe
Zoom-Meeting beitreten: https://uni-koeln.zoom.us/j/96289829058?pwd=aTJPNi9kQjFwVXpleG5qbk1nSVFuQT09
Meeting-ID: 962 8982 9058
Passwort: 283946

Mittwoch, dem 06.10.2021, via Zoom: Prof. Dr. Jonas Lang
15:30 Uhr Lehrprobe
Zoom-Meeting beitreten: https://uni-koeln.zoom.us/j/94773867685?pwd=TkJRZUNmVUhXOVA0TDJ6VlBBTmtHUT09
Meeting-ID: 947 7386 7685
Passwort: 160262
Please Attend:
Teaching Talks candidates for professorship

Donnerstag, dem 07.10.2021, via Zoom: Dr. Julia Backmann
11:30 Uhr Lehrprobe
Zoom-Meeting beitreten: https://uni-koeln.zoom.us/j/99039094273?pwd=QVJDL201czNjK0JOUFpKVXYyUEZBUT09
Meeting-ID: 990 3909 4273
Passwort: 561989

Donnerstag, dem 07.10.2021, via Zoom: Prof. Dr. Ronald Bledow
15:30 Uhr Lehrprobe
Zoom-Meeting beitreten: https://uni-koeln.zoom.us/j/93898026823?pwd=TVo5cWZla2prLzVNNHJMWQrK2g2Zz09
Meeting-ID: 938 9802 6823
Passwort: 463548

Freitag, dem 08.10.2021, via Zoom: Prof. Dr. Fabiola Gerpott
11:30 Uhr Lehrprobe
Zoom-Meeting beitreten: https://uni-koeln.zoom.us/j/91668500870?pwd=U21qWTZLSE9KdEpHdzVYZmxnam1Cdz09
Meeting-ID: 916 6850 0870
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(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 in modern methods of econometrics to analyse organizational data and apply these methods in research projects
(3) Programme structure BA - Corporate Development

Master’s Thesis
30 ECTS

Specialisation Section
48 ECTS

Supplementary Section
24 ECTS

Core Section
18 ECTS

Total Number of ECTS: 120 ECTS = 4 Semester Standard Period of Study
### Core Section:

<table>
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<tr>
<th>Group</th>
<th>Module</th>
<th>ECTS</th>
<th>CC/EC</th>
<th>Required ECTS</th>
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<td>CM People Analytics &amp; Econometrics</td>
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</table>
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
## (3) Programm structure BA – Corporate Development

**Specialisation section**

<table>
<thead>
<tr>
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<th>Module</th>
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Corporate Development Fundamentals
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
Course: Mergers & Acquisitions (Strat. Development)

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

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
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
Elective Modules
(Examples)
Course: Organization Theory and Design

Offered in summer term

Lecture/Excercise:
- 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
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 Ethics

This is a course for advanced master students as well as PhD students.

Blocked sessions with literature reading, group discussions and presentations from the students. Students develop their own research idea on „behavioral ethics“. This idea may later be used for a Master thesis at the chair.

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, Hiring strategy, Sustainability reporting, Strategic Workforce Planning
» 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, Health Management
» 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

<table>
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<th>Module</th>
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### (3) Programm structure BA – Corporate Development

**Supplementary section II**

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**Total ECTS:** 24

*University of Cologne | Faculty of Management, Economics and Social Sciences*
### 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

#### 2. Semester
- **Business/Research Project**
  - CC 1253M85P1 12 CP
- **Specialisation Module (1/2)**
  - EC 6 CP
- **Core Module (2/2)**
  - EC 6 CP
- **Supplementary Module (1/4)**
  - EC 6 CP

#### 3. Semester
- **Core Module Management Skills**
  - CC 1015M8M5K1 6 CP
- **Specialisation Module Seminar**
  - CC 1253M8CDS1 6 CP
- **Specialisation Module (2/2)**
  - EC 6 CP
- **Specialisation Module (3/4)**
  - EC 6 CP
- **Supplementary Module (4/4)**
  - EC 6 CP

#### 4. Semester
- **Master Thesis Business Administration – Corporate Development**
  - CC 1015M8MCDE1 30 CP

### Sections
- Core
- Specialisation
- Supplementary
Options for Studies Abroad

Join our infosession on general options for studies abroad:

Friday, 24 September, 11 am
ZOOM link: you have received the link per email (agenda for the welcome week)

Studies Abroad Talk
Master Business Administration: Corporate Development

Get your coffee ready and join our discussions on the Studies Abroad Programme (STAP) and your credit transfer options:

Monday, 4 October, 10 am
Zoom-link: will be provided in the infosession on 24 September and available online:
https://international.wiso.uni-koeln.de/en/outgoing-students/term-abroad/stap-master
### M.Sc. Programme Business Administration – Corporate Development (with study abroad option)

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or Management Skills* CC 1253MSc251 6 CP  |
| 2. Semester | Specialisation Module Seminar CC 1253MSc051 6 CP  
Management Skills* CC 1253MSc251 6 CP  |
| 3. Semester | Supplementary Section Studies Abroad | 24 CP  |
| 4. Semester | Master Thesis Business Administration – Corporate Development CC 1015MMCD21 30 CP  |

**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](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
(5) Time for your questions and discussion
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

In case of further questions please contact:
All the best for your start in Cologne!