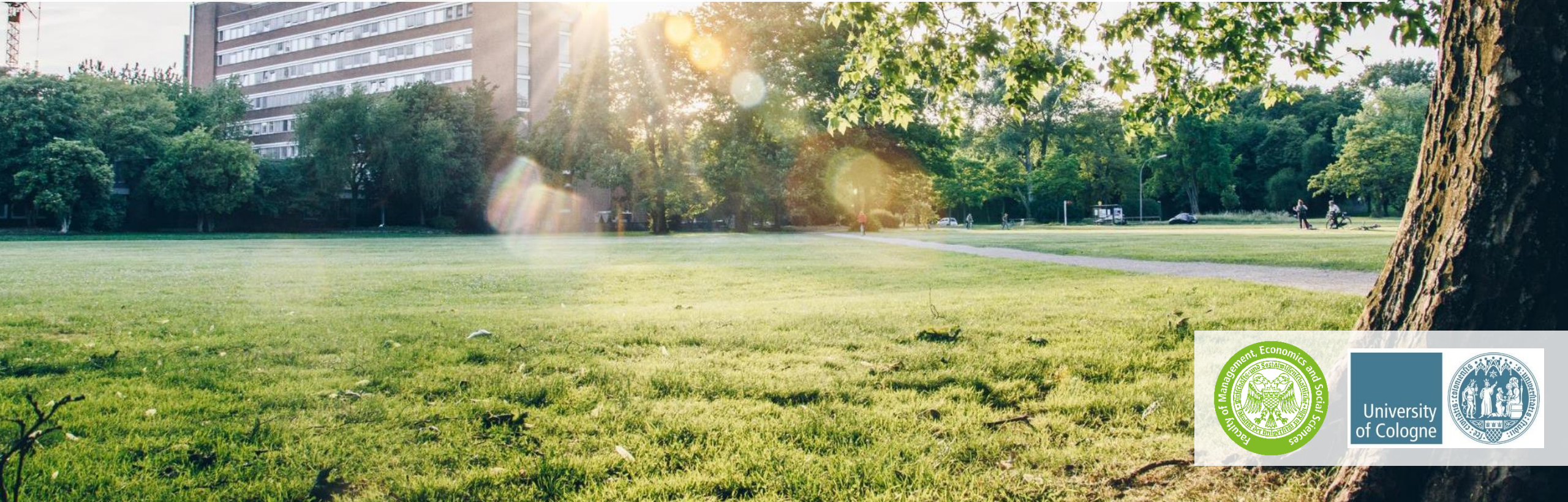


# Master Welcome Event

Fall term 2022/23

## 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

Business Ethics

Entrepreneurship

Human Resource Management

Organizational Behavior

Strategy

# (1) Professors

## » Business Ethics

- » Arno Apfelstaedt
- » Gönül Dogan
- » Bernd Irlenbusch



## » Organizational Behavior

- » Anne Burmeister
- » Annabelle Hofer



## » Strategy

- » Matthias Heinz



## » Human Resource Management

- » Dirk Sliwka



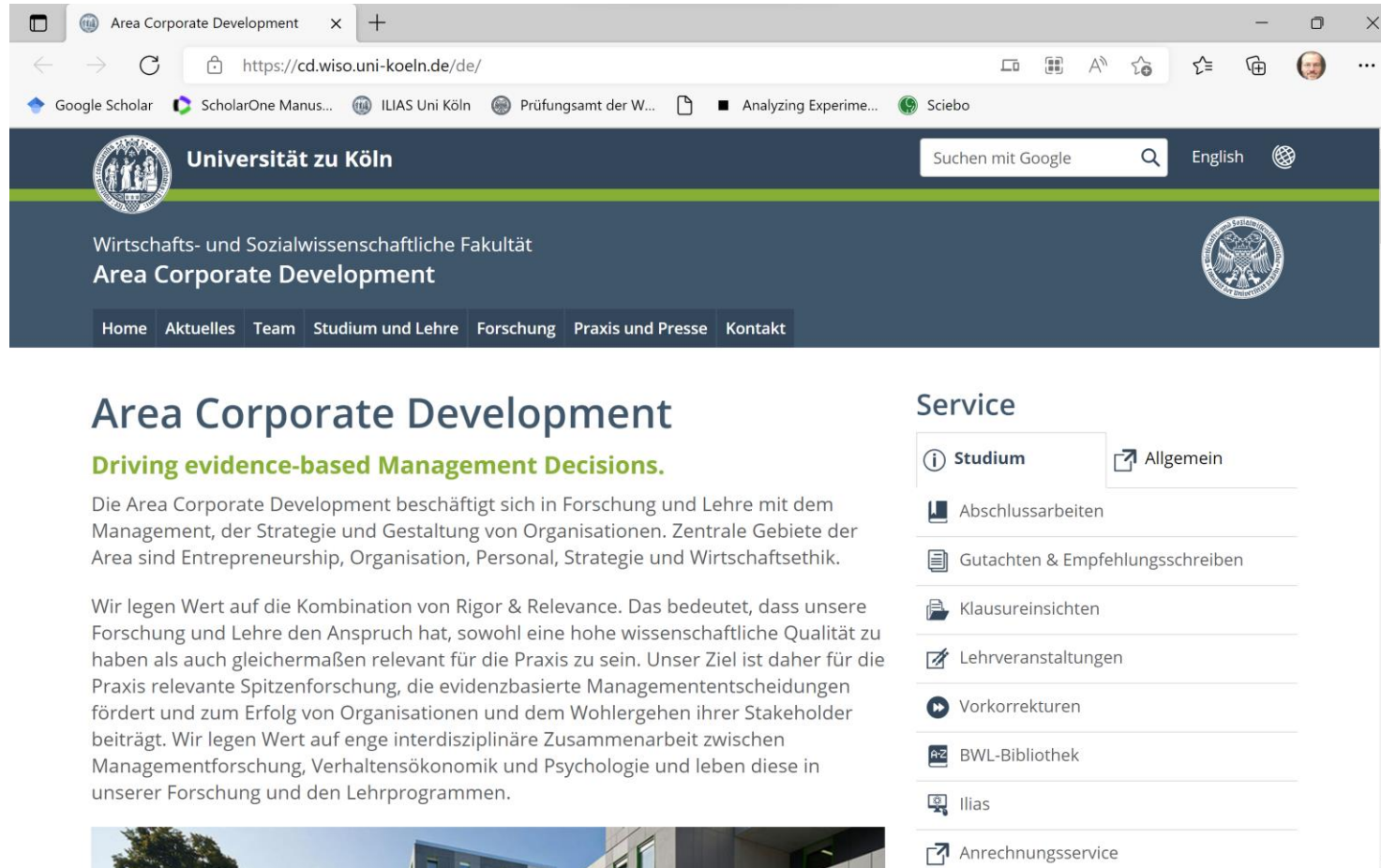
## » Entrepreneurship

- » Mona Mensmann
- » Christian Schwens



# With Semester Start: New Area Homepage

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



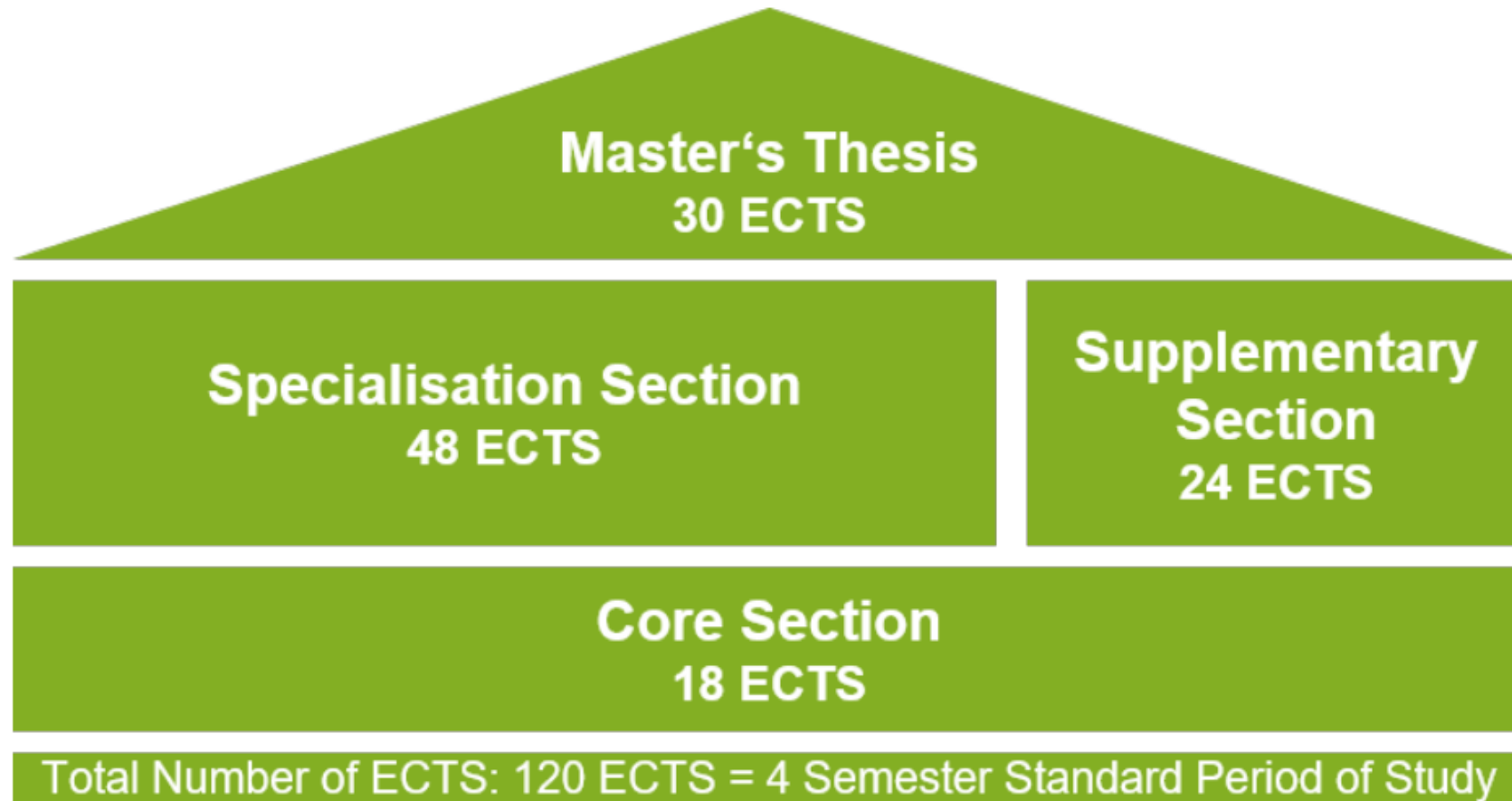
## (2) Information about objectives of teaching

- » 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

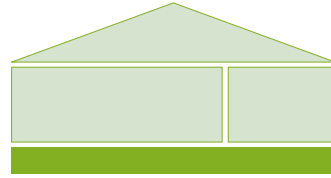
- » Courses are provided by Faculty members that are both
  - » strong **academic researchers** and at the same time
  - » continuously **interacting with practitioners** in research projects in firms
- » You will have the opportunity
  - » to apply the acquired knowledge and skills already during the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

### (3) Programme structure BA - Corporate Development





### (3) Programm structure BA – Corporate Development



#### Core Section:

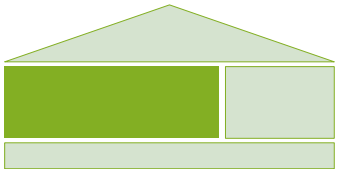
Group	Module	ECTS	CC/ EC	Required ECTS	
Core Section Corporate Development	CM Management Skills	6	CC	6	18
	CM Applied Econometrics (Business Administration)	6	EC	12	
	CM Microeconomics (Business Administration)	6	EC		
	CM Experimental Economics	6	EC		
	CM People Analytics & Econometrics	6	EC		

# 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

### (3) 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



# 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: 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: 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

# Varying Elective Courses

## Currently for instance:

- » Contemporary Topics in Organizational Behavior - From Theory to Practice (Hofer)
- » Corporate Social Responsibility (Dogan)
- » Organizational Economics (Apfelstaedt)
- » The Economics of Incentives in Organizations (Sliwka)
- » The Psychology of Entrepreneurship (Mensmann)

# 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 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 will now have a centralized matching procedure on which you will be informed in December

# Business Projects – Examples

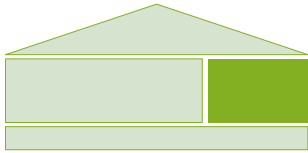
- » Build your own Business
- » DHL: Performance Evaluation & Bonuses, Biases in Recruiting, Benchmarking of Trainee Program, Multichannel Retail Supply Chain in Emerging Markets
- » Lanxess: Establishment of whistle-blowing channels, Hiring strategy, Sustainability reporting, Strategic Workforce Planning, Due Diligence in Supply Chains
- » 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, Performance Appraisals
- » ....

# 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

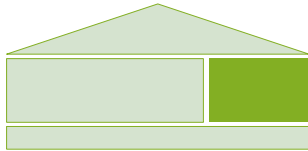


Group	Module	ECTS	CC/EC	Required ECTS
Accounting and Taxation	SpM Controlling I	6	EC	24
	SpM Controlling II	6	EC	
	SpM Accounting I	6	EC	
	SpM Taxation I	6	EC	
	SpM Advanced Accounting	6	EC	
	SpM Accounting & Taxation Seminar	6	EC	
	SpM Selected Issues in Accounting & Taxation I	6	EC	
Economics for Business 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	



# (3) 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	

## (4) Sample study plan

M.Sc. Programme Business Administration – Corporate Development						
1. Semester	<div>Core Module (1/2)</div> <div>EC6 CP</div>	<div>Core Module (2/2)</div> <div>EC6 CP</div> <div>or</div> <div>Supplementary Module (1/4)</div> <div>EC6 CP</div>	<div>Specialisation Module – Basics (1/3)</div> <div>EC6 CP</div>	<div>Specialisation Module – Basics (2/3)</div> <div>EC6 CP</div>	<div>Specialisation Module – Basics (3/3)</div> <div>EC6 CP</div>	CP30
2. Semester	<div>Business/ Research Project</div> <div>CC 1253MSBRP112 CP</div>		<div>Specialisation Module (1/2)</div> <div>EC6 CP</div>	<div>Core Module (2/2)</div> <div>EC6 CP</div> <div>or</div> <div>Supplementary Module (1/4)</div> <div>EC6 CP</div>	<div>Supplementary Module (2/4)</div> <div>EC6 CP</div>	30
3. Semester	<div>Core Module Management Skills*</div> <div>CC 1015MBMSK16 CP</div>	<div>Specialisation Module Seminar</div> <div>CC 1253MSCDS16 CP</div>	<div>Specialisation Module (2/2)</div> <div>EC6 CP</div>	<div>Supplementary Module (3/4)</div> <div>EC6 CP</div>	<div>Supplementary Module (4/4)</div> <div>EC6 CP</div>	30
4. Semester	<div>Master Thesis Business Administration – Corporate Development</div> <div>CC 1015MMCDE130 CP</div>					30
<div>Sections</div> <div>Core</div> <div>Specialisation</div> <div>Supplementary</div>						

## (4) Sample study plan (with stay abroad)

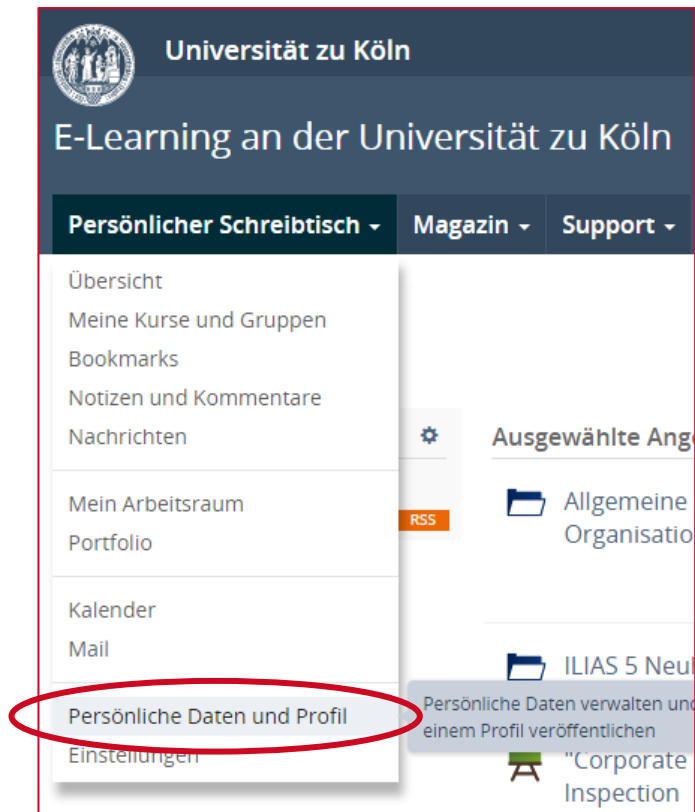
M.Sc. Programme Business Administration – Corporate Development (with study abroad option)						
1. Semester	<div>Core Module (1/2)</div> <div>EC6 CP</div>	<div>Core Module (2/2)</div> <div>EC6 CP</div> <div>or</div> <div>Management Skills*</div> <div>CC 1015MBMSK16 CP</div>	<div>Specialisation Module – Basics (1/3)</div> <div>EC6 CP</div>	<div>Specialisation Module – Basics (2/3)</div> <div>EC6 CP</div>	<div>Specialisation Module – Basics (3/3)</div> <div>EC6 CP</div>	CP 30
2. Semester	<div>Specialisation Module Seminar</div> <div>CC 1253MSCDS16 CP</div>	<div>Management Skills*</div> <div>CC 1015MBMSK16 CP</div> <div>or</div> <div>Core Module (2/2)</div> <div>EC6 CP</div>	<div>Business/ Research Project</div> <div>CC 1253MSBRP112 CP</div>		<div>Specialisation Module (1/2)</div> <div>EC6 CP</div>	30
3. Semester semester abroad	<div>Supplementary Section Studies Abroad</div> <div>EC24 CP</div>				<div>Specialisation Module (2/2)**</div> <div>EC6 CP</div>	30
4. Semester	<div>Master Thesis Business Administration – Corporate Development</div> <div>CC 1015MMCDE130 CP</div>					30
<div>Sections</div> <div>Core</div> <div>Specialisation</div> <div>Supplementary</div>						

# 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)

# Important: Redirect ILIAS-Mails to 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](http://www.wiso.uni-koeln.de/enquiry)*





# All the best for your start in Cologne!



Photo by Thomas Josek