

Module Economics 7

1	Module no. 0907	Major TBB	Semester 4	Offering ☑WS ☑SS	Duration 1 Semester	Module Type Obligatory	Workload (hr) 180	ECTS Credits 6
2	Courses		Course Style		Frequency		Self Study	Language
					(ECTS)	(hr.)	(hr.)	
	a) Corporate Finance 2		Lecture with Exercises		2	30	30	English
	b) Management Accounting 2		Lecture with Exercises		2	30	30	English
	c) Business Management		Lecture with Exercises		2	30	30	English
3	<p>Learning Outcomes and Competences Upon successful completion of this module, students will achieve the following competencies:</p> <p>Remember and Understand</p> <ul style="list-style-type: none"> Describe various sources of corporate financing and differentiate between internal and external financing. Explain the most important capital market products and evaluate their relevance for corporate finance. Understand and apply key concepts of portfolio theory and the capital asset pricing model (CAPM), recognizing its strengths and limitations. Comprehend the foundational functions and tasks of management accounting and its role in organizational control. Explain key management accounting instruments and their application in steering corporate performance. Understand the functions and tools of corporate management and their connection to strategy. <p>Use and Transfer</p> <ul style="list-style-type: none"> Analyze entrepreneurial decisions and their impacts on a company's financial position. Apply management accounting instruments, conduct variance analyses, and assess solutions. Recognize correlations between management accounting and corporate management to derive actionable strategies. Utilize strategic management methods, such as portfolio approaches, the Blue Ocean strategy, and the Business Model Canvas, to evaluate and develop business solutions. Address complex corporate management problems, analyze scenarios, and propose viable solutions. <p>Communication and Cooperation</p> <ul style="list-style-type: none"> Actively communicate within organizational settings and gather relevant information to support decision-making. Adopt diverse perspectives on business issues, evaluate trade-offs, and make informed assessments. Present structured reports on management accounting findings and their implications for control and behavior within organizations. Collaborate effectively to design models for solving control and coordination challenges and implement practical calculations. <p>Scientific Self-Conception / Professionalism</p> <ul style="list-style-type: none"> Derive decision-making recommendations from analyses, considering social and ethical implications. Provide theoretical and methodological justifications for proposed solutions. Reflect on and assess personal abilities in comparison to peers, fostering continuous professional development. <p>Through this module, students will develop the ability to analyze financial markets, implement effective managerial control systems, and craft innovative strategies for corporate success. The integration of these disciplines ensures a comprehensive preparation for leadership roles in finance, management, and strategy.</p>							

4	<p>Module Description: Corporate Finance, Management Accounting, and Strategic Management</p> <p>This advanced module provides an interdisciplinary exploration of corporate finance, management accounting, and strategic management. It combines theoretical frameworks, practical methodologies, and analytical tools to prepare students for complex decision-making in dynamic corporate environments. The module is structured into three core lectures that build foundational expertise in financial analysis, managerial control, and strategic leadership while fostering professional and scientific competencies.</p> <p>Content Overview</p> <ol style="list-style-type: none"> 1. Corporate Finance 2 This lecture delves into the functioning of financial markets, asset pricing, and corporate valuation. Students gain the skills to analyze and assess price movements in financial and other asset markets, apply sophisticated capital budgeting methods, and evaluate portfolio decisions based on trade-offs between risk and expected returns. Participants will also learn to distinguish between systematic and diversifiable risks while understanding behavioral aspects of financial decision-making. Key topics include: <ul style="list-style-type: none"> • Risk and Return • Markowitz Portfolio Theory • Capital Asset Pricing Model (CAPM) • Weighted Average Cost of Capital (WACC) and Firm Valuation • Valuation Methods • Market Efficiency • Behavioral Finance 2. Management Accounting 2 This lecture addresses the role of management accounting in organizational decision-making and control. Participants will learn to implement variance analyses, tackle coordination issues in decentralized organizations, and design management systems using budgets and key performance indicators (KPIs). The course also emphasizes the steering and behavioral effects of management accounting and its integration into overall corporate management. Key areas include: <ul style="list-style-type: none"> • Controlling tasks and their integration within organizations • Variance analysis and performance evaluation • Addressing coordination issues in decentralized companies • Budgeting and KPI-based management • Behavioral aspects of controlling 3. Strategic Management This lecture focuses on equipping participants with the strategic tools and methods necessary to address complex organizational challenges. By examining real-world scenarios, students will gain practical and theoretical expertise in corporate strategy development and evaluation. Emphasis is placed on fostering innovation, optimizing portfolio management, and implementing business strategies. Topics include: <ul style="list-style-type: none"> • Strategic information procurement and analysis • Strategic realignment and evaluation • Portfolio management and business prioritization • Driving business growth through innovation • Corporate strategy design and implementation
5	<p>Participation Requirement</p> <p>obligatory: Completed first stage of studies. recommended: Modules of the 1st to 3rd semester.</p>
6	<p>Forms of examination and requirements for the award of credit points</p> <p>The written exam (120 minutes) is made up of the three sections described above. Each section has 40 minutes to complete. The grade is calculated from the score of the three sections with a weighting according to the processing time.</p>
7	<p>Module Application</p> <p>Obligatory module in the Bachelor's Program for International Industrial Management (TBB).</p>
8	<p>Lecturer / Responsible for the Module</p> <p>Prof. Dr. Dürr (MV) / Prof. Dr. Dr. (h.c.) Kohlert / Prof. Dr. Philipp Schreiber</p>

9	<p>Literature</p> <p>a)</p> <ul style="list-style-type: none"> • Richard Brealey, Stewart C. Myers, Franklin Allen: Principles of Corporate Finance (14th Edition), New York, NY: McGraw-Hill/Irwin. <p>b)</p> <ul style="list-style-type: none"> • Alnoor Bhimai, Charles T. Horngren, Srikant M. Datar, Madhav V. Rajan: Management and Cost accounting, 7th Edition, New York, Pearson. • Frank Hartmann, Kalle Kraus, Göran Nilsson, Robert Anthony: Management Control Systems, 2nd Edition, New York, McGrawHill. <p>c)</p> <ul style="list-style-type: none"> • Frank Rothaermel: Strategic Management (6th Edition), New York, NY: McGraw-Hill/Irwin.
10	<p>Last Update 15.01.2025</p>