



Master Welcome Event M.Sc. Business Administration – Corporate Development

Fall term 2018/19





Area Corporate Development

Corporate Development and
Organization

Strategy

Human Resource
Management

Business Ethics





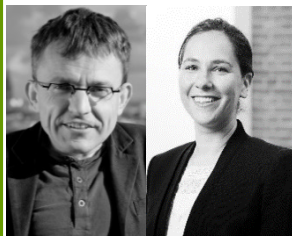
Chairs and Professorships



Chair for Corporate Development and Organization
Prof. Dr. Mark Ebers



Seminar for Human Res. Management
Prof. Dr. Dirk Sliwka
Junior-Prof. Dr. Lea Cassar
Junior-Prof. Dr. Marina Schröder



Seminar for Corp. Dev. and Business Ethics
Prof. Dr. Bernd Irlenbusch
Junior-Prof. Dr. Gönül Dogan
Junior-Prof. Dr. Florian Engl





Chairs and Professorships



Chair for Strategy
Prof. Dr. Matthias Heinz



Department of Business Policy and Logistics
Prof. Dr. Dr. h.c. Werner Delfmann



Endowed Chair for Interdisciplinary Management Science
Prof. Dr. Christian Schwens





Program structure Bus. Admin. – Corporate Development





Overview: M.Sc. Corporate Development

- Degree: Master of Science (M.Sc.)
- Start of course: fall term only
- Standard period of study: 4 Semesters
- Scope: 120 ECTS
- Structure: Modules
- Semester structure: Two terms; courses are termed either in the first or second half of the semester, or stretch over the whole semester

Important: Read the „Prüfungsordnung“!

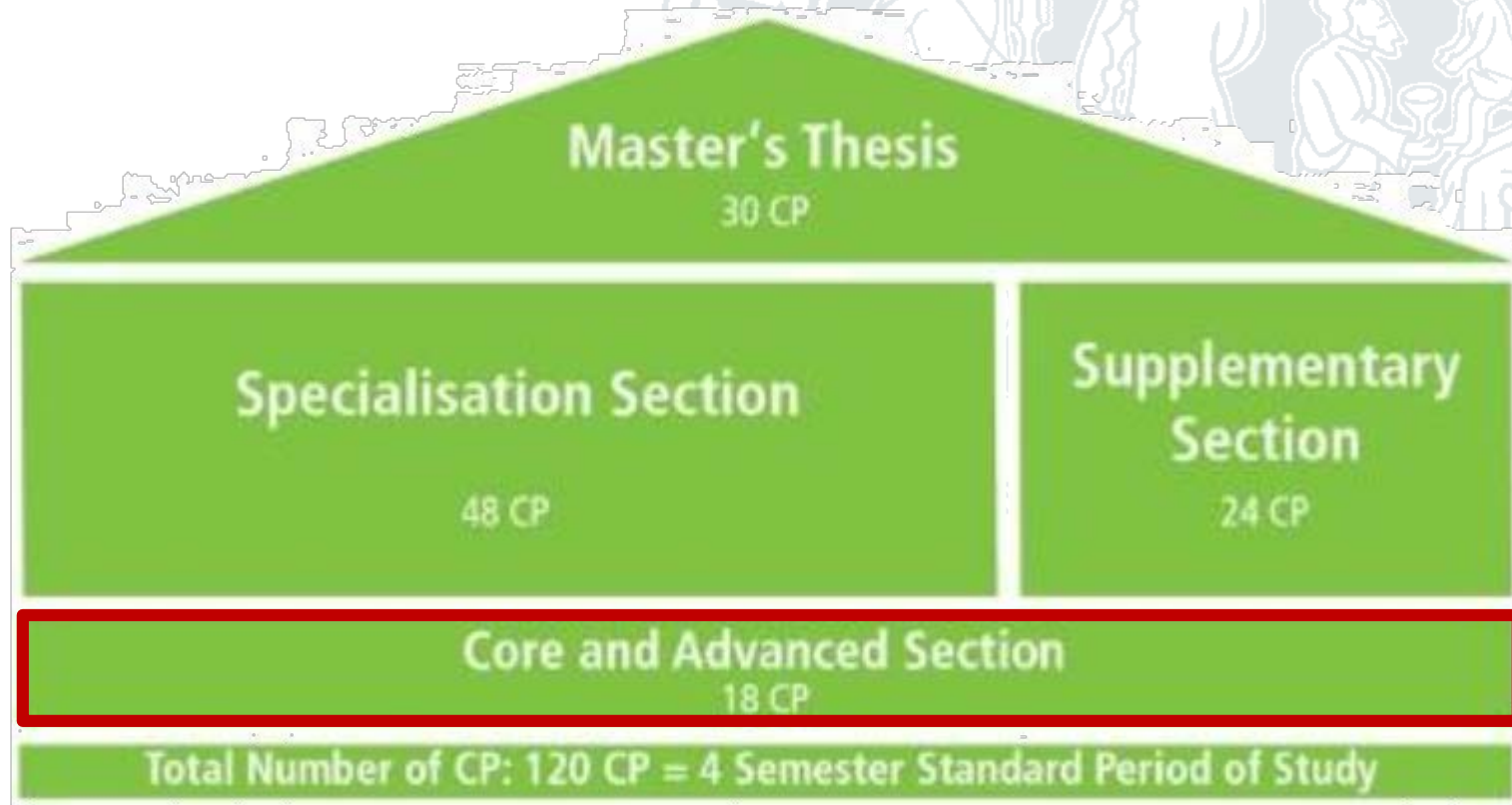
Important: Work through the Module Catalogue!

Important: Consult seminar/department websites regarding scholarships, advanced seminars, business projects, master's thesis, etc.





Business Administration – Corporate Development





Basic Methods Corporate Development

- **Module „Management Skills“ mandatory**
- **Pay attention to the module availability!**





Basic Methods Corporate Development

Group	Module	ECTS	CC/ EC	Required ECTS
Basic Methods Corporate Development	Core Module Management Skills	6	CC	6
	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 Modul Econometric Evaluation of Management Practices	6	EC	

- Only the core module Management Skills is compulsory
- All other modules which are offered in the core and advanced section are electives
- The course content can be found in the module catalogue:
https://www.wiso.uni-koeln.de/sites/fakultaet/dokumente/downloads/master/m_mhb_po2015_e_ba_cd.pdf





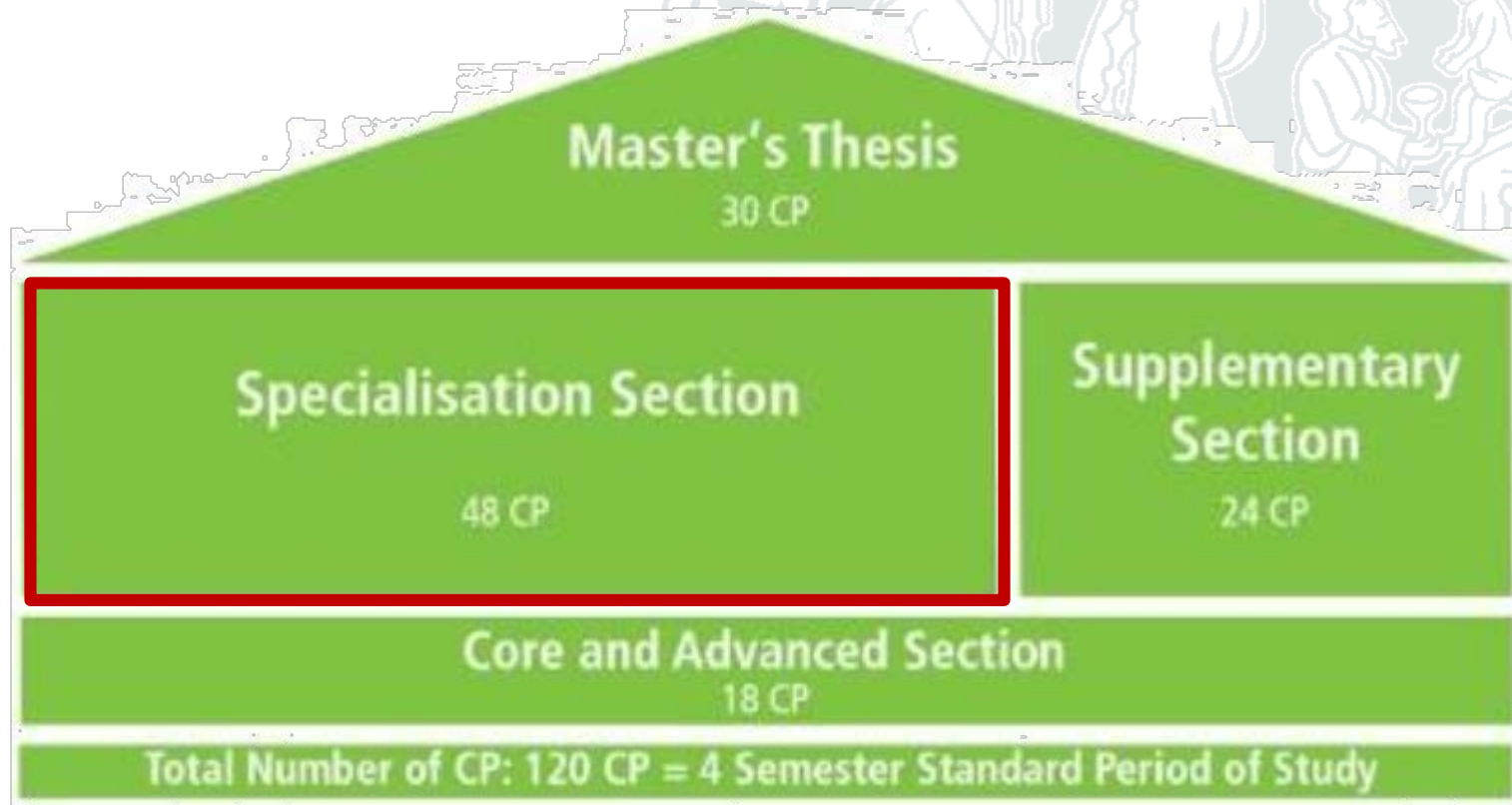
Econometric Evaluation of Management Practices

- NEW in basic methods
- Key idea of the course
 - Teach econometrics for management students
 - Focus on the identification of causal effects
 - Evaluation of panel & survey data, lab experiments & field experiments in firms
 - In the tutorial: students work with data & learn how to use software Stata
- 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) in the second half of the semester in which you can work on your own research project in small groups
 - Useful if you want to do an empirical Master’s thesis





Business Administration – Corporate Development





Corporate Development Specialisation section

Group	Module	ECTS	CC/ EC	Required ECTS
Corporate Development bascis	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 Modu- le	Specialisation Module Advanced Business Ethics	12	EC	Max. 24
	Specialisation Module Business Project	12	EC	
	Specialisation Module Research Project in Corporate Development	12	EC	
	Specialisation Module Organization Theory and Design	12	EC	
	Specialisation Module Advanced Strategic Management	12	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 Research in Personnel Economics: Incentives and Behaviour (Research Track)	6	EC	
	Seminars	Specialisation Module Corporate Development Seminar I	6	
Specialisation Module Corporate Development Seminar II		6	EC	





Courses at the

Seminar for Corporate Development and Organization

(Prof. Dr. Mark Ebers)





Strategic Development – General Information

Offered in the summer 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





Strategic Development – Contents*

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





Organization Theory and Design – General Information

Offered in summer term

Lecture/Excercise:

- Teaching of theories and approaches of organizational research and organizational design
- Illustration of the theories based on empirical studies
- Interactive application on case studies

Structuring and dicsussion of the particular organizational theories:

- Knowledge interest, practical applications
- Basic assumptions, key elements, main points
- Empirical studies, appraisal, literature





Organization Theory and Design – Contents*

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





Courses at the

Seminar for Human Resource Management

(Prof. Dr. Dirk Sliwka)





Strategic Human Resource Management

Lecture:

- Economic understanding of corporate strategies
- Analysis of instruments of personnel management for the implementation of corporate strategies

Exercise:

- Working on case studies (GE, IBM, Deutsche Telekom, SAP, ...)
- Independently develop concepts for the implementation of the learned methods in case study discussions





Research Project in Corporate Development

- Course in which students work on their own research project
- This semester:
 - learn how to program experiments in oTree
 - Design their own lab experiments
 - Collect data
 - Analyse data with Stata
- Precondition: Students should have attended the module „Econometric Evaluation of Management Practices” in the first half of the semester





Research in Personnel Economics: Incentives and Behaviour

Lecture:

- Strategic understanding of the mode of action of incentive systems
- Analysis of formal economic models
- Application of economical methods for the evaluation of compensation data and performance data
- Implementation of performance measurement systems and incentive systems

Tutorial:

- Theoretical models and discussion of empirical papers





Leadership and Motivation (Selected Issues)

Seminar

- Interactive seminar about topics related to work motivation and leadership
- E.g. meaning of work, non financial motives in the workplace → their implication for firm's culture, designs of incentives, transactional vs. transformational leadership
- Practice how to write and give a charismatic speech (authentic leadership)
- Mindfulness practices (including meditation) → Mindful leadership
- Read and present a case study





Courses at the

Seminar for Corporate Development and Business Ethics

(Prof. Dr. Bernd Irlenbusch)





Business Ethics and Continental Philosophy

Lecture:

- Provides insights into central issues of business ethics as well as more recent philosophical approaches (e.g., Levinas, Heidegger, Foucault, Nietzsche, Nancy, Sloterdijk, Jonas, Caputo, Baumann)
- Applies the philosophical concepts and management theories while critically analyzing and reflecting upon current issues in economics (e.g. corporate strategy, organizational culture, management behavior)

Exercise:

- Discussion of the concepts, dilemmas and ethical contents
- Students present their solutions in the exercise
- Case studies





Advanced Seminar – Behavioral Business Ethics

Please Note: *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 (Part II)





Corporate Social Responsibility (Selected Issues)

Offered in the summer semester:

- 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

Personal Contribution:

- 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





Compliance Management

Offered in the summer term

Lecture

- Understanding the determinants of successful compliance management systems
- Lessons from behavioral ethics
- Guest lectures by compliance professionals

Exercise

- Discussion of concepts introduced in lecture
- Case studies (WorldCom, LIBOR, VW, etc.)
- Discussion of selected research papers





Courses at the

Department of Business Policy and Logistics

(Prof. Dr. Dr. h.c. Werner Delfmann)





Course Strategic Management - General Information -

Lecture:

- Current issues of strategic management research and their practical relevance
- Explanatory approaches for strategic positioning of companies, strategy processes and open strategy approaches
- Influence of environmental and corporate factors

Exercise:

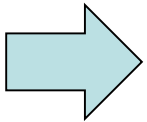
- Deepening and exam preparation
- Practical application of lecture material
- Working on case studies
- Case Competition





Strategic Management – Content

1. Strategy and Strategic Management
2. Strategic Analysis
 1. From resources to dynamic capabilities
 2. From industry environment to competitor analysis
 3. From equilibrium to disequilibrium
3. Strategy Content
 1. Business Strategy
 2. Corporate Strategy
 3. Inter-organizational strategy
4. Strategy Process
 1. The analytical strategy process
 2. The evolutionary strategy process
 3. Managing strategy development
5. Open Strategy – A new phenomenon in strategic management



First lecture: October 11th, 4pm; room: HS113

*Representative from previous semesters, subject to change

WiSo-Studienberatungszentrum
<http://www.wiso.uni-koeln.de/wiso-sbz.html>
wiso-beratung@uni-koeln.de

Meister-Ekkehart-Straße 1
(Souterrain)
50937 Köln

Universität zu Köln

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Courses at the

Endowed Chair for Interdisciplinary Management Science

(Prof. Dr. Christian Schwens)





Empirical Entrepreneurship Research – General Information (Selected Issues)

Lecture:

- Overview of the broad range of empirical methods used in entrepreneurship and management research
- Students learn the pros and cons of each method and how to interpret regression results

Exercise:

- Discussion of current empirical studies in entrepreneurship research





Area-wide Courses

Courses offered by all Corporate-Development chairs

Seminar

Business Project

Selected Issues





Corporate Development Seminar

- Participants have to write a seminar paper (usually in groups)
- Presentation in front of the seminar group
- Changing topics
- Helpful as preparation for the master's thesis (scientific work)
- **Application during first (!) round of KLIPS registration**
- **Starts either during the semester break of the previous semester or during the first week of lectures**
- **It is recommended to take a seminar at the chair you wish to write your master's thesis**
- **Differences between chairs regarding:**
 - Areas of research and methods used
 - Individual work vs. group work, dates
 - Requirements regarding presentations, seminar paper, ...





Business Project (1/2)

- Every student should participate in a Business Project from the second semester on:
 - Fall term → Chair Ebers
 - Spring term → Chairs Irlenbusch und Sliwka
- Working on a consulting project for a company in small groups of 3-4 students (such as Accenture, Bayer, GE, Telekom) on topics from the field 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 Project (2/2) – Examples

- **DHL Inhouse Consulting GmbH:** Multichannel Retail Supply Chain in Emerging Markets
- **Lanxess Germany:** Establishment of whistle-blowing channels within the scope of Compliance-Management
- **HSBC:** Dual control principle and Compliance
- **Deutsche Telekom AG:** International Recruiting Strategy
- **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 – Feasibility, Product Specifications and Strategic Recommendations for EGRIMA
- **Special Olympics Germany:** Fundraising-campaign for Special Olympics: Analysis and recommendations for action
- **Tradefair Hamburg:** Lean Trade Shows





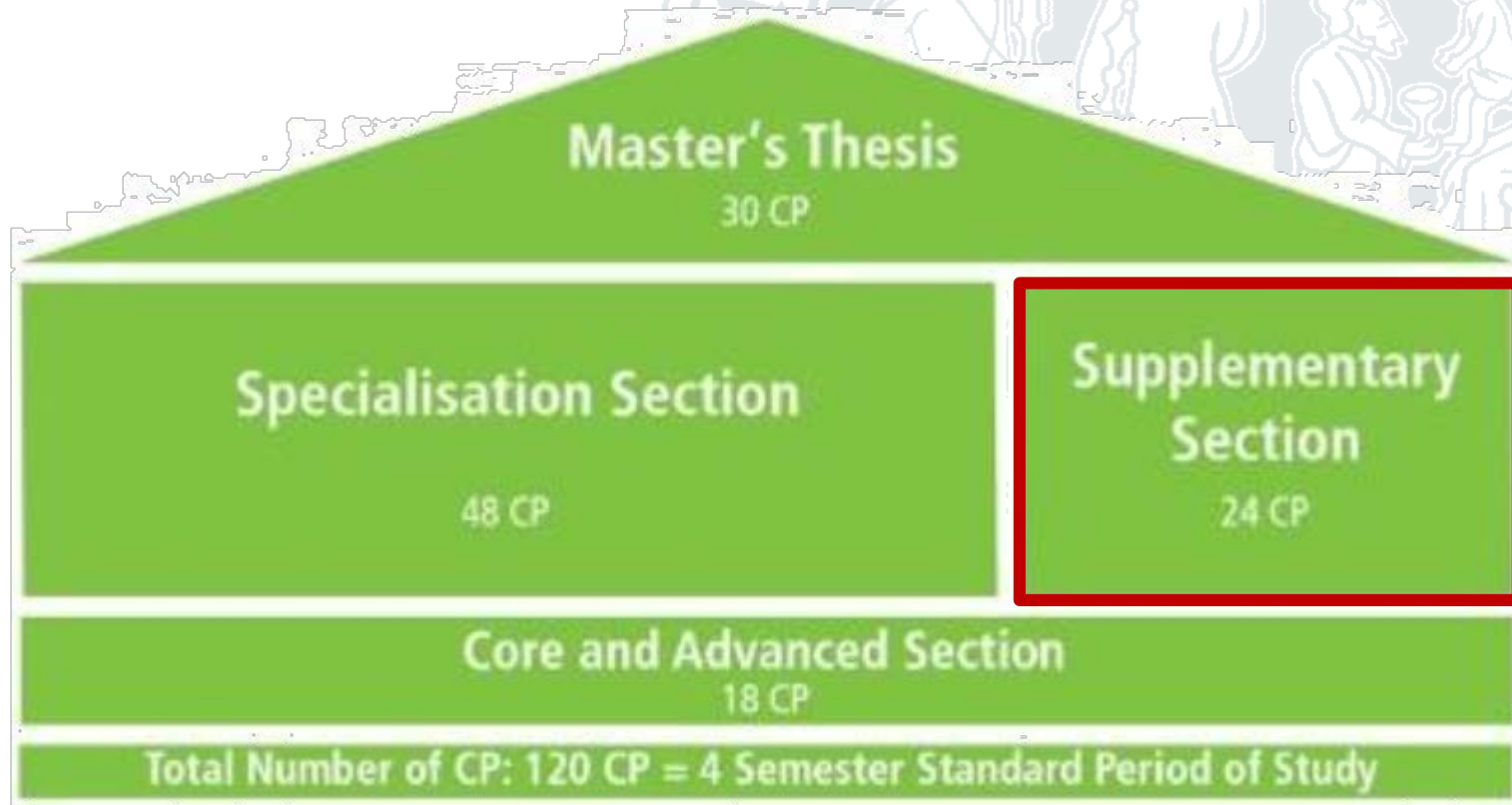
Selected Issues

- **Contentually changing courses on current topics from the area of Corporate Development**
- **Are only offered irregularly!**
- **Examples from previous semesters:**
 - “Entrepreneurship – Theories and Cases“
 - “Cycle Management” (together with Ernst & Young)
 - “Performance Improvement: KPI systems for promoting sustainable growth“ (together with Ernst & Young)
 - “HR Analytics – IT-based Human Resource Management“ (together with SAS Institute)
 - “International Human Resource Management”
 - “Organizational Economics“
 - „Corporate Social Responsibility“
 - „Compliance Management“





Business Administration – Corporate Development





Choice of a Supplementary section

- There is no universal recommendation, the choice is almost entirely based on personal preferences

Accounting and Taxation	Business Research
Controlling	Design & Behavior
Economics	Economic Psychology
Finance	Markets & Institutions
Media Management	Marketing
Statistics & Econometrics	Supply Chain Management





Bus. Admin. – Corporate Development supplementary section

Group	Module	ECTS	CC/ EC	Required ECTS
Accounting and Taxation	Specialisation Module Corporate Taxation	12	EC	24
	Specialisation Module Operative and Strategic Controlling	12	EC	
	Specialisation Module International Accounting and Business Valuation	12	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 I	6	EC	
Business Research	Specialisation Module Research in Finance 1 (Research Track)	6	EC	24
	Specialisation Module Research in Finance 2 (Research Track)	6	EC	
	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 Econometrics I (Research Track)	6	EC	
	Core Module Econometrics II (Research Track)	6	EC	
	Core Module Microeconomics I (Research Track)	6	EC	
	Core Module Microeconomics II (Research Track)	6	EC	
	Core Module Macroeconomics I (Research Track)	6	EC	
	Core Module Macroeconomics II (Research Track)	6	EC	
	Core Module Mathematics (Research Track)	6	EC	
	Core Module Methods (Research Track)	6	EC	





Bus. Admin. – Corporate Development supplementary section

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 Accounting	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 Research in Personnel Economics: Incentives and Behaviour (Research Track)	6	EC	
Economics	Core Module Microeconomics	6	CC	24
	Core Module Macroeconomics	6	CC	
	Core Module Foundations in Growth, Labor and Inequality in the Global Economy A	6	CC	
	Core Module Foundations in Growth, Labor and Inequality in the Global Economy B	6	CC	





Bus. Admin. – Corporate Development supplementary section

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	
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	
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 Common Topics: Markets and Institutions/	6	EC	
	Specialisation Module Matching Market Design: Theory and Practice	6	EC	





Bus. Admin. – Corporate Development supplementary section

Media Management	Specialisation Module Media and Technology Management: Enterprises, Markets, and Strategies	6	CC	Min. 12	24
	Specialisation Module Media Economics	6	CC		
	Specialisation Module Media and Technology Management: Platforms, Information Goods and Infrastructure	6	EC		
	Specialization Module Media and Technology Management: Selected Issues	6	EC	Max. 12	
	Specialisation Module Media and Technology Management: Research and Publications	6	EC		
	Specialisation Module Media and Technology Management: Entrepreneurship / Project	6	EC		
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	12	EC		
	Specialisation Module Selected Issues in Marketing I	6	EC	Max. 12	
	Specialisation Module Selected Issues in Marketing II	6	EC		
	Specialisation Module Selected Issues in Marketing III	6	EC		





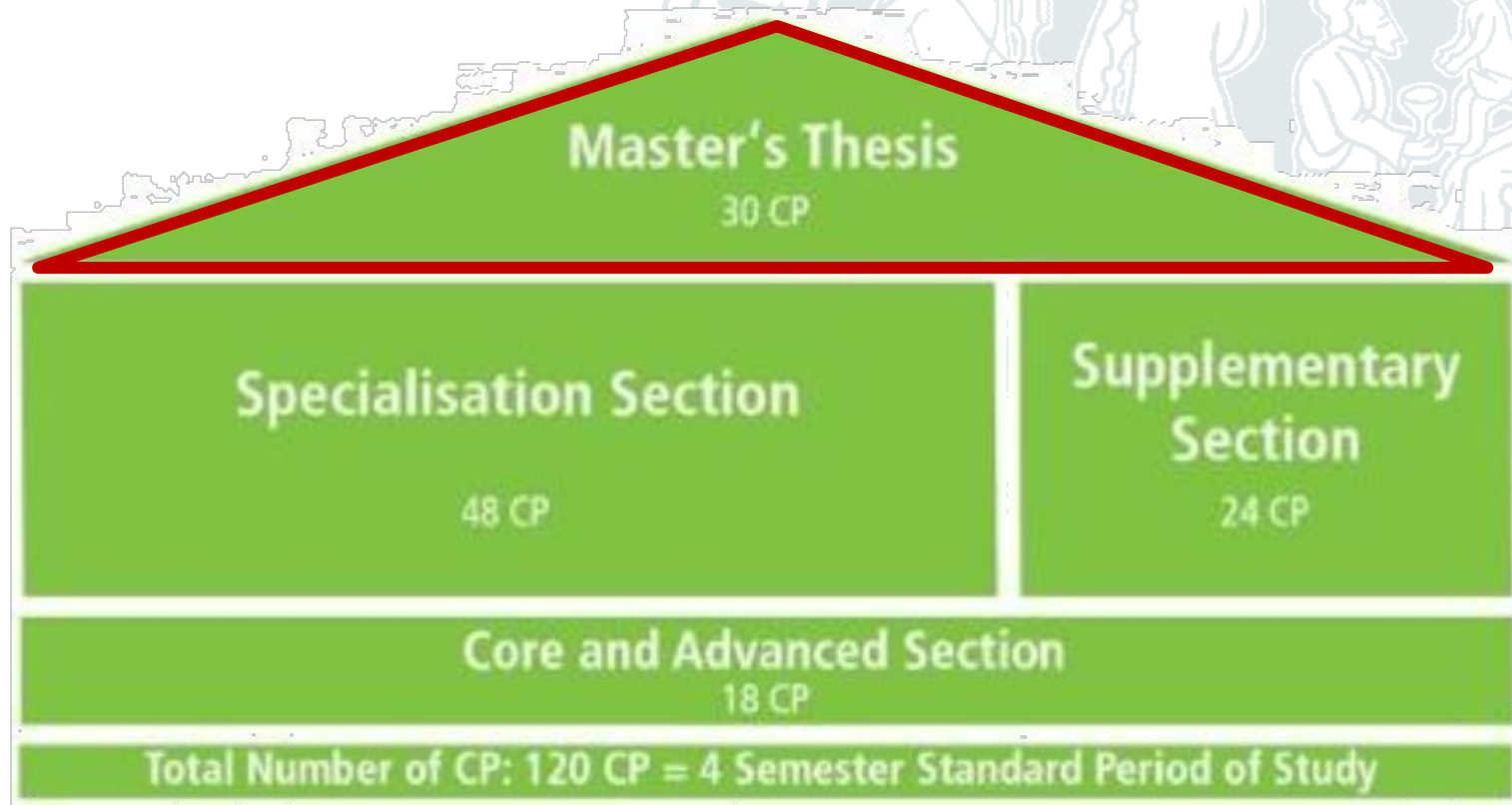
Bus. Admin. – Corporate Development supplementary section

Statistics & Econometrics	Specialisation Module Time Series Analysis	6	EC	24
	Specialisation Module Microeconometrics	6	EC	
	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	
	Specialisation Module Oanel Data Analysis	6	EC	
	Core Module Econometrics I	6	EC	
	Core Module Econometrics II	6	EC	
Supply Chain Management	Specialisation Module Supply Chain Inovation	6	EC	24
	Specialisation Module Project Management	6	EC	
	Specialisation Module Supply Chain Operations	12	EC	
	Specialisation Module Production Management	12	EC	
Studies Abroad	Studies Abroad I (Master)	12	CC	24
	Studies Abroad II (Master)	12	CC	





Business Administration – Corporate Development





Master's Thesis

- Written during the second year
 - Independent work
 - Possibility to write Master's thesis either with practical orientation or research-oriented
- Joint allocation **via ILIAS** (more information available of the respective chair websites)





Study abroad

- It is important to plan your application for a term abroad already at the beginning of your master programme
- The Study Abroad Programme (STAP) allows for terms abroad during fall term as well as spring term
- The selection process takes place only once a year (application deadline: 1st December)
- The application should be submitted in the first semester of your degree
- More information on this website: <https://www.wiso.uni-koeln.de/de/international/studies-abroad/semester-exchange-stap/master/>
- And at the International Relations Center (ZIB)





Sample study plan Bus. Admin. – Corporate Development





Sample study plan 1st semester

term	cc/ec	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





Sample study plan for semesters 2 until 4

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





Next Steps: Apply as a student assistant!

- The chairs are always looking for committed student assistants!
- Proactive applications are welcome; if you are interested, you can find more information such as contact persons and vacant positions on the respective chair websites
- For proactive applications: Please provide your complete application documents in one PDF including concrete data regarding temporal availability via e-mail





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

- The chairs can only communicate with you if you receive the ILIAS-Mails

Universität zu Köln
E-Learning an der Universität zu Köln

Persönlicher Schreibtisch ▾ Magazin ▾ Support ▾

- Übersicht
- Meine Kurse und Gruppen
- Bookmarks
- Notizen und Kommentare
- Nachrichten
- Mein Arbeitsraum
- Portfolio
- Kalender
- Mail
- Persönliche Daten und Profil**
- Einstellungen

Ausgewählte Ang...

- Allgemeine Organisation
- ILIAS 5 Neu...
- Persönliche Daten verwalten und einem Profil veröffentlichen
- "Corporate Inspection"

KONTAKTINFORMATIONEN

Institution

Abteilung

Straße

Postleitzahl

Ort

Land

Telefon Arbeit

Telefon Privat

E-Mail *





Next Steps: Master Get-Together

- Get-together with snacks and drinks to get to know the area Corporate Development
 - Informal get-together of Corporate Development students as well as area professors and employees
- Date: Tuesday, October 16, 2018, 6 pm
 - Location: Room 331a, WiSo-Tower
 - **Registration until Tuesday, October 9, 2018, 12:00pm (noon)**
 - **Registration with full name to: office_codebe@wiso.uni-koeln.de**





Do you have any questions?





**We'd like to wish you a successful start
to your studies!**

