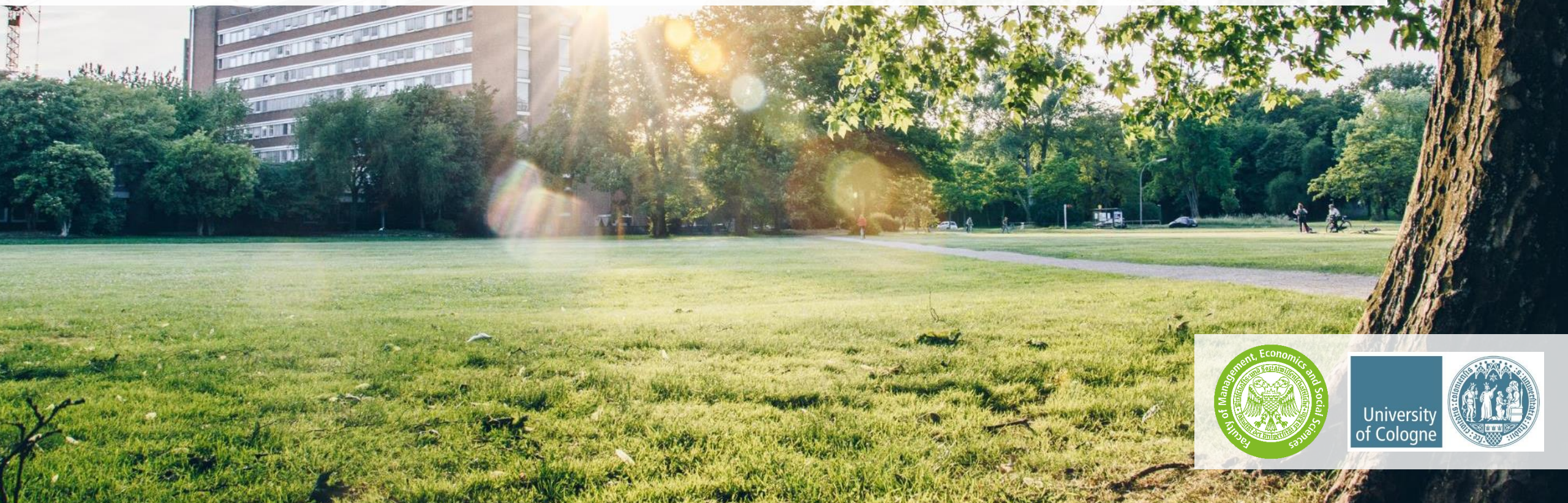


Master Welcome Event

Fall term 2023/24

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
- (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
 - » Navya Pandit



- » Human Resource Management
 - » Dirk Sliwka



- » Entrepreneurship
 - » Mona Mensmann
 - » Christian Schwens



(1) Office Are Corporate Development

- » Teaching & exams
- » Letters of recommendation
- » Theses
- » Exam inspections
- » Pre-corrections



Contact:

Jutta Galland / Claudia Töpfer-Ko

0049 221 470 5887

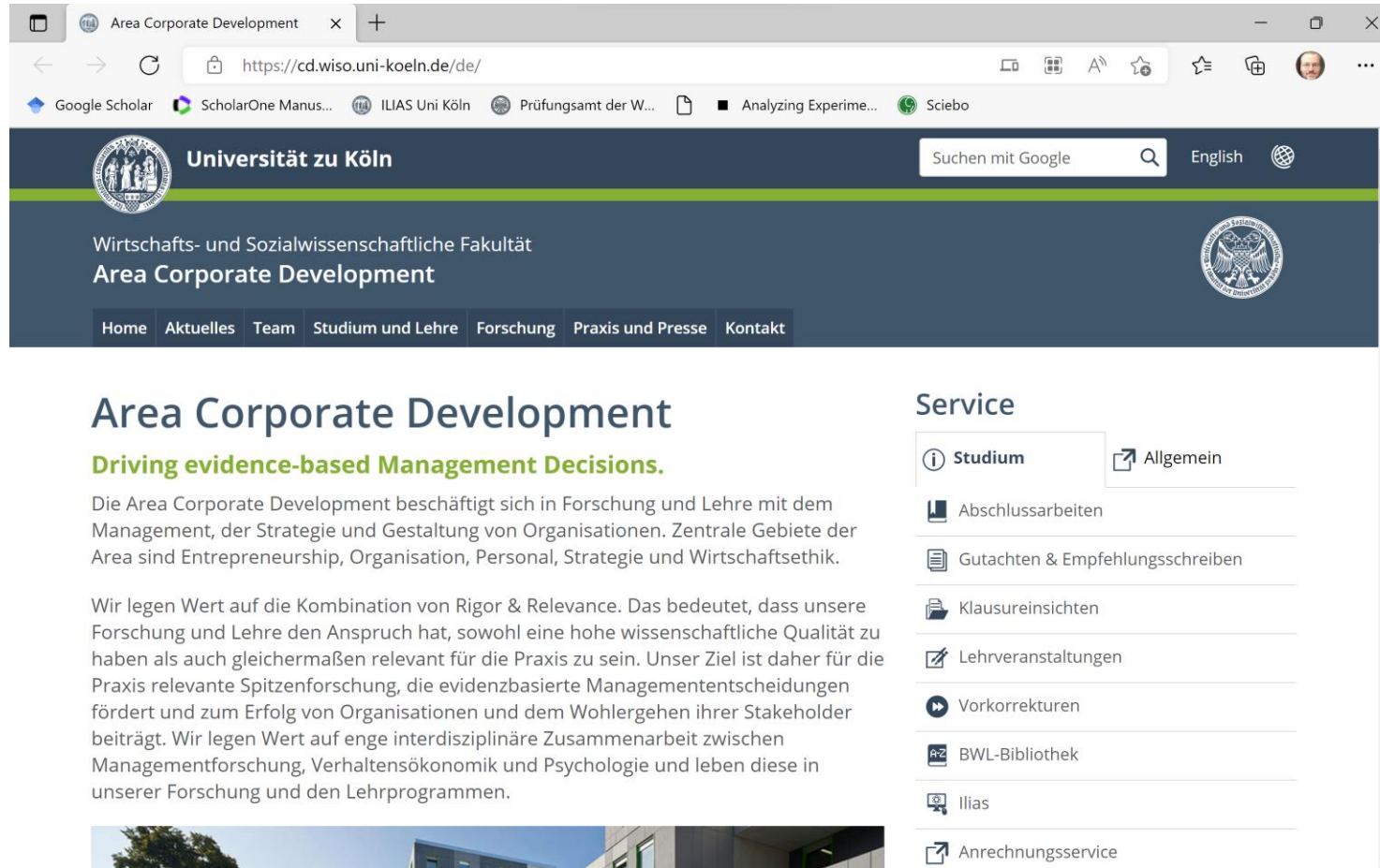
Mo - Fr 9 am – 3 pm

E-mail:

office-cd@wiso.uni-koeln.de

Area Homepage

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



The screenshot shows a web browser window with the URL <https://cd.wiso.uni-koeln.de/>. The page header features the University of Cologne logo and the text "Universität zu Köln" and "Wirtschafts- und Sozialwissenschaftliche Fakultät Area Corporate Development". A navigation menu includes "Home", "Aktuelles", "Team", "Studium und Lehre", "Forschung", "Praxis und Presse", and "Kontakt". The main content area is titled "Area Corporate Development" with the tagline "Driving evidence-based Management Decisions." and a paragraph describing the area's focus on research and teaching in management, strategy, and organizational design. A "Service" sidebar lists various offerings: Studium (Allgemein), Abschlussarbeiten, Gutachten & Empfehlungsschreiben, Klausureinsichten, Lehrveranstaltungen, Vorkorrekturen, BWL-Bibliothek, Ilias, and Anrechnungsservice. A small image of a building is visible at the bottom left of the page content.

Area Corporate Development

Driving evidence-based Management Decisions.

Die Area Corporate Development beschäftigt sich in Forschung und Lehre mit dem Management, der Strategie und Gestaltung von Organisationen. Zentrale Gebiete der Area sind Entrepreneurship, Organisation, Personal, Strategie und Wirtschaftsethik.

Wir legen Wert auf die Kombination von Rigor & Relevance. Das bedeutet, dass unsere Forschung und Lehre den Anspruch hat, sowohl eine hohe wissenschaftliche Qualität zu haben als auch gleichermaßen relevant für die Praxis zu sein. Unser Ziel ist daher für die Praxis relevante Spitzenforschung, die evidenzbasierte Managemententscheidungen fördert und zum Erfolg von Organisationen und dem Wohlergehen ihrer Stakeholder beiträgt. Wir legen Wert auf enge interdisziplinäre Zusammenarbeit zwischen Managementforschung, Verhaltensökonomik und Psychologie und leben diese in unserer Forschung und den Lehrprogrammen.

Service

- Studium [Allgemein](#)
- Abschlussarbeiten
- Gutachten & Empfehlungsschreiben
- Klausureinsichten
- Lehrveranstaltungen
- Vorkorrekturen
- BWL-Bibliothek
- Ilias
- Anrechnungsservice

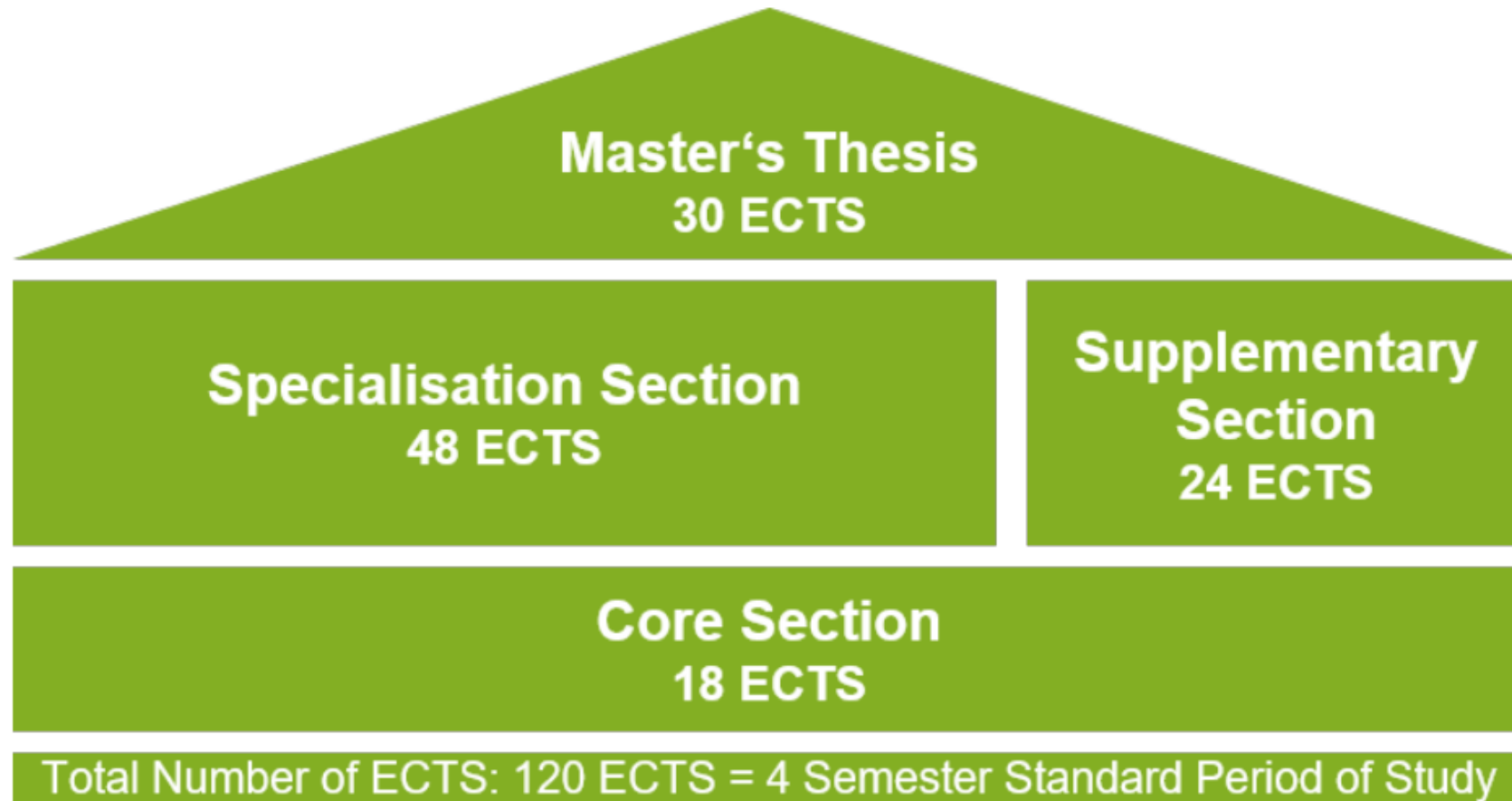
(2) Information about objectives of teaching

- » 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**

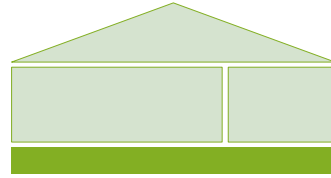
(2) Information about objectives of teaching

- » 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		

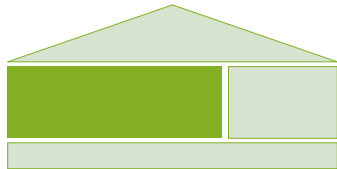
Course: People Analytics & Econometrics

- » 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

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

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

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

Dates this year:

- 19.10 (4pm-8pm)
- 20.10. (10am-1pm)
- 21.10 (9am-5:15pm)
- 28.10 (9am-5:15pm)
- 18.11 (9am-5:15pm)
- 2.12. (9am-5:15pm)

Exams: Jan, 13 or March, 23

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

Elective Modules

Varying Elective Courses

Currently for instance:

- » Contemporary Topics in Organizational Behavior - From Theory to Practice (Hofer)
- » The Psychology of Entrepreneurship (Mensmann)
- » Corporate Social Responsibility (Dogan)
- » Organizational Economics (Apffelstaedt)
- » The Economics of Incentives in Organizations (Sliwka)
- » Leadership & Change Management (Liu)

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

Business Projects – Examples

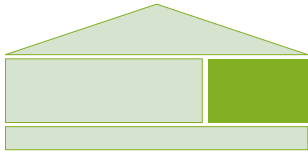
- » Build your own Business
- » DHL: Performance Evaluation & Bonuses, Biases in Recruiting, Benchmarking of Trainee Program, Multichannel Retail Supply Chain in Emerging Markets
- » Lanxess: Establishment of whistle-blowing channels, Hiring strategy, Sustainability reporting, Strategic Workforce Planning, 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, but can be on a very applied management practice
- » Ideally again a combination of both, rigor & relevance
- » We also encourage own empirical work!
 - » Survey
 - » Experimental design
- » Joint allocation via ILIAS (more information available on the respective chair websites)

(3) Programm structure BA – Corporate Development

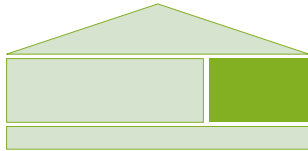
Supplementary section I



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 style="background-color: #4F81BD; color: white; padding: 5px;">Core Module (1/2) EC 6 CP</div>	<div style="background-color: #4F81BD; color: white; padding: 5px;">Core Module (2/2) EC 6 CP</div> <p style="text-align: center;"><i>or</i></p> <div style="background-color: #D9E1F2; padding: 5px;">Supplementary Module (1/4) EC 6 CP</div>	<div style="background-color: #80A040; padding: 5px;">Specialisation Module – Basics (1/3) EC 6 CP</div>	<div style="background-color: #80A040; padding: 5px;">Specialisation Module – Basics (2/3) EC 6 CP</div>	<div style="background-color: #80A040; padding: 5px;">Specialisation Module – Basics (3/3) EC 6 CP</div>	30 CP
2. Semester	<div style="background-color: #80A040; padding: 5px;">Business/ Research Project CC 1253MSBRP1 12 CP</div>		<div style="background-color: #80A040; padding: 5px;">Specialisation Module (1/2) EC 6 CP</div>	<div style="background-color: #4F81BD; color: white; padding: 5px;">Core Module (2/2) EC 6 CP</div> <p style="text-align: center;"><i>or</i></p> <div style="background-color: #D9E1F2; padding: 5px;">Supplementary Module (1/4) EC 6 CP</div>	<div style="background-color: #D9E1F2; padding: 5px;">Supplementary Module (2/4) EC 6 CP</div>	30 CP
3. Semester	<div style="background-color: #4F81BD; color: white; padding: 5px;">Core Module Management Skills* CC 1015MBMSK1 6 CP</div>	<div style="background-color: #80A040; padding: 5px;">Specialisation Module Seminar CC 1253MSCDS1 6 CP</div>	<div style="background-color: #80A040; padding: 5px;">Specialisation Module (2/2) EC 6 CP</div>	<div style="background-color: #D9E1F2; padding: 5px;">Supplementary Module (3/4) EC 6 CP</div>	<div style="background-color: #D9E1F2; padding: 5px;">Supplementary Module (4/4) EC 6 CP</div>	30 CP
4. Semester	<div style="border: 1px solid black; padding: 10px; background-color: #D9E1F2;"> Master Thesis Business Administration – Corporate Development CC 1015MMCDE1 </div>					30 CP

Sections Core Specialisation Supplementary

(4) Sample study plan (with stay abroad)

M.Sc. Programme Business Administration – Corporate Development (with study abroad option)						
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	CP 30
		or Management Skills* CC 1015MBMSK1 6 CP				
2. Semester	Specialisation Module Seminar CC 1253MSCDS1 6 CP	Management Skills* CC 1015MBMSK1 6 CP	Business/ Research Project CC 1253MSBRP1 12 CP	Specialisation Module (1/2) EC 6 CP		CP 30
		or Core Module (2/2) EC 6 CP				
3. Semester semester abroad	Supplementary Section Studies Abroad EC 24 CP			Specialisation Module (2/2)** EC 6 CP		CP 30
4. Semester	Master Thesis Business Administration – Corporate Development CC 1015MMCDE1 30 CP					CP 30

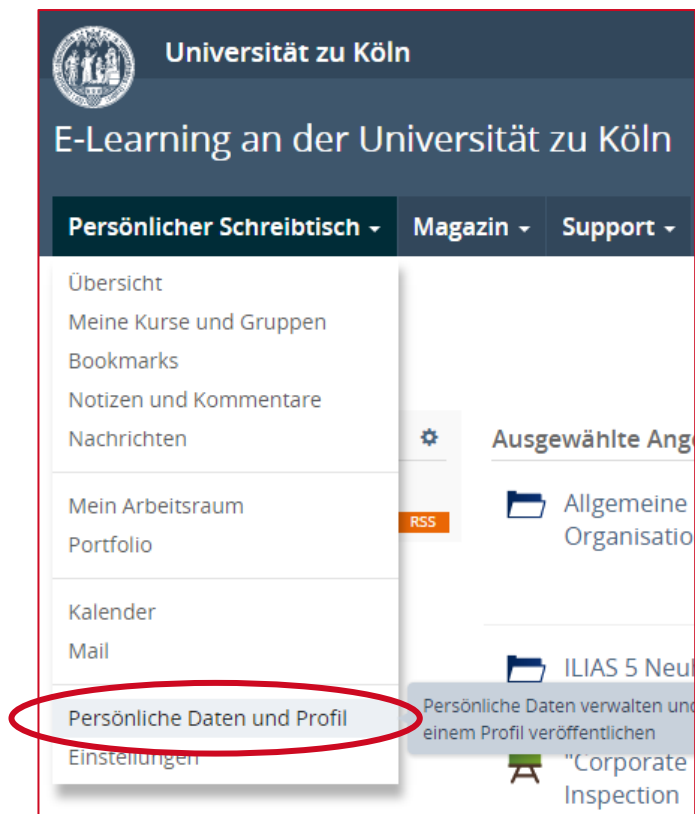
Sections **Core** Specialisation Supplementary

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

Important: Redirect ILIAS-Mails to your private E-Mail account

» We 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...
- "Corporate Inspection"

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



Q&A session & election of a student representative

October 25th, 2023

9 am – 10 am

An invitation and the Zoom-link will be sent by mail.



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