

## **Course equivalencies: WHU/Otto Beisheim School of Management / Germany**

### **Accounting**

**Case Studies in International Accounting = ACCT 399t** (English) The course complements and deepens in 3rd Quarterback held lecture "International Accounting". Edit next to a lecture the students into teams of practical case studies on selected topics.

**Case Studies in Accounting and Controlling = ACCT 499t** (English) The aim of the course, the introduction and application of important control instruments. Students learn both the practical application of the instruments in the form of case studies as well as the theoretical basis of the instruments. Here, the advantages and disadvantages of the instruments are discussed critically. In addition, students learn the basic techniques of structured problem solving. Examples of the learning objectives first Subject-specific knowledge and skills - introduction and application of important controlling instruments second Specific management skills - controlling instruments third Global economic environment - controlling instruments are indispensable for corporate management in a globalized business world.

**Basics of the external accounting = ACCT 399t** (German) After an introduction to the purposes of external accounting, this course provides the fundamental skills of the first double-entry bookkeeping. On this basis, fundamental principles and theories of financial reporting to be treated. Furthermore, the course focuses on the creation and interpretation of essential calculators: balance sheet, profit and loss account and cash flow statement. In addition, the notes to the annual report and other instruments will be discussed. During the course, are the provisions of the German Commercial Code to reason, in addition there is a brief introduction and discussion of significant differences to the International Financial Reporting Standards (IFRS).

**International accounting = ACCT 399t** (English) This event is based on the courses "Fundamentals of the external accounting" and "financial statement analysis" and provides an introduction to accounting in accordance with International Financial Reporting Standards (IFRS). After a brief discussion of the institutional and conceptual framework of the IFRS, including

**Business Taxation = ACCT 399t** (English) Introduction to the taxation of companies. The students after completing the course should have basic tax knowledge and be able to analyze the profitability of investment projects, incorporating assessment of taxes. Introduction to tax strategy, Integrating income taxes into finance, Neutral income tax systems, The 'Standard Model', Financing decisions, Dividend policy, Legal structure of companies, National focus: U.S. and Germany

## Economics

**Microeconomics: = ECON 2023** demand, supply and partial equilibrium (German) Economy in general and micro-economics in particular, deal with the allocation of scarce resources. We analyze how consumer decisions are taken optimally at a binding budget constraint and how companies maximize their profits if they produce with a given technology. From these bases, we derive from market demand and market supply, and the resulting partial competitive equilibrium. Students learn the fundamentals of individual decision theory and the application of the tools of welfare analysis for assessment of nominative allocations.

**European Economic Integration Section I: = ECON 399t** (English) European trade integration first The European integration process, second Trade liberalization and the analysis of the European Customs Union, 3rd Competition implications of the Single European Market 4th Growth effects of the Single European Market Section II: Policy area of the EU 5th Competition policy, 6th Agricultural Policy seventh Regional policy Section III: European Monetary Union 8th The European Monetary Union convergence criteria and the ninth Cost - benefit analysis of a common currency 10th The monetary policy strategy of the European Central Bank, 11th, The euro and financial markets, 12th Fiscal policy and the Stability and Growth Pact

**Fundamentals of Market Economy = ECON 399t** (German) 1st Basic elements of economic analysis 2nd Supply, demand and equilibrium in the commodity market third Government intervention in goods and factor markets, 4th Restrictions on competition and competition policy, 5th The public sector sixth Economic policy Grundkonzeptionen

**International Economics = ECON 499t** (English) 1st Trade theory, 2nd Trade Policy, 3rd Exchange rate theory, 4th Stabilization policy in open economies Trade theory, exchange rate theories, macroeconomics of open economies

**Macroeconomics II = ECON 3133** - income, employment and price levels (English) 1st Labour Market 2nd AD / AS model 3rd Stabilization Policy 4th Philip curve 5th Economic growth

## Finance

**Fundamentals of Finance = WCOB 2043** (English) The aim of this course is to familiarize the participants with basic concepts to evaluate investment and financing problems in companies. Participants get an understanding of the time-value-of-money, risk, diversification, market equilibrium, asset pricing and the choice of capital structure founded in modern finance theory.

**Challenges of the finance function from the perspective of a CFO = FINN 499t** (German) The conference "Challenges of the Finance Function from the perspective of a CFO" aims to familiarize the students with the increased demands of the capital market and the resulting challenges for the management trusts. Main focus of this event is placed on the financial and economic sphere of business or the work of the Finance Function and the CFO. Here, students learn essential task areas such as investor relations, corporate governance, risk management, the implementation of acquisition, valuation and rating

processes, but also issues of capital market-based pay for managers to know. Furthermore, the play work as well as the currently much discussed professionalisation of supervisory boards play an important role within the event.

**Asset Pricing: = FINN 399t** The aim of the course is to provide students with the basic tools to make the Asset Pricing familiar. The focus is on the theoretical derivation of the most common asset pricing models and their empirical evaluation in integrated case studies using MS EXCEL. At the end of the course, participants will be able to test asset pricing models using empirical data and to evaluate the underlying asset pricing theories.

**International capital markets and derivatives = FINN 399t** (English) The aim of this course is to introduce students to the basic financial instruments, trusts, focusing in on the theoretical derivation and practical application of integrated

**Investment Banking = FINN 399t** (English) The event provides an introduction to the international investment banking environment · Nature of investment banking · Initial public offering · Asset management · Principal investment · Structured finance · Mergers & acquisitions

**Financial Statements = FINN 3013** (German) Building on the "Fundamentals of the external accounting", students learn the fundamental principles and theories of financial reporting treatment. Furthermore, the course focuses on the creation and interpretation of essential calculators: balance sheet, profit and loss account and cash flow statement. In addition, the notes to the annual report and other instruments as well as disclosure and auditing requirements will be discussed. During the course, are the provisions of the German Commercial Code to reason, in addition there is a brief introduction and discussion of significant differences to the International Financial Reporting Standards (IFRS).

### **Information Systems**

**Business Information Systems (BIS I) = ISIS 399t** (German) The two-semester event in Enterprise Information Systems (BIS) to introduce into the economy computer science teaches the basics of Information Technology from the perspective of management. It will be presented in the first part of the basic aspects (BIS I). In the second part further questions and issues of information management will be handled (BIS II).

**Business Information Systems (BIS II) = ISYS 399t** (German) The two-semester event in Enterprise Information Systems (BIS) to introduce into the economy computer science teaches the basics of Information Technology from the perspective of management. It will be presented in the first part of the basic aspects (BIS I). In the second part further questions and issues of information management will be handled (BIS II).

### **Management**

**Business Ethics = MGMT 4243** (English) The course includes a combination of lecture and discussion. At the beginning of each lecture will be held a general discussion on a particular topic. The topic is then explained in detail in a lecture. Afterwards, the students are asked to read a case study and hands-on

scenario, and then discuss more advanced topics that are related to the subject matter. Occasionally recordings, videos or other teaching materials used.

**Introduction to Business Administration = MGMT 199t** (German) The course gives knowledge about the subject, the theories and the central questions of economics. 1st Teach the principles of economics 2nd Developing an economic understanding of third Discussion of issues in the international context 4th Teamwork and Verantwortungsbewu

**Innovation Management = MGMT 399t** (English) Content of the event include: object and necessity of innovation management, resistance to innovation, promoters of innovation, corporate culture and innovation, market- and customer-oriented innovation management, interface management, innovation process management, corporate venturing and success factors of innovation. In the course of the event is expected speakers from practice on selected topics will be present.

**Management and ethical values = no transfer credit** (German) This course on ethical issues of human existence and the leadership to confront the students with core values that are not part of a business subject studies. Christian anthropology based on the values provide a central prerequisite for taking responsibility for others within a company and within a community.

**Managerial Leadership = MGMT 4253** (English) Create a motivating work: Job design, Goals and feedback: Performance Management, Teams und Teamwork, Communications and Networks, Management models and concepts, Change and development of businesses

**Organization and coordination = no transfer credit** (German) Partnerships, alliances and networks: Basics approaches

**Organization and motivation = no transfer credit** (German) The course is divided into three main parts: The employee as a cornerstone of economic organizations, The behavior in organizations, Organization and the importance of motivation

**Strategic thinking and behavior /business game: = MGMT 399t** (German) Participants will learn to translate their knowledge of strategic and operational management to deepen and playful. To a market situation is simulated with various companies, which are competing with each other in relationships.

**Strategic Management = MGMT 399t** (English) The event began by exploring the evolution of the strategic body of thought is concerned, then extensively with both business and corporate strategies, in particular industries, segmentation and benefit analysis. She points to the strategic change and describes the strategy process.

**Structured problem solving = MGMT 299t** (English) Edit in this course the students a case study of a medium-sized businesses. Here they will learn a structured solution to the problem of approaching and the basics of project management. Maximum number of participants: 24

**Entrepreneurship = MGMT 3933** (English) The course provides its participants with both theoretical as well practical knowledge to the field of entrepreneurship and discuss the creation of the business plan

as a preparatory element of a business. Core of the course is the entrepreneurial process and the decisions that need to be taken at any stage of development of start-ups. Successful entrepreneurs present their companies and business models either through video recording or as guest speakers. In particular, the personal experiences and difficulties with the particular start-up are shown. The course combines interactive lectures and discussions. Participants will also work independently  
Entrepreneurship Case Studies.

## **Marketing**

**Brand Management = MKTG 399t** (English ) Student / brand management in the seminar are with the key principles and mechanisms of brand management become familiar learn how enterprises can be undertaken from the perspective of the brand the relationships between the company and the brand strategy study know how a brand positioning can be developed be capable of positioning the brand by Kommunikationsma

**International Marketing = MKTG 4633** (English) The course on "International Marketing" is considered how international marketing differs from national marketing and why international marketing is treated as an independent field of research.

**Market research methods = MKTG 3633** (English) Market research methods to translate data into decision support information and thus increase the market orientation of a company. For example, the following strategic questions to be answered through market research projects:

## **Supply Chain Management**

**International Procurement Management = TLOG 3643** (English) 1) To gain an appreciation of the strategic role of sourcing/supply management in a global economy (2) To acquire in-depth knowledge concerning major theories, concepts, and tools needed for successful sourcing/supply management (3) To be able to apply these sourcing concepts and tools to specific cases.

**Real option valuation = TLOG 399t** (English) Quantitative evaluation of management flexibility in investment under uncertainty; industries: Operations and Supply Chain Management; option pricing (time-continuous, discrete), Dynamic Programming

**Logistics and Supply Chain Management = TLOG 4633** (English) Supply chain processes by which companies can create customer value ranging from product development to order acceptance to delivery of products to customers. The important thing is the alignment of supply chain processes to the competitive strategy of the company and ensuring a "strategic fit". This not only requires the management of procurement, operations and logistics as an integrated process within the company, but mainly between the involved organizations in a supply chain.