



MMT

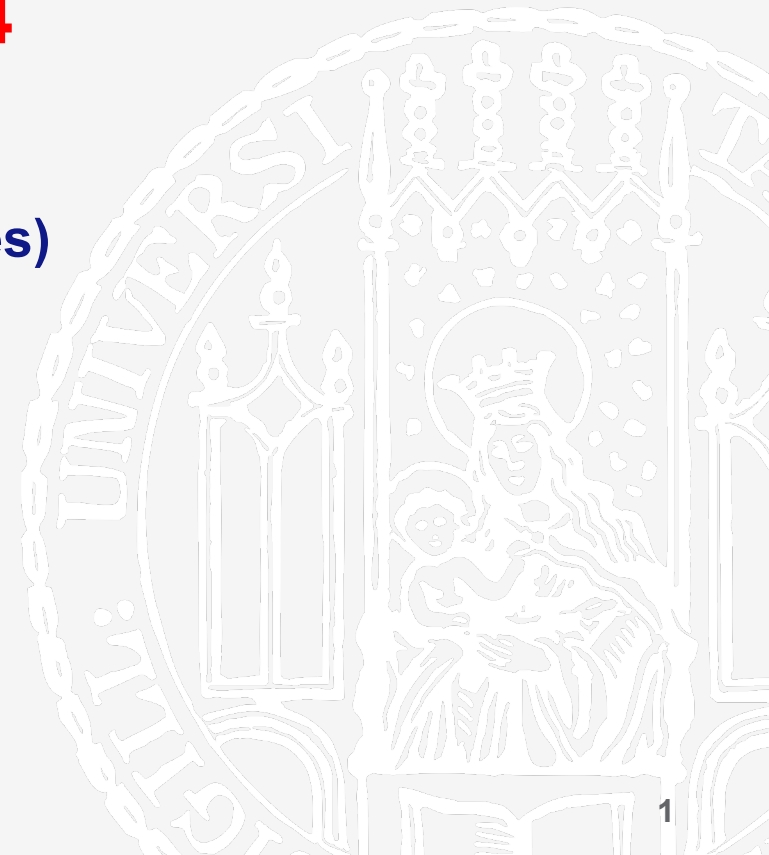
Management and Digital Technologies

(PStO 2021): Start WT 21/22, WT 22/23, WT 23/24

Course Catalogue (Optional Modules/Electives and Specific courses)

MMT

Updated April 2025





MMT

PStO 2021

All planned specific courses (optional modules):

for the winter term (WT 24/25) and summer term (ST 2025) in business
and

for the summer term (ST 25) in informatics can be found in this non-binding semester preview.

Important Note:

When choosing your courses, please remember that you can only take one course in one module. Each module can only be selected once.

Grade improvement: A passed **module examination** can be repeated once at the next regular/possible date (next time this module will be offered): see Guideline MMT!

How is the Master's program designed?

Modules (specific course):

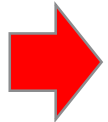
| | Management I-III | | Management & Digital Technologies I-III | | Digital Technologies I, II | | Optional Modules | |
|---|--|-------------|---|----|---|---|--|----|
| 1 | Management I (Electronic Markets) + Management II (AI for Managers) | 6 + 6 | Management & Digital Technologies I (Digital Innovation) | 12 | Digital Technologies I (User Interface Design) | 6 | | |
| 2 | Management III (Managing Digital Media) | 6 | Management & Digital Technologies II (Digital Innovation Lab) | 12 | | | Electives in Business and Informatics | 12 |
| 3 | | | Management and Digital Technologies III (Business Development Project) | 12 | Digital Technologies II (Online Multimedia) | 6 | Electives in Business and Informatics | 12 |
| 4 | Master Thesis | | | | | | | 30 |

Rules for selecting optional modules

In total **24 ECTS-Credits** must be selected from optional modules in the fields of business administration and informatics.

- **Select 6 ECTS-Credits from the field “business administration”.**
- **Select 12 ECTS-Credits from the field “informatics”: type lecture + tutorial or type practical course**
- **Select the remaining 6 ECTS-credits either from the field “business administration” or the field “informatics”.**

Important: the max number of Practical Courses in Informatics is two!



Optional Modules Business Administration:

Accounting and Taxation I-III
 Finance and Insurance I-III
 Marketing & Strategy I-III
 Innovation and Digital Business I-IV
 Leadership and Human Resources I-II
 Elective Topics in Business Administration (Theory I)
 Elective Topics in Business Administration (Theory II)
 Advanced Elective Topics in Business Administration (Theory I)
 Advanced Elective Topics in Business Administration (Theory II)
 Elective Topics in Business Administration (Applied Theory I)
 Elective Topics in Business Administration (Applied Theory II)
 Advanced Elective Topics in Business Administration (Applied Theory I)
 Advanced Elective Topics in Business Administration (Applied Theory II)



Optional Modules Informatics:

Elective Topics in Informatics I
 Elective Topics in Informatics II
 Elective Topics in informatics III
 Practical Course in Informatics I
 Practical Course in Informatics II

Business Administration Optional Modules and Specific Courses (1/8)

| Accounting & Taxation I | | L + T | 6 |
|-------------------------|--|-------|---|
| ST | International Taxation (Schanz) | | |
| WT | Empirical Research in Accounting, Auditing and Analysis (Sellhorn) | | |

| Accounting & Taxation II / III / IV | | S + PS | à 6 |
|-------------------------------------|--|--------|-----|
| ST | Accounting for M&A Transaction (Sellhorn) | | |
| WT | Management and Control Systems (Schedlinsky) | | |
| WT | Current Trends in Digitalization and Taxation (Schanz) | | |
| ST | Performance Measurement & Incentive Systems (Hofmann) | | |

Business Administration Optional Modules and Specific Courses (2/8)

| Module: Finance & Insurance I | | L + T | à 6 |
|-------------------------------|-------------------------------|-------|-----|
| ST | Insurance Economics (Richter) | | |
| ST | Quantitative Finance (Elsas) | | |
| WT | Behavioral Finance (Glaser) | | |

| Finance & Insurance II / III / V | | S + PS | à 6 |
|----------------------------------|------------------------------------|--------|-----|
| ST | Reinsurance (Richter/Liebwein) | | |
| WT | Investment Banking (Elsas) | | |
| WT | Advanced Digital Finance (Riordan) | | |

Business Administration Optional Modules and Specific Courses (3/8)

| Module: Innovation & Digital Business I / II | | L + T | à 6 ECTS |
|--|--|-------|----------|
| ST | Feeding and Managing the Innovation Pipeline (Spanjol) | | |

Business Administration Optional Modules and Specific Courses (4/8)

| Module: Innovation & Digital Business III / IV | | S + PS | à 6 |
|--|---|--------|-----|
| ST | Advanced Topics on Digitalization, Transformation and Management (Hess) | | |
| ST | Data Analytics (Spann) | | |
| ST + WT | Innovating for Impact (Spanjol) | | |
| WT | Advanced Topics on Digitalization, Transformation and Management | | |
| WT | Social Entrepreneurship Lab: Scaling Impact (Spanjol) | | |
| WT | Advanced AI in Businesses and Organizations (Feuerriegel) | | |
| WT | Frontiers in Strategy Research (Kretschmer/Tuschke) | | |
| ST | AI for Goods (Feuerriegel) | | |
| ST | Methods for AI (Feuerriegel) | | |
| ST | Managerial AI (Feuerriegel) | | |
| WT | Digital Responsibility and Sustainability (Kranz) | | |

Business Administration Optional Modules and Specific Courses (5/8)

| Module: Leadership & Human Resources I / II | | S + PS | à 6 |
|---|---|--------|-----|
| ST | Selected Topics in Organizational Behavior (Högl) | | |
| ST | Global Teamwork (Tenzer) | | |
| WT | Leadership and Innovation (Högl) | | |
| WT | Responsible People Management (Weller) | | |

Business Administration Optional Modules and Specific Courses (6/8)

| Module: Marketing & Strategy I | | L + T | 6 |
|--------------------------------|----------------------------------|-------|---|
| ST | Market Analysis (Schwaiger) | | |
| WT | Strategy and Governance(Tuschke) | | |

| Module: Marketing & Strategy II / III / IV | | S + PS | à 6 |
|--|---|--------|-----|
| ST | Advanced Empirical Marketing Research (Schwaiger) | | |
| ST | Current Topics in Strategic Management (Tuschke) | | |
| WT | Frontiers in Strategy Research (Tuschke) | | |
| WT | Marketing Measurement and Modelling (Sarstedt) | | |

Business Administration Optional Modules and Specific Courses (7/8)

| Module Elective Topics in Business Administration (Theory) I-II | L + T | à 6 |
|---|--------|-----|
| <p>All courses (L+T) of the Modules (type L + T, 6 ECTS Credits) : Accounting and Taxation, Finance and Insurance, Innovation and Digital Business, Leadership and Human Ressource, Marketing and Strategy (not selected before) AND additional specific Master courses (type L +T, 6 ECTS Credits): these courses can be found on LSF or will be published on the individual homepages of the chairs.</p> | | |
| Advanced Elective Topics in Business Administration (Theory) I-II | S + PS | à 6 |
| <p>All courses (S + PS) of the Modules (type S +PS, 6 ECTS Credits) : Accounting and Taxation, Finance and Insurance, Innovation and Digital Business, Leadership and Human Ressource, Marketing and Strategy (not selected before) AND additional specific Master courses (type S + PS, 6 ECTS Credits): these courses can be found on LSF or will be published on the individual homepages of the chairs.</p> | | |

! In case you identify other Master Courses in Business administration, please contact Birgit Bodenstein-Köppl

Business Administration Optional Modules and Specific Courses (8/8)

| Elective Topics in Business Administration (Applied Theory) I-II | L + T | à 3 |
|--|-------|-----|
| specific courses (type L + T, 3 ECTS Credits): these courses can be found on LSF or will be published on the individual homepages of the chairs. | | |

| Advanced Elective Topics in Business Administration (Applied Theory) I-II | S + PS | à 3 |
|---|--------|-----|
| specific courses (type S + PS, 3 ECTS Credits): these courses can be found on LSF or will be published on the individual homepages of the chairs. | | |

Informatics Optional Modules and Specific Courses (1/2)

| Elective Topics in Informatics I/II (type: L + T) | ST | 6 ECTS C. |
|--|----|-----------|
| <ul style="list-style-type: none"> Advanced Topics in Parallel Computing, Furlinger Einführung in Quantencomputing, Kranzlmüller, Guggemos Infrastructure for Advanced Analytics and Machine Learning, Kranzlmüller, Luckow Natural Computing, Gabor Data Mining Algorithms II, Seidl Artificial Intelligence for Games, Schubert Machine Learning, Tresp Software Verification, Lemberger Software Testing, Jakobs Methods in Software Engineering, Ernst E-Assessment and Learning Analytics, Strickroth Interactive Theorem Proving, Blanchette Artificial Intelligence in Interactive Systems, Mayer Mensch-Maschine Interaktion 2, Schmidt Preference Learning and Ranking, Hüllermeier Computer Vision: Image & Video Understanding, Ommer Introduction to Foundation Models, Ommer | | |

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Important: the max number of Practical Courses in Informatics is two!

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Informatics Optional Modules and Specific Courses (2/2)

| Practical Course in Informatics I/II (Type: practical course) | ST | 6 ECTS C. |
|--|----|-----------|
| Designworkshop 2 | | |
| Practical Augmented Reality | | |
| Practical Usable Security | | |
| Practical Social Interactive Systems | | |
| Practical AI in Arts | | |
| Practical Game Development | | |
| Praktikum Sketching With Hardware | | |
| Practical Intelligent Interactive Systems | | |
| Practical Physiological Computing | | |
| Practical Virtual Reality (Formally Praktikum VR Programmierung Unity) | | |
| Practical Human-Robot Interaction | | |
| Not Possible for Practical Course in Informatics I/II | | |
| Practical Interactive Media | | |
| Practical Creative Coding | | |

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Disclaimer

All information in this document has been carefully researched and compiled, nevertheless changes and errors are possible. Therefore, no legal claim can be derived from this document. Only the respective examination and study regulation is legally binding.

Status of information: April 2025

Questions?

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