Welcome Event – LMU Master in Business Administration (M.Sc.), Master in Human Resource Education & Management (M.Sc.), and Master of Business Research (MBR)

Prof. Dr. Manfred Schwaiger
Dean of Studies, Munich School of Management
Prof. Dr. Tobias Kretschmer
MBR Program Coordinator

October 17, 2022
Highlights: Ludwig Maximilian University at a glance

• Wide variety of disciplines
  • 18 faculties with about 150 subjects
  • Approximately 740 professors
  • Approx. 3,000 research assistants (excluding clinical staff)
  • Approx. 50,000 students (15% of them from abroad)

• Rich in tradition and renowned
  • Excellent research university with tradition since 1472
  • Numerous research projects with private and public third-party funders
  • Extensive editorial and review activities

• Innovative and international
  • Numerous newly established bachelor’s and master’s degree programs
  • 10 elite study programs within the framework of the Elite Network of Bavaria
  • 5 international doctoral colleges in the Elite Network of Bavaria
Welcome Event – LMU Master in Business Administration (M.Sc.), Master in Human Resource Education & Management (M.Sc.), and Master of Business Research (MBR)

LMU Munich School of Management at a glance

- Excellence in research and teaching
  - 25 renowned professors
  - 10 honorary professors
  - Approx. 200 scientific employees
  - Approx. 30 doctorates and 1-2 habilitations per year
  - Approx. 3,300 students, 450 graduates per year
- Top positions in university rankings
- International network of over 90 partner universities
- Intensive cooperation between science and practice
  - Faculty and chair alumni promote practical collaborations
  - Numerous opportunities for cooperation, e.g. in the context of theses, project seminars, case studies, symposia
- Close cooperation with 10 Centers of Excellence
Our practice partners
### International network of over 90 partner universities

<table>
<thead>
<tr>
<th>University Name</th>
<th>Country</th>
<th>City</th>
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<tbody>
<tr>
<td>King's College London</td>
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What do others think of us?

- LMU Munich School of Management as perceived by researchers:
  - LMU Munich School of Management ranks second in terms of research reputation - ahead of TUM, and Cologne and thus belongs to the absolute "research elite" in Germany.

<table>
<thead>
<tr>
<th>CHE-Ranking</th>
<th>Mannheim</th>
<th>LMU</th>
<th>TUM</th>
<th>Köln</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research reputation (2020)</td>
<td>72,6%</td>
<td>45,5%</td>
<td>37,8%</td>
<td>37,5%</td>
</tr>
</tbody>
</table>

- LMU Munich School of Management as perceived by practitioners:
  - LMU's Faculty of Business Administration takes 1st place in front of Mannheim in Wirtschaftswoche magazine's HR

- LMU in national and international comparison:
  - One of the 11 universities that were successful in the 3rd funding line of the Ministry of Science in the third round ("Elite Universities")
  - Times Higher Education World University Ranking (THE): 1st place in Germany; 32nd place internationally
  - QS World University Ranking: 2nd place in Germany; 59th place internationally
  - Academic Ranking of World Universities: 2nd place in Germany; 57th place in international comparison
Programs at LMU Munich School of Management

- LMU Bachelor of Science in Business Administration (B.Sc.) – 6 semesters, since 2005/2006
- LMU Master in Business Administration (M.Sc.) – 4 semesters, since 2008/2009
- B.Sc. in Human Resource Education & Management (I and II) – 6 semesters, since 2011/2012
- M.Sc. in Human Resource Education & Management (I and II) – 4 semesters, since 2013/2014
- M.Sc. in Media, Management and Digital Technologies (MMT) – 4 semesters, since 2016/2017
- M.Sc. in Management - European Triple Degree (ETD) – 4 semesters, since 2007/2008
- M.Sc. in Management - International Triple Degree – 4 semesters, since 2021/2022
- Master of Business Research (MBR) – 4 semesters, since 1999/2000
- Executive Master of Insurance (EMI) – 4 semesters, since 2007/2008
LMU offers several master programs

LMU Master in BWL & HRE&M (M.Sc.)
Specialization:
Accounting & Taxation, Finance & Insurance, Innovation & Digital Business, Leadership & HR, Marketing & Strategy

Master of Business Research (MBR)

• Master in Management – ETD & ITD
• EMI
• MMT

LMU Bachelor in BWL & Human Resource Education & Management (B.Sc.)
Accounting, Business Taxation, Digital Business, Finance & Insurance, Marketing & Strategy, Strategic Organization, Technology & Innovation
Welcome Event – LMU Master in Business Administration (M.Sc.), Master in Human Resource Education & Management (M.Sc.), and Master of Business Research (MBR)
Positioning and characteristics of the Master of Science

- Focus on **business-relevant** knowledge (consecutive degree program)
- Choice of 5 specializations
- **Research-based**, but very **practice-oriented** through cooperation with companies in **case studies and project work**
- **Interactive** course forms in **small** groups
- **4-semester study program** with **120 ECTS**
- Admission via **aptitude test**
- Possibility of exclusively taking courses in **English**
- Possibility of transition to **doctoral studies**
Overview and structure of the Master of Science (120 ECTS points)

**Basic principles**
- Managerial Economics I+II,
- Methods in Management

**Subject-specific principles**
- 2 out of 5 competency fields

**Specializations**
- 1 out of 5 specializations

**Research and practice**
- 1 project course

**Elective pool**
- Subject specific consolidation

**Master thesis**
- (incl. colloquium)

**1st Semester**
- 30 credits

**2nd Semester**
- 30 credits

**3rd Semester**
- 30 credits

**4th Semester**
- 30 credits

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Project courses - Research and practice

- As a constituent feature of the M.Sc., the project course establishes reference to practice and contact with well-known companies
- A selection of project partners from previous semesters:

- The project course offers the unique opportunity to ...
  - … to get to know the real **project work** in the company
  - … to **apply** the material learned at university in practice
  - … to establish **contacts** for your career (student traineeship/internship, master thesis, career entry)
Project courses - Some statements from practice

• "Die außergewöhnlich gute Qualität und Praxisrelevanz des Masterkurses zeigt sich darin, dass wir nicht nur die von ihm analysierten Zielgruppen priorisiert haben, sondern diese darüber hinaus mit einem völlig neuen Ansatz in einem gemeinsamen Pilotprojekt ansprechen." Dr. Wolfgang Böcking, Allianz Deutschland AG

• "Die Zusammenarbeit mit den Studenten generiert für unser Unternehmen einen bedeutenden Mehrwert. Das hohe Maß an Kreativität, Leistungsbereitschaft und Eigenständigkeit überrascht uns dabei immer wieder." Dr. Martin Neumüller, BMW AG

• "Die Projektkurse mit den LMU-Masterstudenten haben uns gezeigt, wie wertvoll eine Verbindung von Theorie und Praxis ist. Wir erhalten analytisch und empirisch gewonnene Antworten auf konkrete Fragestellungen aus unserer unternehmerischen Realität." Dr. Jörg Lübcke, Burda Digital GmbH

• "Der Projektkurs stellt aus unserer Sicht eine ideale Kombination aus Lehre und Praxis dar…— eine nach unserer Erfahrung für beide Seiten sehr nutzbringende Konstellation.” Uwe Schmidt, Bayer AG

• „Mittlerweile haben wir bereits vier sehr erfolgreiche Projekte mit der Fakultät für Betriebswirtschaft in den letzten beiden Jahren durchgeführt. Die professionelle Umsetzung und Begleitung der Themen hat unsere Erwartungen sogar noch übertroffen.” Mounir Sanaa, Versicherungskammer Bayern
Project courses - Important information

- **Real companies** and **real projects** are attached to the project courses
- Necessary for successful completion and future collaboration:
  - from the chair side: **lead time** for planning
  - from the student side: **commitment**
- **Please apply only if you are really available in the respective semester!** In case of non-application of a provided project course place, preferences can unfortunately not be considered in the future.
- Procedure (not binding!):

<table>
<thead>
<tr>
<th>Project course in the</th>
<th>Application</th>
<th>Allocation</th>
<th>Start</th>
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<tbody>
<tr>
<td>Summer term</td>
<td>November</td>
<td>January</td>
<td>March/April</td>
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<td>Winter term</td>
<td>May</td>
<td>July</td>
<td>September/October</td>
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Next application: October 31st – November 9th!
Linking M.Sc. and MBR

<table>
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<tr>
<th></th>
<th>Master of Science</th>
<th>Master of Business Research</th>
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<tbody>
<tr>
<td><strong>1st Semester</strong></td>
<td>Basic principles (18)</td>
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<td></td>
<td>Subject-specific principles (18)</td>
<td>Subject-specific principles (18)</td>
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<td></td>
<td>Specialization (12)</td>
<td>Specialization (12)</td>
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<td>Project course (12)</td>
<td>Project course (12)</td>
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<td><strong>2nd Semester</strong></td>
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<td>Specific research courses (24)*</td>
<td>Specific research courses (24)*</td>
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<td><strong>3rd Semester</strong></td>
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<td>General research courses (20 SWS)</td>
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<td>Elective pool (24)</td>
<td>Specific research courses (16 SWS)</td>
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<td><strong>4th Semester</strong></td>
<td>Master thesis (30)</td>
<td>Project study</td>
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<td>Prerequisite: Doctoral supervisor</td>
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* Corresponds to the courses of specialization

ECTS credits in parentheses

60 ECTS

60 ECTS

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Master of Business Research - Overview

• Doctoral program of the faculty
  • Focus on scientific work
  • Always associated with doctorate
• 4 semesters of regular study
  • 6 core courses and 3-6 additional courses
  • Project study
• Admission also from M.Sc. program (Y-model)
Y-Model

MBR (Education for young researchers)

M.Sc. (Training for young professionals)

Subject-specific and basic principles (36 ECTS)

Admission MBR

- Confirmed supervision of dissertation
- Entrance test
- Application: Winter term 01.07. / Summer term 01.01.
### MBR modules

<table>
<thead>
<tr>
<th>Modul A</th>
<th>Modul B</th>
<th>Modul C</th>
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<tr>
<td><strong>General Research Courses</strong></td>
<td><strong>Specific Research Courses</strong></td>
<td><strong>Project Study</strong></td>
</tr>
</tbody>
</table>
| Modul A/I (12 SWS)  
Core studies of MBR  
▶️ More on this shortly | Modul B/I (8 SWS)  
Research-related courses from the M.Sc. program  
▶️ More on this shortly | Project study  
▪ 4 months of completion time  
▪ Preparation for the dissertation projects  
▪ Parts of the project study **cannot** be directly included in cumulative dissertations |
| Modul A/II (8 SWS)  
▪ Presentations & Reports (4 SWS)  
▪ Research projects in co-operation with the chair/professorship (instructed research; 4 SWS) | Modul B/II (8 SWS)  
▪ Elective research-related courses  
▪ Includes also courses from other faculties/universities  
▪ Recognition of conducted teaching (x2) |
# Core courses (A/I)
## Basics of scientific work in business administration

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<th>Course title</th>
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<tr>
<td><strong>General Research Courses</strong></td>
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<tr>
<td>Basic Readings in Accounting and Finance</td>
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<td>Basic Readings in Management</td>
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<td>Basic Readings in Information Systems &amp; Digital Business</td>
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<td>Quantitative Methods</td>
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<td>Microeconomic Modelling Methods</td>
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<td>Simulation Methods</td>
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<td>Experimental Methods</td>
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<td>Scientific Citizenship</td>
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<td>Funding and Projects</td>
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<td>Scientific Publications</td>
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Research courses (B/I)

- Deepening of knowledge in own research area
- Free choice in own cluster (list is subject to change, exact course catalogue on the website)

**Accounting and Finance**
- Accounting Theory
- Advanced Behavioral Finance
- Big Data and Taxes
- Data Crawling
- Derivatives
- Empirical Research in Accounting, Auditing and Analysis
- Empirical Research in Tax Accounting
- Insurance Economics
- International Taxation
- Investment Banking
- Performance Management and Incentive Systems
- Structural Equation Modeling

**Marketing & Strategy, Innovation and Leadership & Human Resources**
- Advanced AI in Businesses and Organizations
- Advanced Empirical Research Methods
- Advances in AI and Management
- AI for Managers
- Causal Inference
- Competitive Strategy
- Data Crawling
- Digitales Management und Neue Medien
- Electronic Markets
- Empirics of Organizations
- Frontiers in Strategy Research
- Managing Digital Media
- Market Research
- Marketing Measurement & Modeling
- Organizations and Social Network
- Publishing with Mixed Methods
- Research in AI and Management
- Research Methods in Information Systems (Forschungsmethoden der Wirtschaftsinformatik)
- Structural Equation Modeling

Continually being updated
What can I take in the first year of the M.Sc. for the MBR?

- The following **must** be completed
  - Subject-specific basics
  - General basics

- The following **can** be included:
  - Courses for module B/I (see list on the MBR website)
  - Courses for module B/II (consultation with the supervisor)
  - Possible research projects at the chair for A/II

- Project courses **cannot** be accredited
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For more information visit www.phd.bwl.uni-muenchen.de
Orientation phase
Try to make the best out of your studies

Study successfully:

• Tutorials for a successful time at our university
• Personal tutor for all your questions

Socialize:

• WhatsApp groups
• Bar evening
• O-Party (in November)

Thinking outside the box:

• Workshops on rhetoric, ACs and salary negotiation

Get to know practice partners:

• Company visits and lectures by renowned companies
• Registration from 20.10.2022
Company visits of the O-Phase
Insight into a wide variety of companies

→ Presentation of the company
→ Information about entry opportunities
→ Exchange with employees of the company
On-site company visits & specialist lectures
Get a taste of the practical world right now

04. November 09.30 h
24. November 17.00 h
25. November 10.00 h

25. November 15.00 h
Late 2022 tba
Online company visits & specialist lectures
Get a taste of the practical world right now

11. November 14.00 h
09. December 14.00 h
07. December 15.00 h
18. January 15.00 h
Registration tool
Registration period & QR code

**When:** Thursday, 20.10.2022 from 08.00 a.m. until Sunday, 23.10.2022 11.59 p.m.

**Where:** Scan QR code and register during the period

What to look out for:

- Once you get a place, the place is binding and to be taken. Companies will receive lists of participants from us.
- A deposit of 20€ (cash) will be collected for presence appointments on October 25 and 26: Ludwigstraße 28 (back building, behind the WiWi-Bib).
- More information will follow in the confirmation letters!
Bar evening – get to know your fellow students

When: Monday, 17.10.2022 at 8 p.m.
Where: Café Bangkok (Leopoldstr. 49, 80802 Munich)
Who: All new students of the winter semester 22/23 in the Business Administration and Human Resource & Education Master's programs.

You don't have to register for the bar evening - just come by, we are looking forward to seeing you too! However, it is worth coming early. The location will be closed if the capacity limit is reached.
Your Student Council BWL / WiPäd

Student Council Life and Projects

- **University Politics**: student representation in faculty and university-wide committees
- **Company Contact Meeting (FKG) Workshop-Week**: 14. – 18. November
- **Events**: Charity Event, Christmas Party, Summer Party, Wasti Cup
- **Internal Events**: Tembuilding-Trip to Bayreuth: 28. – 30. October
- **Semester Opening Party**: 26. October

More Information

**Info Event**: 25. October 19:00
Your Student Council BWL / WiPäd

All important links

• WhatsApp group for exchange with fellow students
• Our instagram page and website
• Wasti newsletter subscription
• Details on „The Economist“ subscription for free

Contact

Our office: Ludwigstraße 28 / front building, room 007 (ground floor)
By mail: info@wasti-lmu.de
LMU MANAGEMENT ALUMNI
We create opportunities – for Students, Alumni & Companies
LMU MANAGEMENT ALUMNI

We create opportunities – for Students, Alumni & Companies

We are an active network of students, alumni, and companies
We...

• initiate and promote exchange
• support the School’s research & education efforts
• help improve study conditions
• actively connect students, alumni, and corporate partners

INFORM. SUPPORT. CONNECT.
Get in touch – because it matters!

www.bwl.alumni.lmu.de alumni@som.lmu.de lmu.management.alumni
OUR OFFERS AND CONTACT POINTS

• TOP-BWL-Program / Career Day – Enjoy workshops and networking
• Firesite chats – November 22: EY-Parthenon, Accenture, December 22: Aurelius Group, Scalable Capital
• Jobs – Benefit from our central job market platform “Jobworld”
• Social Network – Get your own personal profile in our social network
• Graduation Book – Introduce yourself to our partner companies
• Academic Ceremony – Celebrate your graduation with us
• Stay Connected – Benefit from a livelong e-mail-account and news messages
• Alumni-Symposium

< SAVE THE DATE: 9th December 2022 >

„Vom New Normal zum „No Normal“? Die BWL in einer fragilen Welt“
Registration: or bit.ly/3RodALp

www.bwl.alumni.lmu.de  alumni@som.lmu.de  lmumunichmanagement.alumni
Thank you for your attention!

Up next:
Information event on the
examination and study regulations
(Prüfungs- und Studienordnung)

Business Administration: E 004 (here)
Human Resource Education & Management: M 014