

Course: Advanced Management Accounting (WS 2014-15)

Module: Cross-functional Management Accounting

MODULE:

- Students will be able to apply advanced management accounting methods to managerial decision-making problems in marketing, finance, organization and strategy.
- The module includes a course on several advanced management accounting methods that can be used for various decisions in operations and innovation management. By selecting another course, each student looks in more detail at one interface between management accounting and another field in management, namely marketing, finance, or organization and strategy.
- Intended for students in the master program of Industrial Engineering & Management and in the other master programs of the Department of Economics and Management (Fakultät für Wirtschaftswissenschaften).
- 9 ECTS points
- The module always includes the course “Advanced Management Accounting”, which runs in the winter semester.
- Furthermore, students build the module by adding one or several courses from the following list:
 - Pricing, 4.5 ECTS, Prof. Klarmann
 - Produkt- und Innovationsmanagement, 3.0 ECTS, Prof. Klarmann
 - Marketing Strategy Planspiel, 1.5 ECTS, Prof. Klarmann
 - Valuation, 4.5 ECTS, Prof. Ruckes
 - Modeling Strategic Decision Making, 4.5 ECTS, Prof. Lindstädt
- Some of these courses are also offered in the winter semester, others run in the summer semester.
- The final grade for the module is the average of the grades of the courses completed, weighted by the number of ECTS points of these.

COURSE:

- *Students who are interested in participating in this course are requested to contact Prof. Wouters by email before the first meeting.*
- Students will be able to identify and apply advanced management accounting methods to managerial decision-making problems in operations and innovation. They will also be able to identify relevant research results on such techniques.
- The course addresses several topics where management accounting is strongly related to marketing, finance, or organization and strategy, such as customer value propositions, financial performance measures, managing new product development, and technology investment decisions.
- Some of these topics have been introduced in the courses MA 1 or MA 2, and this course goes deeper. Other topics are newly introduced in this course.

- The course is for very motivated students, because it requires significant student participation in presentations and discussions, and it aims to be highly interactive and personal (small group, oral examination).
- 4.5 ECTS points, 3 SWS, one meeting per week of 3 teaching hours.
- The course requires significant prior knowledge of Management Accounting, similar to the content of the courses MA 1 and 2, although completion of these particular courses is not a formal requirement.
- Language: English.

TEACHING CASES:

- The pedagogical approach taken for this course is mainly the preparation, evaluation, and discussion of teaching cases.
- The literature consists of one teaching case per meeting plus additional literature for each case: a research paper or a paper with background information on the topic of that case.
- Most meetings will consist of the discussion of a teaching case; see the course schedule.
- One of the meetings will address some guidelines for finding and reviewing research papers. Students should be able to find and use relevant research on advanced management accounting techniques. Relevant research not only addresses those techniques as such, but also includes empirical research on the adoption and consequences of management accounting.
- Students work on the cases in small groups. Every group is required to hand in a report on each case in advance of the meeting in which the case will be discussed. More detailed instructions on the requirements for these case reports (e.g., length) will be provided.
- Every case is assigned to a “case responsible group”, which has the additional following responsibilities for the assigned case:
 - Review the reports of the other groups.
 - Prepare a presentation on the case. You should take into account the content of the reviewed case reports written by the other groups, for example: prepare a more detailed explanation of an issue that many other students seem to have been struggling with, or report an excellent idea you have read and didn't think about yourself.
 - Present a brief discussion of strengths and weaknesses of the reports of the other groups.
 - Lead a discussion of the case among students during the meeting.

EXAMINATION:

- There will be an individual oral examination.
- The instructor will ask some questions about the cases or other literature that has been included in the course.
- The student will be prepared to stimulate an interesting conversation
 - about a topic that was (or could have been) at the interface of this course and one of the other courses that the student has included in this module;
 - and about a research paper that the student has selected on one of the topics of the course.

- You should be prepared to explain things and present your ideas, but don't prepare this in the form of a formal presentation—it's a conversation.

PLANNING:

- Meetings take place every Wednesday, 8:00 – 10:30, building 20.14, room 103.1.
- Case reports and other assignments for preparation should be handed in on ILIAS, no later than Monday, 17:00, before the relevant meeting.

Version of pdf document: 2014-08-18