

## General Information:

Module number:	-
Title (dt.):	Seminar Pricing & Analytics
Title (en.):	Seminar Pricing & Analytics
Module level:	MSc
Abbreviation:	-
Subtitle:	-
Duration:	One semester
Occurrence - summer/winter:	Winter
Occurrence - regular/irregular:	Regular
Language:	German
Credits:	4
Specialization:	Operations Management and Markets (core subject)
Date:	Second half of the semester
Location:	Augsburg (University)
FIM-exclusivity:	Yes

## Workload:

Contact hours:	45
Self-study hours:	75
Total hours:	120

## Achievment and assessment methods:

Description of achievment and assessment methods:	A report has to be written by each group (2-3 students). Furthermore the students have to give a presentation of their subject. The written report measures the students' ability to formulate the mathematical model(s) in a clear and concise manner and understand the methods used to solve their decision problem(s). The presentation is a means to measure the students' ability to summarize and present the essential facets of their subject to an audience. Furthermore a discussion about the presented subject is conducted. In respect to the overall examination report and presentation are weighted equally.
Type of assessment:	Written/oral
Duration of assessment (min):	20 - 30 min per student
Assessment retake:	Next semester

## Description:

(Recommended) prerequisites	Fundamentals of Operations Research
Content:	Referring to the status quo of the corresponding literature, different decision problems have to be elaborated by the students. The methods to be used include, e.g., discrete choice analysis or simulation based optimization and are applied to problems derived from the field of revenue management, pricing and service or product design.
Intended learning outcomes:	<p>Upon successful completion of this module, students are able to</p> <ul style="list-style-type: none"> <li>• develop and formulate mathematical models for a given decision problem.</li> <li>• evaluate different analytical techniques and optimization methods.</li> <li>• characterize appropriate methods for solving the models.</li> <li>• illustrate the methods' underlying intentions as well as the consequences resulting from the application of these methods.</li> </ul>

Teaching and learning methods:

In the context of the seminar, students are encouraged to elaborate different decision problems. They have to search and review relevant literature as well as to evaluate, summarize, and apply the identified methods. Besides producing a report, the students have to prepare and give a presentation.

Media:

Presentations (using presentation software)

Reading list:

The relevant literature will be announced in the course of the seminar.

**Responsible for module:**

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**Lecturer:**

1. Lecturer:

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**Courses:**

1. Course:

Type:

Seminar

Name:

Seminar Pricing & Analytics

Weekly hours per semester:

3

2. Course:

Type:

Name:

Weekly hours per semester:

**(Recommended) audience:**

1. Program:

Name:

MSc Finance & Information Management (FIM)

2. Program:

Name:

3. Program:

Name:

4. Program:

Name:

5. Program:

Name: