

Philipps



Universität
Marburg

Professor Dr. Marc Steffen Rapp
MARG - Management Accounting Research Group

Professor Dr. Torsten Wulf
Research Group Strategic and International Management

are jointly organizing the

Thought Leader Speaker Series 2018

“Creating Value in Times of Uncertainty”

Marburg, Winter Term 2018/19

Thought Leader Speaker Series 2018

Creating Value in Times of Uncertainty

"Thought Leader" Lecture Series 2018

Globalization, Digitalization, Regulation, Urbanization, Migration... Societies and Businesses around the world are faced with multiple challenges that require well-thought answers.

With our 2018 "Thought Leader" Speakers Series, we aim to provide a discussion forum, where business leaders share their views on selected challenges and how they approach these challenges in their day-to-day work.

As such the Lecture Series aims to provide students with first-hand insights into the real world challenges faced by businesses and practical approaches to address the corresponding problems.

Schedule and speakers

6-12-2018
16:00-18:00
HG + 0/0020

Matthias Kroker

- » Global Corporate Development Director
- » BCG



- » Global Corporate Development Director Boston Consulting Group
- » Previously Principal (European Corporate Finance Taskforce)
- » Master (hon.), TU München

17-01-2019
16:00-18:00
HG + 0/0020

Prof. Christian Strenger

- » Senior Governance Expert
- » Independent



- » Professor, Handelshochschule Leipzig
- » Senior Governance Expert, previously member of the government commission "German Corporate Governance Code"

23-01-2019
10:00-12:00
LH100

Dr. Marcus Kuhnert

- » CFO
- » Merck KGaA



- » CFO Merck KGaA since 2014
- » Various positions at Henkel KGaA since 1999 (last: CFO Henkel Laundry & Home Care)
- » Master and Ph.D. from TU Darmstadt

24-01-2019
16:00-18:00
HG + 0/0020

Dr. Robert Kallenberg

- » Head of Corporate Strategy
- » Volkswagen Group



- » Head of Strategic Planning VW Group
- » Previously Vice President Corporate Strategy Porsche, Boston Consulting Group , etc
- » Master and Ph.D. from RWTH Aachen

„Thought Leader Speaker Series 2018“ can be credited as „Schlüsselqualifikationen“ with 6 ETCS

Target group

The module is open to **MSc.** and **BSc. students** interested in “Accounting and Finance” and/or “Strategic Management”

Exception: *Students currently, i.e. winter term 2018, enrolled in “AMA 1 – Value based Management” or in “Strategic Management” are not admitted to register!*

Grading

Registration until the 4th of December

- Email with your name and student ID to Aldona Reklaitis (reklaitis@wiwi.uni-marburg.de) [You may form groups of up to 3 students]
- Confirm in the email that you neither enroll in “AMA 1 – Value based Management” nor in “Strategic Management” (in winter term 2018)

Compulsory attendance and active participation

- You have to attend **all guest lectures!** (*we will ask for signatures*)
- Ask questions and engage in discussion!

Term paper [individual students: 8-10 pages; group of up to 2 students: 11-13 pages; group of up to 3 students: 13-15 pages]

- Select one guest lecture and carry out a comparative analysis of (selected) concepts discussed during the talk:
 - Describe the theoretical concept
 - How was the concept applied to the real-world project/firm the guest lecturer spoke about?
 - What have been the challenges?
 - How to approve the approach proposed by the guest lecturer? What alternatives can you think of?

Formalities

Deadline for the term paper: 22nd of March, 2019 (Midnight)

Send email to Ms. Marina Kononova (marina.kononova@wiwi.uni-marburg.de) and Mr. Prof. Rapp (rappm@uni-marburg.de)

Form and citation in accordance with MSc. seminar paper (see next slide)

What guidelines for form and citation do you have to consider?

In general you strictly have to comply with rules for form and citation in academia!

- **For your convenience you may select guidelines for form and citation provided by one of the Departments / Institutes @ PUM School of Business and Economics or visit the APA website**
 - **For instance, you might want to adopt the guidelines of one of the following...**
 - ... the Finance and Banking Research Group (<http://www.uni-marburg.de/fb02/bwl02/lehre/zitierrichtlinien>)
 - ... the Financial Accounting Research Group (<http://www.uni-marburg.de/fb02/bwl11/lehre/wissarb111.pdf>)
 - ... the Macroeconomics Research Group (<http://www.uni-marburg.de/fb02/makro/lehre/termpaper.pdf>)
 - ... APA website (<http://www.apastyle.org/learn/index.aspx>)
- **Please note that you have to choose one guideline and that you have to commit yourself complying with this single guideline**
- **Further, for your final written paper please include a signed "Statement of integrity" (e.g. pdf-scan)**

Declaration

By signing this declaration I confirm that I have completed the present thesis/essay independently, without help from others and without using resources other than indicated and named. All phrases that are taken directly or indirectly from other sources (incl. electronic resources), quoted verbatim or paraphrased are indicated accordingly. I am aware that any violation of this declaration will result in the work being graded as 'failed' (1 grade point according to § 16 (2) "Allgemeine Bestimmungen").

Marburg,

(Source: <http://www.uni-marburg.de/fb02/studium/Pruefungsamt/faq?expand=4b4e404cef34bd019c81a808769f8aae#4b4e404cef34bd019c81a808769f8aae>)