

Module Catalogue for the Subject

Business Management and Economics

as a Bachelor's with 1 major with the degree "Bachelor of Science" (180 ECTS credits)

Examination regulations version: 2009 Responsible: Faculty of Business Management and Economics

JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record 82|184|-|-|H|2009

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The subject is divided into

section / sub-section	ECTS credits	starting page
Compulsory Courses	100	8
Business Administration	30	9
Economics	30	22
Quantitative Methods	30	35
Law	10	46
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Content and Objectives of the Programme

The bachelor degree programme Business Management and Economics is offered by both departments of the faculty - the Department of Business Management and the Department of Economics (17 chairs). (status: winter term 2009/10) The bachelor degree programme Business Management and Economics mediates an appropriate knowledge in Business Management and Economics, familiarizing students with the methods of academic work and qualifying them to work in an academic, independent and problem-solving manner. The course imparts the know-how about relevant academic theories, models and methods, and enhances the theoretical and analytical ability to reason as well as the ability to conceptualize in coherent structures. Further, through their autonomous work the students learn to order the academic results in a critical manner and to act responsibly. Through the acquisition of know-how and the training of analytical thinking the students gain the ability to familiarize themselves in a wide range of applications that they will face in their later professional life. They also acquire the basic knowledge necessary for the Master degree. In the bachelor thesis as the final requirement of the programme, the students should demonstrate their ability to work on a narrow thematic field within business management or economics in a limited time frame. The students should use well-known procedures and scientific criteria and work to a large extent independently.

Abbreviations used

Course types: \mathbf{E} = field trip, \mathbf{K} = colloquium, \mathbf{O} = conversatorium, \mathbf{P} = placement/lab course, \mathbf{R} = project, \mathbf{S} = seminar, \mathbf{T} = tutorial, $\ddot{\mathbf{U}}$ = exercise, \mathbf{V} = lecture

Term: **SS** = summer semester, **WS** = winter semester

Methods of grading: **NUM** = numerical grade, **B**/**NB** = (not) successfully completed

Regulations: **(L)ASPO** = general academic and examination regulations (for teaching-degree programmes), **FSB** = subject-specific provisions, **SFB** = list of modules

Other: **A** = thesis, **LV** = course(s), **PL** = assessment(s), **TN** = participants, **VL** = prerequisite(s)

Conventions

Unless otherwise stated, courses and assessments will be held in German, assessments will be offered every semester and modules are not creditable for bonus.

Notes

Should there be the option to choose between several methods of assessment, the lecturer will agree with the module coordinator on the method of assessment to be used in the current semester by two weeks after the start of the course at the latest and will communicate this in the customary manner.

Should the module comprise more than one graded assessment, all assessments will be equally weighted, unless otherwise stated below.

Should the assessment comprise several individual assessments, successful completion of the module will require successful completion of all individual assessments.

In accordance with

the general regulations governing the degree subject described in this module catalogue:

ASPO2007

associated official publications (FSB (subject-specific provisions)/SFB (list of modules)):

22-Dec-2009 (2009-99)

This module handbook seeks to render, as accurately as possible, the data that is of statutory relevance according to the examination regulations of the degree subject. However, only the FSB (subject-specific provisions) and SFB (list of modules) in their officially published versions shall be legally binding. In the case of doubt, the provisions on, in particular, module assessments specified in the FSB/SFB shall prevail.



Module Catalogue for the Subject Business Management and Economics Bachelor's with 1 major, 180 ECTS credits

Compulsory Courses

(100 ECTS credits)



Business Administration

(30 ECTS credits)

Module	e title				Abbreviation	
Introduction to Market-Oriented Management				12-Mark-G-082-mo	1	
Module coordinator			Module offered by			
holder ting	of the (Chair of Business Admir	istration and Marke-	Faculty of Business	Management and E	conomics
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites	i		
1 seme	ster	undergraduate				
Conten	ts					
Conten With th plainec	module t: e stake d and e	e, students will acquire t cholder approach as a s xemplified in the 5 class se will focus not only on	tarting point, the basi sical steps: situation a	c design of market-o nalysis, objectives, s	riented managemen strategies, tools and	l control-
sed on Outline 1. Mark 2. Expla 3. Fund 4. Strat	a conjo e of sylla ceting, e anation lamenta tegic ma	behaviour. A case study bint analysis will provide abus: entrepreneurship and be as of consumer behaviou als of market research arketing; marketing too ocial responsibility vers	e students with deepe usiness management ur	r insights into the to		
Wiesba Hombu Untern Hombu Untern Kroebe Meffert zepte - Meffert 4th ed. Meyer, Wiesba Porter, New Yo	, T. / Sw aden 20 arg, Ch.: ehmens rg, Ch.: ehmens r-Riel, N c, H. / B - Instru c, H. / B , Stuttg M.: Ök aden 19 M. E.: N ork 2012 H. / Fa	: Grundlagen des Marke sführung, 4th revised ar : Grundlagen des Marke sführung, 3rd ed., Wiesl N. /Weinberg, P.: Konsu urman, Ch / Kirchgeorg mente Praxisbeispiele urman, Ch / Becker, Ch gart 2010. onomische Organisation	tingmanagements: Ein ad exp. ed., Wiesbade tingmanagements: Ein baden, 2012a. Imentenverhalten, 9th M.: Marketing Grur e, 11th revised and exp I tht revised and exp I tht revised and exp I nder Industrie: Netzw Spitzenleistungen erre Competitive Advantage	nführung in Strategie n 2012. nführung in Strategie ed., Munich 2009. dlagen marktorientie . ed., Wiesbaden 20 keting-Management erkarrangements zwi ichen und behaupter e, New York 1985.)	e, Instrumente, Umse e, Instrumente, Umse erter Unternehmenst 12. Ein markenorientie ischen Markt und Ur n, 8th ed., Campus F	etzung und etzung und führung: Ko erter Ansatz hternehmun Frankfurt /
Intend	ed learı	ning outcomes				
matica	lly. In a	have a basic understand ddition, they can use th agement.				
Course	S (type, n	number of weekly contact hours	, language — if other than Ge	rman)		
V + Ü (r	no infor	mation on SWS (weekly	contact hours) and co	ourse language avail	able)	
		ior Business Management and		enerated 26-Aug-2024 • exam	-	page 10 / 182
conomics	(2009)		coru Bachelor (1	80 ECTS) Wirtschaftswissens	chait - 2009	

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

written examination (approx. 60 minutes)

Allocation of places

Number of places: 405. No restrictions with regard to available places for Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics), Wirtschaftsmathematik (Mathematics for Economics) and Wirtschaftsinformatik (Business Information Systems). The remaining places will be allocated to students of other subjects. Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. Applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

--

Teaching cycle

--

Referred to in LPO I (examination regulations for teaching-degree programmes)

Module appears in

Bachelor' degree (1 major) Mathematics (2012) Bachelor' degree (1 major) Mathematics (2013) Bachelor' degree (1 major) Business Management and Economics (2009) Bachelor' degree (1 major) Business Management and Economics (2008) Bachelor' degree (1 major) Business Management and Economics (2010) Bachelor' degree (1 major) Economathematics (2009) Bachelor' degree (1 major) Economathematics (2012) Bachelor' degree (1 major) Economathematics (2008) Bachelor' degree (1 major) Business Information Systems (2009) Bachelor' degree (1 major) Business Information Systems (2009) Bachelor' degree (1 major) Business Information Systems (2008) Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major, 1 minor) Business Management and Economics (Minor, 2010) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2008)

Module	title				Abbreviation	
Supply, Production and Operations Management. An Introduction			12-BPL-G-082-m01			
Module coordinator Module of		Module offered by	ered by			
holder o Manage		Chair of Business Manage	ement and Industrial	Faculty of Business	Management and E	conomics
ECTS	Metho	od of grading	Only after succ. com	npl. of module(s)		
5	nume	rical grade				
Duratio	n	Module level	Other prerequisites			
1 semes	ster	undergraduate				
Content	ts					
		ll provide students with a related corporate functi				
Intende	ed leari	ning outcomes				
rate pro	curem	vill be able to describe a ent, production and logis d applying basic plannin	stics as well as their i	nterdependencies. I		
Courses	S (type, n	umber of weekly contact hours, l	anguage — if other than Ger	rman)		
V + Ü (n	io infor	mation on SWS (weekly o	contact hours) and co	ourse language avail	able)	
module is	creditab	essment (type, scope, langua le for bonus)		examination offered — if no	ot every semester, informati	ion on whether
Allocati		nation (approx. 60 minut	es)			
senscha Wirtsch other su cated ir quotas: among of place subject ready h rential of	aft (Bu aftsinf ubjects a star Quota applica es): nui semes ave su conside	ces: 405. No restrictions siness Management and ormatik (Business Inform . Should the number of a ndardised procedure amo 1 (50% of places): total ants with the same numb mber of subject semester sters, places will be alloc ccessfully completed at l eration. Places on all cou e same procedure. A wai	Economics), Wirtscha nation Systems). The applications exceed the ong all applicants irre- number of ECTS credits our of ECTS credits act rs of the respective applicated by lot. Quota 3 (east one module con- urses of the module con-	aftsmathematik (Ma remaining places wi he number of availa spective of their sul its already achieved hieved, places will b pplicant; among app 25% of places): allo nponent of the respe- omponent with a res	thematics for Econo Il be allocated to stu- ble places, places w ojects according to the in the respective de- blicants with the same cation by lot. Applicate ective module will be districted number of pla	mics) and dents of ill be allo- ne following gree subject; uota 2 (25% ne number of ants who al- given prefe- aces will be
	nal inf	ormation				
Workloa	ad					
Teachin	ng cycl	9				
Referre	d to in	LPO I (examination regulations	s for teaching-degree progra	mmes)		
		-	· · · · ·			
Module	appea	rs in				
Bachelo	or' deg	ree (1 major) Computer S ree (1 major) Mathematic				
Bachelor's v Economics (or Business Management and		enerated 26-Aug-2024 • exar 80 ECTS) Wirtschaftswissens	-	page 12 / 182

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Module Catalogue for the Subject Business Management and Economics Bachelor's with 1 major, 180 ECTS credits

Bachelor' degree (1 major) Mathematics (2013) Bachelor' degree (1 major) Business Management and Economics (2009) Bachelor' degree (1 major) Business Management and Economics (2008) Bachelor' degree (1 major) Business Management and Economics (2010) Bachelor' degree (1 major) Economathematics (2009) Bachelor' degree (1 major) Economathematics (2012) Bachelor' degree (1 major) Economathematics (2008) Bachelor' degree (1 major) Business Information Systems (2009) Bachelor' degree (1 major) Business Information Systems (2008) Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2012) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2010) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2008)

Module	title				Abbreviation
Managerial Accounting				12-IntUR-G-082-m01	
Module coordinator				Module offered by	
holder of the Chair of Business Management and Accoun- ting			ement and Accoun-	Faculty of Business	Management and Economics
ECTS	Metho	od of grading	Only after succ. con	pl. of module(s)	
5	nume	rical grade			
Duratio	n	Module level	Other prerequisites		
1 seme	ster	undergraduate			
Conten	ts				
	urse of	fers an introduction to aiı abus:	ms and methods of n	nanagerial accountin	g (cost accounting).
1. Mana 2. Mana 3. Diffe 4. Cost 5. Job c 6. Cost 7. Budg 8. Cost 9. Cost Reading Coenen	Outline of syllabus: 1. Managerial accounting and financial accounting 2. Managerial accounting: basic terms 3. Different types of costs 4. Cost centre accounting based on total costs 5. Job costing based on total costs 6. Cost centre accounting and job costing based on direct/variable costs 7. Budgeting and cost-variance analysis 8. Cost-volume-profit analysis 9. Cost information and operating decisions Reading: Coenenberg/Fischer/Günther: Kostenrechnung und Kostenanalyse, Stuttgart. Friedl/Hofmann/Pedell: Kostenrechnung. Eine entscheidungsorientierte Einführung.				
Intended learning outcomes					
After completing the course "Management Accounting and Control", the students will be able to (i) set out the responsibilities of the company's internal accounting and control; (ii) define the central concepts of internal enterprise computing restriction and control and assign case studies the terms; (iii) apply the basic methods of internal corporate accounting and control on a full and cost base to idealized ca- se studies of medium difficulty that calculate relevant costs and benefits and take on this basis a reasoned deci- sion.					
Course	S (type, n	umber of weekly contact hours, la	anguage — if other than Ger	man)	
V + Ü (r	no infor	mation on SWS (weekly o	contact hours) and co	ourse language avail	able)
		s essment (type, scope, languag le for bonus)	ge — if other than German, o	examination offered — if no	t every semester, information on whether
written	exami	nation (approx. 60 minute	es)		
Allocat					
wissens and Win of othe cated in quotass among	schaft rtschaf r subje n a star : Quota applica	(Business Management a tsinformatik (Business In cts. Should the number o ndardised procedure amo 1 (50% of places): total r ants with the same numb	nd Economics), Wirts formation Systems). f applications excee- ong all applicants irre- number of ECTS credits er of ECTS credits ac	schaftsmathematik (The remaining place d the number of avai spective of their sub its already achieved hieved, places will b	lor's students of Wirtschafts- Mathematics for Economics) s will be allocated to students lable places, places will be allo- jects according to the following in the respective degree subject; e allocated by lot. Quota 2 (25% licants with the same number of

Bachelor's with 1 major Business Management and	JMU Würzburg • generated 26-Aug-2024 • exam. reg. data re-	page 14 / 182
Economics (2009)	cord Bachelor (180 ECTS) Wirtschaftswissenschaft - 2009	

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subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. Applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information	
Workload	
Teaching cycle	
Referred to in LPO I (examination regulations for teaching-degree programmes)	
Module appears in	
Bachelor' degree (1 major) Computer Science (2010)	
Bachelor' degree (1 major) Mathematics (2012)	
Bachelor' degree (1 major) Mathematics (2013)	
Bachelor' degree (1 major) Business Management and Economics (2009)	
Bachelor' degree (1 major) Business Management and Economics (2008)	
Bachelor' degree (1 major) Business Management and Economics (2010)	
Bachelor' degree (1 major) Economathematics (2009)	
Bachelor' degree (1 major) Economathematics (2012)	
Bachelor' degree (1 major) Economathematics (2008)	
Bachelor' degree (1 major) Business Information Systems (2009)	
Bachelor' degree (1 major) Business Information Systems (2008)	
Master's degree (1 major) China Business and Economics (2014)	
Master's degree (1 major) China Business and Economics (2012)	
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2010)	
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2008)	

Bachelor's with 1 major Business Management and Economics (2009)

Module title				Abbreviation	
Investment and Finance. An Introduction		12-l&F-G-082-m01			
Module coordinator			Module offered by		
holder of the Finance	Chair of Business Manag	ement, Banking and	Faculty of Business	Management and Economics	
ECTS Met	nod of grading	Only after succ. com	pl. of module(s)		
5 num	erical grade				
Duration	Module level	Other prerequisites			
1 semester	undergraduate				
Contents					
This course of and principle Outline of sy 1. Principles 2. Fundamer 3. Problems 4. Problems 5. Problems	Content: This course offers an introduction to principles of financial mathematics, several methods of capital budgeting and principles of financial economics. Outline of syllabus: 1. Principles of financial mathematics 2. Fundamental concepts 3. Problems of investment and finance in one commodity world under certainty 4. Problems of investment and finance in one commodity world under uncertainty 5. Problems of investment and finance in many commodities world under uncertainty				
	arket and corporate financ	ing in Germany			
	rning outcomes	<u></u>			
(i) to undersproach;(ii) to addres(iii) to budge	 (ii) to address the central problems in intertemporal allocation given different capital market scenarios; (iii) to budget and calculate the optimal useful life given static and dynamic investment approaches under the consideration of several other investment opportunities and the capital market scenario, especially the influence 				
Courses (type	, number of weekly contact hours, I	anguage — if other than Ger	man)		
V + Ü (no inf	ormation on SWS (weekly	contact hours) and co	urse language avail	able)	
Method of as module is credita		ge — if other than German, e	examination offered — if no	t every semester, information on whether	
written exam	ination (approx. 60 minut	es)			
Allocation of	places				
Number of places Number of places: 405. No restrictions with regard to available places for Bachelor's students of Wirtschaftswis- senschaft (Business Management and Economics), Wirtschaftsmathematik (Mathematics for Economics) and Wirtschaftsinformatik (Business Information Systems). The remaining places will be allocated to students of other subjects. Should the number of applications exceed the number of available places, places will be allo- cated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. Applicants who al- ready have successfully completed at least one module component of the respective module will be given prefe- rential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become availa- ble. Additional information					
Additional in	formation				

Bachelor's with 1 major Business Management and	
Economics (2009)	

Workload
Teaching cycle
Referred to in LPO I (examination regulations for teaching-degree programmes)
Module appears in
Bachelor' degree (1 major) Computer Science (2010)
Bachelor' degree (1 major) Mathematics (2012)
Bachelor' degree (1 major) Mathematics (2013)
Bachelor' degree (1 major) Business Management and Economics (2009)
Bachelor' degree (1 major) Business Management and Economics (2008)
Bachelor' degree (1 major) Business Management and Economics (2010)
Bachelor' degree (1 major) Economathematics (2009)
Bachelor' degree (1 major) Economathematics (2012)
Bachelor' degree (1 major) Economathematics (2008)
Bachelor' degree (1 major) Business Information Systems (2009)
Bachelor' degree (1 major) Business Information Systems (2008)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2010)

Module title					Abbreviation	
Financial Accounting				12-ExtUR-G-082-mc)1	
Module coordinator			Module offered by			
	holder of the Chair of Business Management and Business Faculty of Business Management and Economics Taxation					
ECTS Method of grading Only after succ. compl. of module(s)						
5	5 numerical grade					
Duratio	Duration Module level Other prerequisites					
1 semester undergraduate						
Conten	ts					
ble-ent	ry booł	fers an introduction to t k-keeping as well as the y according to German c	fundamentals of reco			
Intende	ed lear	ning outcomes				
		uire a basic unterstandir apply this knowledge, i.e				o arrange, re-
Course	S (type, r	number of weekly contact hours,	language — if other than Ger	rman)		
V + Ü (r	no infor	mation on SWS (weekly	contact hours) and co	ourse language avail	able)	
		sessment (type, scope, langu le for bonus)	age — if other than German,	examination offered — if no	t every semester, informat	ion on whether
written	exami	nation (approx. 60 minu	tes)			
Allocat	ion of p	olaces				
Number of places: 640. No restrictions with regard to available places for Bachelor's students of Wirtschafts- wissenschaft (Business Management and Economics), Wirtschaftsmathematik (Mathematics for Economics) and Wirtschaftsinformatik (Business Information Systems). The remaining places will be allocated to students of other subjects. Should the number of applications exceed the number of available places, places will be allo- cated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. Applicants who al- ready have successfully completed at least one module component of the respective module will be given prefe- rential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become availa- ble.						
Additio	nal inf	ormation				
Worklo	ad					
Teachir	ıg cycl	e				
Referred to in LPO I (examination regulations for teaching-degree programmes) Module appears in						
		ree (1 major) Computer S	Science (2010)			
Bachel	or' deg	ree (1 major) Mathemati ree (1 major) Mathemati	cs (2012)			
Bachelor's Economics		or Business Management and		enerated 26-Aug-2024 • exan 80 ECTS) Wirtschaftswissens		page 18 / 182

Julius-Maximilians-UNIVERSITÄT WÜRZBURG

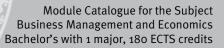
Bachelor' degree (1 major) Business Management and Economics (2009) Bachelor' degree (1 major) Business Management and Economics (2008) Bachelor' degree (1 major) Business Management and Economics (2010) Bachelor' degree (1 major) Economathematics (2009) Bachelor' degree (1 major) Economathematics (2012) Bachelor' degree (1 major) Economathematics (2008) Bachelor' degree (1 major) Business Information Systems (2009) Bachelor' degree (1 major) Business Information Systems (2009) Bachelor' degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2012) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2010) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2008)

Introduction to Business Administration 12-EBWL-G-082-1 Module cordinator Module offered by holder of the Chair for Human Resource Management and Organisation Faculty of Business Management and Only after succ. compl. of module(s) ECTS Meth-of grading Only after succ. compl. of module(s) 5 numerical grade Duratior Module level Other prerequisites 1 semester undergraduate This course will introduce students to relevant subject areas of business administration. Students overview of the different perspectives and main points of view from which a theoretical examination enterprise may take place. The course will focus on what companies or other organisations are, h ve and in what form they are organised. For this purpose, a study will be made of the economic strongeneration is the provided during lecture. Intendetermine termine								
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The aim of the lectures is to familiarise the students with the basic problem issues and perspective field of business administration.	ves within the							
Courses (type, number of weekly contact hours, language $-$ if other than German)								
V + Ü (no information on SWS (weekly contact hours) and course language available)								
Method of assessment (type, scope, language – if other than German, examination offered – if not every semester, inforr module is creditable for bonus) written examination (approx. 60 minutes)	nation on whether							
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Additional information								
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Workload								
Teaching cycle								
Referred to in LPO I (examination regulations for teaching-degree programmes)								
Module appears in								
achelor's with 1 major Business Management and JMU Würzburg • generated 26-Aug-2024 • exam. reg. data re-								

Economics (2009)

Bachelor' degree (1 major) Mathematics (2013) Bachelor' degree (1 major) Business Management and Economics (2009) Bachelor' degree (1 major) Business Management and Economics (2008) Bachelor' degree (1 major) Business Management and Economics (2010) Bachelor' degree (1 major) Economathematics (2009) Bachelor' degree (1 major) Economathematics (2012) Bachelor' degree (1 major) Economathematics (2008) Bachelor' degree (1 major) Business Information Systems (2009) Bachelor' degree (1 major) Business Information Systems (2009) Bachelor' degree (1 major) Political and Social Studies (2008) Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2012) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2010) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2008)	Bachelor' degree (1 major) Mathematics (2012)
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	Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2008)





Economics (30 ECTS credits)

Bachelor's with 1 major Business Management and Economics (2009)

JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftswissenschaft - 2009

Module title Abbr				Abbreviation		
Introduction to Economics 12-EVWL-G-082-m01					1	
Module coordinator Module offered b			Module offered by			
holder of the Chair of Monetary Policy and International Economics					conomics	
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
5	nume	rical grade				
Duratio	Duration Module level Other prerequisites					
1 semester undergraduate						
Conten	ts					
The course deals with the following topics: 1. Economics shows how markets function 2. The division of labour is the basis of our wealth 3. The market in action 4. Monopolies and cartels endanger market economies 5. The labour market and the role of unions 6. The government's role in a social market economy 7. Governmental redistribution guarantees the social balance in a market economy 8. Environmental policy and the government's allocation function 9. Objectives and agents in the macro economy 10. How do aggregate supply and demand come into equilibrium? 11. The role of fiscal policy 12. How does a central bank stabilise aggregate demand by setting interest rates? Intended learning outcomes By completing this course, students receive a fundamental understanding of economics. Students are able to grasp microeconomic as well as macroeconomic subjects and to analyze them in theoretical models. Courses (type, number of weekly contact hours, language – if other than German) V + Ü (no information on SWS (weekly contact hours) and course language available)						
		essment (type, scope, langu le for bonus)	age — if other than German,	examination offered — if no	t every semester, informat	ion on whether
		nation (approx. 60 minu	tes)			
Allocat						
Number of places: 640. No restrictions with regard to available places for Bachelor's students of Wirtschafts- wissenschaft (Business Management and Economics), Wirtschaftsmathematik (Mathematics for Economics) and Wirtschaftsinformatik (Business Information Systems). The remaining places will be allocated to students of other subjects. Should the number of applications exceed the number of available places, places will be allo- cated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. Applicants who al- ready have successfully completed at least one module component of the respective module will be given prefe- rential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become availa- ble. Additional information						
Worklo	ad					
Bachelor's v Economics		or Business Management and		enerated 26-Aug-2024 • exam 80 ECTS) Wirtschaftswissense	-	page 23 / 182

Teaching cycle

Referred to in LPO I (examination regulations for teaching-degree programmes)

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Module appears in

Bachelor' degree (1 major) Mathematics (2012) Bachelor' degree (1 major) Mathematics (2013) Bachelor' degree (1 major) Business Management and Economics (2009) Bachelor' degree (1 major) Business Management and Economics (2008) Bachelor' degree (1 major) Business Management and Economics (2010) Bachelor' degree (1 major) Economathematics (2009) Bachelor' degree (1 major) Economathematics (2012) Bachelor' degree (1 major) Economathematics (2008) Bachelor' degree (1 major) Business Information Systems (2009) Bachelor' degree (1 major) Business Information Systems (2008) Bachelor' degree (1 major) Political and Social Studies (2008) Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2012)

Module title				Abbreviation		
Macroe	econon	nics 1			12-Mak1-G-082-m01	
Module coordinator				Module offered by		
holder of the Chair of International Economics			onomics	Faculty of Business Management and Economics		
ECTS Method of grading C		Only after succ. compl. of module(s)				
5	numerical grade					
Duration Module level		Other prerequisites				
1 semester undergraduate						
Conten	Contents					

Description:

This module covers basic macroeconomic relationships, the declaration of employment, production, interest, current and capital account, nominal and real exchange rate, prices and inflation - in the long run (with flexible wages and prices) and in the short term (with fixed wages and prices). The course will familiarise students with concepts which are of central importance in a globalised environment (e. g. interest rate arbitrage, foreign exchange risk, purchasing power parity). The explanations will be applied to current issues (e. g. current account balances in the global economy; questions related to the European monetary union and the global financial crisis).

Outline of syllabus:

- 1. Macroeconomic issues and characteristics
- Issues of macroeconomics
- The measurement of economic activity
- 2. Long-term relationships
- The classic long-term model of the closed economy
- Money and Inflation
- The classic long-term model of a small open economy
- Unemployment
- 3. Short and medium-term relationships
- Fluctuations of economic activity: an introduction
- The IS-LM model of a closed economy
- The IS-LM model of an open economy
- Aggregate supply and Phillips curve
- Conclusion and outlook

Reading:

The latest editions of the following textbooks:

N. Gregory Mankiw: Macroeconomics [students are recommended to read the original English edition; they may also read the German translation]

Olivier Blanchard and David H. Johnson, Macroeconomics Prentice Hall; [a German-language edition of the book by Oliver Blanchard and Gerhard Illing is available from Pearson Studium].

Michael Burda and Charles Wyplosz: Macroeconomics. A European text.

To illustrate the lecture, case studies in particular will be developed in which more current sources are used.

Intended learning outcomes

This expertise enables the students to penetrate economically-intuitively and analytically macroeconomic interactions and problems in the course of advancing globalization and to deal with these arguments. Students learn to interpret on a scientific basis the impact of macroeconomic developments in individual economic actors (businesses, households, the state).

Courses (type, number of weekly contact hours, language – if other than German)

 $V + \ddot{U}$ (no information on SWS (weekly contact hours) and course language available)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

written examination (approx. 60 minutes)

Allocation of places

Number of places: 640. No restrictions with regard to available places for Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics), Wirtschaftsmathematik (Mathematics for Economics) and Wirtschaftsinformatik (Business Information Systems). The remaining places will be allocated to students of other subjects. Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. Applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

Referred to in LPO I (examination regulations for teaching-degree programmes)

Module appears in

Bachelor' degree (1 major) Mathematics (2012) Bachelor' degree (1 major) Mathematics (2013) Bachelor' degree (1 major) Business Management and Economics (2009) Bachelor' degree (1 major) Business Management and Economics (2008) Bachelor' degree (1 major) Business Management and Economics (2010) Bachelor' degree (1 major) Economathematics (2009) Bachelor' degree (1 major) Economathematics (2012) Bachelor' degree (1 major) Economathematics (2008) Bachelor' degree (1 major) Business Information Systems (2009) Bachelor' degree (1 major) Business Information Systems (2009) Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2012) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2008)

Macroeconomics 2 Module coordinator holder of the Chair of Public Finance ECTS Method of grading Only after succ. con 5 numerical grade Duration Module level Other prerequisites 1 semester undergraduate Contents Undergraduate Description: The lecture provides an introduction to long run or dynamic Contents: I. Phillips curve and dynamic model I. Phillips curve and policy 3. Microeconomic foundations of macroeconomics Macroeconomics	5					
holder of the Chair of Public Finance ECTS Method of grading Only after succ. con 5 numerical grade Duration Module level Other prerequisites 1 semester undergraduate Contents Description: The lecture provides an introduction to long run or dynamic Contents: 1. Phillips curve and dynamic model 2. Growth theory and policy	Faculty of Business Management and Economics npl. of module(s)					
ECTS Method of grading Only after succ. con 5 numerical grade Duration Module level Other prerequisites 1 semester undergraduate Contents Endergraduate Description: The lecture provides an introduction to long run or dynamic Contents: 1. Phillips curve and dynamic model 2. Growth theory and policy	npl. of module(s)					
5 numerical grade Duration Module level Other prerequisites 1 semester undergraduate Contents Description: The lecture provides an introduction to long run or dynamic Contents: 1. Phillips curve and dynamic model 2. Growth theory and policy	5					
Duration Module level Other prerequisites 1 semester undergraduate Contents Description: The lecture provides an introduction to long run or dynamic Contents: 1. Phillips curve and dynamic model 2. Growth theory and policy						
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Contents Description: The lecture provides an introduction to long run or dynamic Contents: 1. Phillips curve and dynamic model 2. Growth theory and policy	issues of macroeconomic theory and policy.					
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The lecture provides an introduction to long run or dynamic Contents: 1. Phillips curve and dynamic model 2. Growth theory and policy	issues of macroeconomic theory and policy.					
 4. Macroeconomic policy Lecture notes to be provided by Chair. Intended learning outcomes After completing the course "Makroökonomie 2" students a th theory, they know the microeconomic foundations of motertemporal budget constraint of the government. Therefore 	dern macroeconomic theory and understand the in- they are able to discuss the growth and distributio-					
nal consequences of policy reforms by applying simple economic models. Courses (type, number of weekly contact hours, language – if other than German) V + Ü (no information on SWS (weekly contact hours) and course language available) Method of assessment (type, scope, language – if other than German, examination offered – if not every semester, information on whether						
module is creditable for bonus)	-					
written examination (approx. 60 minutes)						
Allocation of places						
Number of places: 640. No restrictions with regard to available places for Bachelor's students of Wirtschafts- wissenschaft (Business Management and Economics), Wirtschaftsmathematik (Mathematics for Economics) and Wirtschaftsinformatik (Business Information Systems). The remaining places will be allocated to students of other subjects. Should the number of applications exceed the number of available places, places will be allo- cated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. Applicants who al- ready have successfully completed at least one module component of the respective module will be given prefe- rential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become availa- ble.						
Additional information						
Workload						

Teaching cycle

Referred to in LPO I (examination regulations for teaching-degree programmes)

Module appears in

Bachelor' degree (1 major) Mathematics (2012) Bachelor' degree (1 major) Mathematics (2013)

Bachelor' degree (1 major) Business Management and Economics (2009)

Bachelor' degree (1 major) Business Management and Economics (2008)

Bachelor' degree (1 major) Business Management and Economics (2010)

Bachelor' degree (1 major) Economathematics (2009)

Bachelor' degree (1 major) Economathematics (2012)

Bachelor' degree (1 major) Economathematics (2008)

Bachelor' degree (1 major) Business Information Systems (2009)

Bachelor' degree (1 major) Business Information Systems (2008)

Master's degree (1 major) China Business and Economics (2014)

Master's degree (1 major) China Business and Economics (2012)

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2008)

Module title					Abbreviation	
Microeconomics 2					12-Mik2-G-082-m01	
Module coordinator				Module offered by		
holder of the Chair of Industrial Economics			nics	Faculty of Business Management and Economics		
ECTS Method of grading Only aft		Only after succ. con	npl. of module(s)			
5	5 numerical grade					
Duration Module level		Other prerequisites				
1 semester undergraduate						
Conten	Contents					
1						

Outline of syllabus:

- 1. Cost minimisation
- 2. Profit maximisation and the supply function
- 3. Short-run market equilibrium
- 4. Long-run market equilibrium
- 5. Government interventions
- 6. Monopoly
- 7. Pricing strategies with market power
- 8. Introduction to game theory
- 9. Strategic interaction and oligopoly

Intended learning outcomes

The aim of the course is to understand how markets work. We will investigate the behavior of a company in different market structures; namely perfectly competitive markets, monopoly markets and all forms in between, the so-called oligopoly markets. Ultimately, we are interested in whether the market results from a social point of view is desirable. Using our models, we will also try to analyze the consequences of different government interventions. The knowledge that students gain in this course will be in their future course of studies of benefits to them. In almost all business and economics lectures markets play a role. It also discussed in detail how economic actors make their decisions. Students will thus learn the important building blocks of economic thought. This knowledge will also be useful in the workplace and even in their private lives.

Courses (type, number of weekly contact hours, language-if other than German)

V + Ü (no information on SWS (weekly contact hours) and course language available)

Method of assessment (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)

written examination (approx. 60 minutes)

Allocation of places

Number of places: 405. No restrictions with regard to available places for Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics), Wirtschaftsmathematik (Mathematics for Economics) and Wirtschaftsinformatik (Business Information Systems). The remaining places will be allocated to students of other subjects. Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. Applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Bachelor's with 1 major Business Management and Economics (2009)

Teaching cycle

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Referred to in LPO I (examination regulations for teaching-degree programmes)

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Module appears in

Bachelor' degree (1 major) Mathematics (2012) Bachelor' degree (1 major) Mathematics (2013) Bachelor' degree (1 major) Business Management and Economics (2009) Bachelor' degree (1 major) Business Management and Economics (2008) Bachelor' degree (1 major) Business Management and Economics (2010) Bachelor' degree (1 major) Economathematics (2009) Bachelor' degree (1 major) Economathematics (2012) Bachelor' degree (1 major) Economathematics (2008) Bachelor' degree (1 major) Business Information Systems (2009) Bachelor' degree (1 major) Business Information Systems (2009) Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2012)

Module title Abbreviation					Abbreviation		
Introduction to Economic Policy 12-WiPo-G-082-mo1							
Module coordinator				Module offered by			
holder of the Chair of Economic Order and Social Po			and Social Policy	Faculty of Business	Management and Economics		
			Only after succ. con	npl. of module(s)			
5		rical grade		1			
Duratio		Module level	Other prerequisites				
1 semester undergraduate							
Contents							
Interster Integraduate Contents Description: The course consists of six chapters. The first chapter illustrates what economists have in mind when referring to the term "conomic policy" and discusses its objectives, means and institutions. The following chapters deal with the objectives that are set out in the German "Gesetz zur Förderung der Stabilität und des Wachstums der Wirtschaft" ("Law for Promoting Stability and Growth of the Economy") of 1967. Each chapter uses current macroeconomic data to evaluate the degree to which the particular objective is achieved, discusses the reasons of possible problems and demonstrates actions the government may take to cure the problems. Outline of syllabus: 1. Introduction . Introduction							
Intende	ed lear	ning outcomes					
Intended learning outcomes The students gain a basic understanding of the role of the state in national and international economies. Based on a number of macroeconomic models (AS/AD, IS/LM, phillips curve, labor market equilibria, Solow model, Be- veridge curve, etc.), students study the abilitiy of the state to influence national and global economies. Students learn to assess in which situations such influence can be welfare-enhancing and under which circumstances go- vernmental interventions may be harmful. After successful completion of the course, students are able to analy- ze concrete economic situations and to develop policy options of the state. In addition, students have learned to							

assess the situation of a country on the basis of empirical macroeconomic data and to explain the particular problems based on different models.

Courses (type, number of weekly contact hours, language — if other than German)

V + Ü (no information on SWS (weekly contact hours) and course language available)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

written examination (approx. 60 minutes)

Allocation of places

Number of places: 405. No restrictions with regard to available places for Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics), Wirtschaftsmathematik (Mathematics for Economics) and Wirtschaftsinformatik (Business Information Systems). The remaining places will be allocated to students of other subjects. Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. Applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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Referred to in LPO I (examination regulations for teaching-degree programmes)

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Module appears in

Bachelor' degree (1 major) Mathematics (2012)
Bachelor' degree (1 major) Mathematics (2013)
Bachelor' degree (1 major) Business Management and Economics (2009)
Bachelor' degree (1 major) Business Management and Economics (2008)
Bachelor' degree (1 major) Business Management and Economics (2010)
Bachelor' degree (1 major) Economathematics (2009)
Bachelor' degree (1 major) Economathematics (2012)
Bachelor' degree (1 major) Economathematics (2008)
Bachelor' degree (1 major) Business Information Systems (2009)
Bachelor' degree (1 major) Business Information Systems (2008)
Bachelor' degree (1 major) Political and Social Studies (2008)
Bachelor' degree (1 major) Political and Social Studies (2011)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2010)
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2008)



Module	Module title Abbreviation					
Microe	Microeconomics 1 12-Mik1-G-082-m01					
Module	coord	inator		Module offered by		
holder of the Chair for Economics, Contract Theo formation Economics			ract Theory and In-	Faculty of Business	Management and Economics	
ECTS	Metho	od of grading	Only after succ. com	pl. of module(s)		
5	nume	rical grade				
Duratio	n	Module level	Other prerequisites			
1 semes	ster	undergraduate				
Conten	ts					
The lecture covers the following topics Theory of the household: 1. Utility maximisation under constraints 2. Comparative statics 3. Income and substitution effects 4. Labour supply 5. Intertemporal consumption / savings decisions Theory of the firm: 6. Production functions (technology) 7. Profit maximisation 8. Long run versus short run cost minimisation 9. Supply of goods Intended learning outcomes						
Students are systematically trained in microeconomic methods relevant in household and firm theory. Accordingly, they will know how to solve optimization problems under constraints. These scientific methods will serve as useful in many fields of specialization in economics and business administration. In particular, studends know analytically how to analyze the impact of changes in the economic environment, e.g., wages, interest rates, inco-						

me on individual decision making.

Courses (type, number of weekly contact hours, language - if other than German)

V + Ü (no information on SWS (weekly contact hours) and course language available)

Method of assessment (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)

written examination (approx. 60 minutes)

Allocation of places

Number of places: 640. No restrictions with regard to available places for Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics), Wirtschaftsmathematik (Mathematics for Economics) and Wirtschaftsinformatik (Business Information Systems). The remaining places will be allocated to students of other subjects. Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. Applicants who already have successfully completed at least one module component of the respective module will be given prefe-

Bachelor's with 1 major Business Management and	JMU Würzburg • generated 26-Aug-2024 • exam. reg. data re-	page 33 / 182
Economics (2009)	cord Bachelor (180 ECTS) Wirtschaftswissenschaft - 2009	

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Module Catalogue for the Subject Business Management and Economics Bachelor's with 1 major, 180 ECTS credits

rential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

Workload

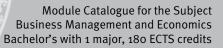
Teaching cycle

Referred to in LPO I (examination regulations for teaching-degree programmes)

Module appears in

Bachelor' degree (1 major) Mathematics (2012) Bachelor' degree (1 major) Mathematics (2013) Bachelor' degree (1 major) Business Management and Economics (2009) Bachelor' degree (1 major) Business Management and Economics (2008) Bachelor' degree (1 major) Business Management and Economics (2010) Bachelor' degree (1 major) Economathematics (2009) Bachelor' degree (1 major) Economathematics (2012) Bachelor' degree (1 major) Economathematics (2012) Bachelor' degree (1 major) Economathematics (2008) Bachelor' degree (1 major) Business Information Systems (2009) Bachelor' degree (1 major) Business Information Systems (2008) Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2012)





Quantitative Methods

(30 ECTS credits)

Module title					Abbreviation		
Mathematics 1 for students in Economics					10-M-MWW1-072-m01		
Module coordinator				Module offered by			
Dean of Studies Mathematik (Mathematics)			atics)	Institute of Mathematics			
ECTS	Metho	Nethod of grading Only after succ. compl. of module(s)					
5	nume	rical grade		-			
Duratio	n	Module level	Other prerequisites				
1 semester undergraduate							
Contents							
Theory of real-valued functions in one or two variables.							
Intended learning outcomes							
The student learns basic mathematical techniques in analysis. He/She is able to apply these methods to simple							
problems in economical modelling.							
Courses (type, number of weekly contact hours, language — if other than German)							
V + Ü (no information on SWS (weekly contact hours) and course language available)							
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether							
		le for bonus)					
written	examiı	nation (approx. 120 minu	tes)				
Allocati							
	<u></u>						
	nal inf	ormation					
Addition							
Warklag							
Workloa	aa						
Teaching cycle							
Referre	d to in	LPO I (examination regulation	s for teaching-degree progra	mmes)			
Module	appea	in in					
Bachelo	or' deg	ree (1 major) Geography ((2008)				
Bachelor' degree (1 major) Business Management and Economics (2009)							
Bachelor' degree (1 major) Business Management and Economics (2007)							
Bachelor' degree (1 major) Business Management and Economics (2013)							
Bachelor' degree (1 major) Business Management and Economics (2008)							
Bachelor' degree (1 major) Business Management and Economics (2010)							
Bachelor' degree (1 major) Business Information Systems (2014)							
Bachelor' degree (1 major) Business Information Systems (2013)							
Bachelor' degree (1 major) Business Information Systems (2007)							
	Bachelor' degree (1 major) Business Information Systems (2009)						
Bachelor' degree (1 major) Business Information Systems (2008)							

Module	e title				Abbreviation
Mathematics 2 for students in Economics 10-M-MWW2-072-m01					10-M-MWW2-072-m01
Module	e coord	inator		Module offered by	
Dean of	f Studi	es Mathematik (Mathema	atics)	Institute of Mathem	atics
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)	
5	nume	rical grade			
Duratio	n	Module level	Other prerequisites		
1 seme	ster	undergraduate			
Conten	ts				
Theory	of real-	valued functions in seve	ral variables and bas	ics in linear algebra.	
Intende	ed lear	ning outcomes			
The stu	dent d	eepens his/her knowled	ge in analysis and lea	Irns basic linear alge	bra. He/She is able to apply the-
		simple problems in eco			
Course	S (type, r	umber of weekly contact hours, I	anguage — if other than Gei	man)	
V + Ü (r	no infoi	mation on SWS (weekly	contact hours) and co	ourse language avail	able)
Method	d of ass	essment (type, scope, langua	ge — if other than German,	examination offered — if no	t every semester, information on whether
module is	creditab	le for bonus)			
written	exami	nation (approx. 120 minu	ites)		
Allocat	ion of p	olaces			
Additio	nal inf	ormation			
			-		
Worklo	ad				
Teachir	ng cycl	e			
Referre	d to in	LPO I (examination regulation	s for teaching-degree progra	mmes)	
		- (0.0.1		
 Module	appea	rs in			
 Module			(2008)		
Bachel	or' deg	ree (1 major) Geography		omics (2009)	
Bachel Bachel	or' deg or' deg		anagement and Econ	-	
Bachelo Bachelo Bachelo	or' deg or' deg or' deg	ree (1 major) Geography ree (1 major) Business M	anagement and Econ anagement and Econ	omics (2007)	
Bachelo Bachelo Bachelo Bachelo	or' deg or' deg or' deg or' deg	ree (1 major) Geography ree (1 major) Business M ree (1 major) Business M	anagement and Econ anagement and Econ anagement and Econ	omics (2007) omics (2013)	
Bachelo Bachelo Bachelo Bachelo Bachelo	or' deg or' deg or' deg or' deg or' deg	ree (1 major) Geography ree (1 major) Business M ree (1 major) Business M ree (1 major) Business M	anagement and Econ anagement and Econ anagement and Econ anagement and Econ	omics (2007) omics (2013) omics (2008)	
Bachelo Bachelo Bachelo Bachelo Bachelo Bachelo	or' deg or' deg or' deg or' deg or' deg or' deg	ree (1 major) Geography ree (1 major) Business M ree (1 major) Business M ree (1 major) Business M ree (1 major) Business M ree (1 major) Business M	anagement and Econ anagement and Econ anagement and Econ anagement and Econ anagement and Econ	omics (2007) omics (2013) omics (2008) omics (2010)	
Bachelo Bachelo Bachelo Bachelo Bachelo Bachelo	or' deg or' deg or' deg or' deg or' deg or' deg or' deg	ree (1 major) Geography ree (1 major) Business M ree (1 major) Business M ree (1 major) Business M ree (1 major) Business M	anagement and Econ anagement and Econ anagement and Econ anagement and Econ anagement and Econ formation Systems (2	omics (2007) omics (2013) omics (2008) omics (2010) 2014)	
Bachelo Bachelo Bachelo Bachelo Bachelo Bachelo Bachelo	or' deg or' deg or' deg or' deg or' deg or' deg or' deg or' deg	ree (1 major) Geography ree (1 major) Business M ree (1 major) Business M ree (1 major) Business M ree (1 major) Business M ree (1 major) Business In ree (1 major) Business In	anagement and Econ anagement and Econ anagement and Econ anagement and Econ anagement and Econ formation Systems (2 formation Systems (2	omics (2007) omics (2013) omics (2008) omics (2010) 2014) 2013)	
Bachelo Bachelo Bachelo Bachelo Bachelo Bachelo Bachelo Bachelo	or' deg or' deg or' deg or' deg or' deg or' deg or' deg or' deg or' deg	ree (1 major) Geography ree (1 major) Business M ree (1 major) Business In	anagement and Econ anagement and Econ anagement and Econ anagement and Econ anagement and Econ formation Systems (2 formation Systems (2	omics (2007) omics (2013) omics (2008) omics (2010) 2014) 2013) 2007)	

Module title			Abbreviation				
Descrip	otive St	atistics and Introductior	n to Probability		12-Stat-G-082-m01		
Module	e coord	inator		Module offered by			
holder	of the C	Chair of Econometrics		Faculty of Business	Management and E	conomics	
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)			
5	nume	rical grade					
Duratio	n	Module level	Other prerequisites				
1 seme	ster	undergraduate					
Conten	ts						
This mo It introc dimens multi-d probab Outline 1. Basic 2. Frequ 3. Distr 4. Multi 5. Indep 6. Fund	Description: This module deals with the basic terms and concepts of descriptive statistics, indices and probability calculus. It introduces students to common frequency distributions and fundamental distributional characteristics of one- dimensional data as well as basic concepts and methodology necessary for the description and interpretation of multi-dimensional data. In addition, interpretation and calculation with indices as well as fundamental terms of probability calculus are discussed in the second half of the course. Outline of syllabus: 1. Basic terms in statistics 2. Frequency distributions 3. Distributional characteristics 4. Multi-dimensional data 5. Index calculus 6. Fundamental probability calculus						
Assenn Bambe Bohley, Hartung Hippma Leiner, Litz, H Mosler, Schaich Schaich	 7. Random variables and distributions Reading: Assenmacher, W.: Deskriptive Statistik, Springer. Bamberg, G., Baur, F.: Statistik, Oldenbourg. Bohley, P.: Statistik, Oldenbourg. Hartung, J., Elpelt, B., Klösner, KH.: Statistik, Oldenbourg. Hippmann, HD.: Statistik, Schäffer-Poeschel. Leiner, B.: Einführung in die Statistik. Litz, HP.: Statistische Methoden in den Wirtschafts- und Sozialwissenschaften, Oldenbourg. Mosler, K., Schmid, F.: Beschreibende Statistik und Wirtschaftsstatistik, Springer. Schaich, E., Köhle, B., Hartung, J.: Statistik I für Volkswirte, Betriebswirte und Soziologen, Verlag Franz Vahlen. Schira, J.: Statistische Methoden der VWL und BWL, Pearson Studium. 						
Intende	ed learn	ning outcomes					
Students acquire knowledge of the fundamental terms and concepts of descriptive statistics. In particular, they become familiar with the application and interpretation of common visual and formal tools for descriptive data analysis while simultaneously learning how to competently deal with economic and/or statistical data. On the visual side, this includes knowledge of the construction and interpretation of histograms, bar plots, pie charts, and empirical distribution functions, while on the formal side students learn how to deal with basic distribution nal characteristics and correlation measures. Additionally, students are familiarized with index calculus and interpretation (in particular the Laspeyres and the Paasche price index) as well as with the most fundamental concepts and terms of probability calculus. The competences acquired in this course serve as a prerequisite for "Introductory Statistics II".							
		mation on SWS (weekly			able)		
Method	d of ass	sessment (type, scope, langua				on on whether	
		nation (approx. 120 minu	ites)				
	with 1 maj	or Business Management and	JMU Würzburg • ge	enerated 26-Aug-2024 • exam 80 ECTS) Wirtschaftswissenso	-	page 38 / 182	

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Allocation of places

Number of places: 640. No restrictions with regard to available places for Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics), Wirtschaftsmathematik (Mathematics for Economics) and Wirtschaftsinformatik (Business Information Systems). The remaining places will be allocated to students of other subjects. Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. Applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

Teaching cycle

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Referred to in LPO I (examination regulations for teaching-degree programmes)

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Module appears in

Bachelor' degree (1 major) Business Management and Economics (2009) Bachelor' degree (1 major) Business Management and Economics (2008) Bachelor' degree (1 major) Business Management and Economics (2010) Bachelor' degree (1 major) Business Information Systems (2009) Bachelor' degree (1 major) Business Information Systems (2008) Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2012)

Module	title				Abbreviation
Introduction to Statistical Inference and Regression Analys				is	12-QWF-G-082-m01
Module	coord	inator		Module offered by	
holder	of the C	hair of Econometrics		Faculty of Business	Management and Economics
ECTS	Metho	od of grading	Only after succ. com	pl. of module(s)	
5		rical grade			
Duratio	n	Module level	Other prerequisites		
1 semes		undergraduate			
Conten					
method or the e dament on, app sis is gi The kno	odule d ls of inf exponen- tal cone- blication ven tov owledge Compu	ferential statistics. Some ntial distribution are intro cepts and techniques use n and interpretation of hy wards the end of the cour e and skills acquired in th	of the most famous of oduced in the first ha ed in inferential statis ypothesis tests. Addit rse. his course serve as a	distributions such as If of the course. The stics, including inter tionally, an introduct prerequisite for the	ell as with the basic terms and s the normal, binomial, poisson second half deals with the fun- val estimation and the constructi- tion to multiple regression analy- course "Computerprakti- urse "Ökonometrie I" ("Econome-
 2. Distri 3. On th 4. Centri 5. Infere 6. Inter 7. Hypo 	om var ibution ne impo ral limit ential s val esti thesis	iables and their distribut parameters ortance of the normal dist t theorems tatistics mation			
Intende	ed learr	ning outcomes			
Students acquire a basic knowledge of the techniques necessary for the analysis of random events. They will be familiar with different distributions and their respective parameters. Apart from basic estimation methods for these unknown parameters, students learn how to construct and interpret common statistical tests and are able to apply these to specific economic or business questions. Additionally, students acquire a basic understanding of ordinary least square (OLS), enabling them to read simple scientific papers and to apply these tools to scientific questions.					
		ces acquired in this cour the subsequent Master's			'Computer Lab in Regression
Courses	S (type, n	umber of weekly contact hours, l	anguage — if other than Ger	man)	
V + Ü (n	no infor	mation on SWS (weekly o	contact hours) and co	ourse language avail	able)
		essment (type, scope, langua le for bonus)	ge — if other than German, e	examination offered — if no	t every semester, information on whether
written	examir	nation (approx. 120 minu	tes)		
Allocati	ion of p	olaces			
wissens and Wir of other	schaft (rtschaft r subje	(Business Management a tsinformatik (Business In cts. Should the number o	nd Economics), Wirts formation Systems). of applications exceed	schaftsmathematik (The remaining place d the number of avai	lor's students of Wirtschafts- Mathematics for Economics) is will be allocated to students lable places, places will be allo- bjects according to the following

UNIVERSITÄT WÜRZBURG

Module Catalogue for the Subject Business Management and Economics Bachelor's with 1 major, 180 ECTS credits

quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. Applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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Referred to in LPO I (examination regulations for teaching-degree programmes)

Module appears in

Bachelor' degree (1 major) Business Management and Economics (2009) Bachelor' degree (1 major) Business Management and Economics (2008) Bachelor' degree (1 major) Business Management and Economics (2010) Bachelor' degree (1 major) Business Information Systems (2007) Bachelor' degree (1 major) Business Information Systems (2009) Bachelor' degree (1 major) Business Information Systems (2008) Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2012)

Module	e title				Abbreviation
Introduction to Business Informatics 12-EWiinf-G-082-mo1					
Module	e coord	inator		Module offered by	<u>I</u>
holder Informa			agement and Business	Faculty of Business	Management and Economics
ECTS	Meth	od of grading	Only after succ. con	npl. of module(s)	
5	nume	rical grade			
Duratio	on	Module level	Other prerequisites		
1 seme	ster	undergraduate			
Conten	ts				
2. From 3. eCor 4. Func 5. Appl 6. Inter Readin Thome Intendo The cor (i) an o	n data p nmerce tionali ication commu g: : Grunc ed lear urse "E verviev	v of the different task f	25	formations systems	
			rs, language — if other than Ge		
V + Ü (ı	10 info	rmation on SWS (week	ly contact hours) and co	ourse language avail	able)
		sessment (type, scope, lang le for bonus)	guage — if other than German,	examination offered — if no	ot every semester, information on whether
written	exami	nation (approx. 60 min	utes)		
Allocat	ion of	places			
wissen and Wi of othe cated i quotas among of plac subject ready h rential	schaft rtschaf r subje n a stai : Quota applic es): nu t semes nave su consid	(Business Managemen tsinformatik (Business cts. Should the numbe ndardised procedure a a 1 (50% of places): tot ants with the same num mber of subject semes sters, places will be all ccessfully completed a eration. Places on all c	at and Economics), Wirt information Systems). er of applications excee mong all applicants irre al number of ECTS cred mber of ECTS credits ac iters of the respective a ocated by lot. Quota 3 (at least one module con ourses of the module c	schaftsmathematik (The remaining place d the number of avai espective of their sub its already achieved hieved, places will b pplicant; among app (25% of places): allo nponent of the respe- omponent with a res	elor's students of Wirtschafts- (Mathematics for Economics) es will be allocated to students ilable places, places will be allo- ojects according to the following in the respective degree subject e allocated by lot. Quota 2 (25% olicants with the same number o cation by lot. Applicants who al- ective module will be given prefe stricted number of places will be -allocated as they become availa

Additional information

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Bachelor's with 1 major Business Management and	l
Economics (2009)	

Workload

Teaching cycle

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Referred to in LPO I (examination regulations for teaching-degree programmes)

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Module appears in

Bachelor' degree (1 major) Computer Science (2010)

Bachelor' degree (1 major) Business Management and Economics (2009) Bachelor' degree (1 major) Business Management and Economics (2008)

Bachelor' degree (1 major) Business Management and Economics (2010)

Bachelor' degree (1 major) Business Information Systems (2009)

Bachelor' degree (1 major) Business Information Systems (2008)

Master's degree (1 major) China Business and Economics (2014)

Master's degree (1 major) China Business and Economics (2012)

Module	title				Abbreviation
Applied Computer Science					12-Alnf-G-082-m01
Module	coord	inator		Module offered by	
holder	of the C	Chair of Information Syste	ems Engineering	Faculty of Business	Management and Economics
ECTS	Metho	od of grading	Only after succ. com	pl. of module(s)	
5		rical grade			
Duratio	n	Module level	Other prerequisites		
1 seme	ster	undergraduate			
Conten	ts				
informa	tion sy	stems.	overview of the tech	nical fundamentals a	and the development of business
		ning outcomes			
(i) Com (ii) Desi (iii) Net	puter A ign and works tware d	ovides students with bas rchitecture and System S I modeling of databases levelopment			
_		umber of weekly contact hours, l	anguage — if other than Ger	man)	
V + Ü (r	io infor	mation on SWS (weekly o	contact hours) and co	ourse language avail	able)
module is	creditab	le for bonus)		examination offered — if no	t every semester, information on whether
		nation (approx. 60 minut	es)		
Allocat					
Number of places: 640. No restrictions with regard to available places for Bachelor's students of Wirtschafts- wissenschaft (Business Management and Economics), Wirtschaftsmathematik (Mathematics for Economics) and Wirtschaftsinformatik (Business Information Systems). The remaining places will be allocated to students of other subjects. Should the number of applications exceed the number of available places, places will be allo- cated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. Applicants who al- ready have successfully completed at least one module component of the respective module will be given prefe- rential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become availa- ble.					
Additio	nal info	ormation			
Worklo	ad				
Teachir	ng cyclo	9			
	J 4 . •				
Referre	a to in	LPO I (examination regulations	s for teaching-degree progra	mmes)	
Module	appea	rs in			

Bachelor' degree (1 major) Business Management and Economics (2009) Bachelor' degree (1 major) Business Management and Economics (2008) Bachelor' degree (1 major) Business Management and Economics (2010) Bachelor' degree (1 major) Business Information Systems (2009) Bachelor' degree (1 major) Business Information Systems (2008)



Law (10 ECTS credits)

Modul	e title				Abbreviation
Introdu	uction t	o the German Legal Syst	em for Economists		02-EReWi-G-082-m01
Module coordinator Module offered by				Module offered by	<u> </u>
Dean o	of the Fa	aculty of Law		Faculty of Law	
ECTS		od of grading	Only after succ. con	· · ·	
5	nume	rical grade		-	
Duratio	on	Module level	Other prerequisites		
1 seme	ster	undergraduate			
Conter	nts		•		
Dieses setzen pa, UN Intend	Modul , Arten O), die ed lear t		n die Rechtswissensc ion des Gerichtswese g (Privatrecht, Öffentl	ens, Rechtsquellenku iches Recht, Strafrec	das Zustandekommen von Ge- unde, Internationales Recht (Euro ht).
komme Strukti	ens und ur der R		sung und Folgen von '	Verträgen, des Zusta	n Rechtsordnung, des Zustande- Indekommens von Gesetzen, der
	_	rmation on SWS (weekly			2012
					ot every semester, information on whether
		le for bonus)			st every semester, mormation on whether
written	exami	nation (approx. 120 minu	ites)		
Allocat	tion of p	olaces			
Additio	onal inf	ormation			
Worklo	ad				
Teachi	ng cycl	e			
Referre	ed to in	LPOI (examination regulation	s for teaching-degree progra	ummes)	
Modul	e appea	ars in			
Bachel Bachel	or' deg or' deg	ree (1 major) Business M ree (1 major) Business M ree (1 major) Business M ree (1 major) Business M	anagement and Econ anagement and Econ	omics (2013) omics (2008)	

Module	title				Abbreviation		
Company Law and Commercial Law 02-G&HRe-G-082					02-G&HRe-G-082-m01		
Module	coord	inator		Module offered by			
Dean of	f the Fa	culty of Law		Faculty of Law			
ECTS	Metho	od of grading	Only after succ. com	pl. of module(s)			
5	nume	rical grade					
Duratio	n	Module level	Other prerequisites				
1 seme	ster	undergraduate					
Conten	ts						
Germar	n conte	nts available but not tran	slated yet.				
Dieses	Modul	bietet eine Einführung in	das deutsche und ei	uropäische Gesellscl	hafts- und Handelsrecht.		
Intende	ed learr	ning outcomes					
Germar	n intend	ded learning outcomes av	vailable but not trans	lated yet.			
schafts gen des	formen 5 Recht	, Vertretungsmacht, Haft s der Handelsgeschäfte i	ung, Gründung und A und der Handelsgese	uflösungen von Ges llschaften.	chts, insbesondere über Gesell- ellschaften sowie über Grundla-		
		umber of weekly contact hours, l					
		mation on SWS (weekly o					
		e ssment (type, scope, langua) le for bonus)	ge — if other than German, e	examination offered — if no	t every semester, information on whether		
written	examir	nation (approx. 120 minu	tes)				
Allocat	ion of p	olaces					
Additio	nal inf	ormation					
Worklo	ad						
Teachir	ng cycl	9					
Referre	Referred to in LPO I (examination regulations for teaching-degree programmes)						
Module							
	-	ree (1 major) Business Ma	-	-			
	-	ree (1 major) Business Ma ree (1 major) Business Ma	•				
	0	. , ,	5				



Compulsory Electives

(50 ECTS credits)

Of the following 16 modules, students may take no more than 4 modules: 12-APB1, 12-APB2, 12-APB3, 12-APB4, 12-APV1, 12-APV2, 12-APV3, 12-APV4, 12-APM1, 12-APM2, 12-APM3, 12-APM4, 12-APAF1, 12-APAF2, 12-APAF3, 12-APAF4



Module Catalogue for the Subject Business Management and Economics Bachelor's with 1 major, 180 ECTS credits

Business Administration

(5 ECTS credits)

Module coordinator Module offered by holder of the Chair of Entrepreneurship and Strategy Faculty of Business Management and Economics ECTS Method of grading Only after succ. compl. of module(s) 5 numerical grade Duration Module level Other prerequisites 1 semester undergraduate Contents Encores introduces students to the basics of entrepreneurial self-employment. In addition to discussing theoretical concepts covering the definition, creation and performance of new ventures, the course will also discuss methods and instruments for a potential entrepreneurial career. Several content areas of start-up planning are being covered during the course of the lecture including team compilation, business model creation and financing. Contents of the course: 1. 1. Introduction to entrepreneurship 2. 2. Human resources in start-ups 3. 3. Opportunity analysis 4. 4. Business modelling 5. 5. Entrepreneurship in the digital industry	Module title				Abbreviation		
holder of the Chair of Entrepreneurship and Strategy Faculty of Business Management and Economics ECTS Method of grading Only after succ. compl. of module(s) 5 numerical grade - Duration Module level Other prerequisites 1 semester undergraduate - Contents Description: - The course introduces students to the basics of entrepreneurial self-employment. In addition to discussing theoretical concepts covering the definition, creation and performance of new ventures, the course will also discuss methods and instruments for a potential entrepreneurial career. Several content areas of start-up planning are being covered during the course of the lecture including team compilation, business model creation and financing. Contents of the course: 1. Introduction to entrepreneurship 1. Human resources in start-ups 3. Opportunity analysis 4. Business modelling 5. 5. Entrepreneurship in the digital industry 6. Business panning 7. Finance 8. Marketing in start-ups 8. Marketing in start-ups 9. 9. Opportunity analysis 4. 9. Opportunity analysis 4. 9. Business modelling the tentrepreneurship field to real life situations; (i) describe and analyze the entrepreneurship field to real life situations;	Entrepreneurship					12-EPS-091-m01	
EETS Method of grading Only after succ. compl. of module(s) 5 numerical grade Duration Module level Other prerequisites 1 semester undergraduate Contents Description: The course introduces students to the basics of entrepreneurial self-employment. In addition to discussing theoretical concepts covering the definition, creation and performance of new ventures, the course will also discuss methods and instruments for a potential entrepreneurial career. Several content areas of start-up planning are being covered during the course of the lecture including team compilation, business model creation and financing. Contents of the course: 1. Introduction to entrepreneurship 2. Human resources in start-ups 3. Opportunity analysis 4. Business modelling 5. Entrepreneurship in the digital industry 6. Business planning 7. Finance 8. Marketing in start-ups 10 describe and problematize the concept of entrepreneurship and the entrepreneurial perspective; (ii) describe and analyze the entrepreneurship field to real life situations; (iv) take initiatives and independently develop a business idea and use knowledge gained from earlier courses in business administration in order to develop this idea in a business plan sketch; (ii	Module coordinator				Module offered by		
5 numerical grade Duration Module level Other prerequisites 1 semester Undergraduate Contents Description: The course introduces students to the basics of entrepreneurial self-employment. In addition to discussing theo- retical concepts covering the definition, creation and performance of new ventures, the course will also discuss methods and instruments for a potential entrepreneurial career. Several content areas of start-up planning are being covered during the course of the lecture including team compilation, business model creation and finan- cing. Contents of the course: 1. Introduction to entrepreneurship 2. Human resources in start-ups 3. Opportunity analysis 3. Opportunity analysis 4. 4. Business modelling 5. 5. Business planning 7. 7. Finance 8. 8. Marketing in start-ups 1. 10 describe and problematize the concept of entrepreneurship and the entrepreneurship on the entrepreneurship and the entrepreneurship in business idea and use knowledge gained from earlier courses in business administration in order to develop a business idea and use knowledge gained from earlier courses in business administration in order to develop a business idea and use knowledge gained from earlier courses in business administration in order to develop a business idea and use knowledge	holder	of the C	hair of Entrepreneurship	and Strategy	Faculty of Business	Management and Economics	
Duration Module level Other prerequisites 1 semester undergraduate Contents	ECTS	Metho	od of grading	Only after succ. com	pl. of module(s)		
1 semester 1 undergraduate 1 Contents Description: The course introduces students to the basics of entrepreneurial self-employment. In addition to discussing theoretical concepts covering the definition, creation and performance of new ventures, the course will also discuss methods and instruments for a potential entrepreneurial career. Several content areas of start-up planning are being covered during the course of the lecture including team compilation, business model creation and financing. Contents of the course: 1. Introduction to entrepreneurship 2. Human resources in start-ups 3. Opportunity analysis 4. Business modelling 5. Entrepreneurship in the digital industry 6. Business modelling 7. Finance 8. Marketing in start-ups 8. Marketing in start-ups 8. Marketing in start-ups 8. Marketing in start-ups 9. Opportunities the concept of entrepreneurship and the entrepreneurial perspective; (i) describe and analyze the entrepreneurship?, the students should be able to (i) describe and problematize the concept of entrepreneurship and the entrepreneural perspective; (ii) dascribe and malyze the entrepreneurship field to real life situations; (iv) take initiatives and independently develop a business idea and use knowledge gained from earlier courses in business administration in order to develop this idea in a business plan sketch; (v) plan human resources and marketing in a start-up. 8. Courses (ive, number of weekly contact hours, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus) 8. Additional information 4. Course (ive, number of weekly contact hours) and course language available) 8. Additional information 4. Course (ive, number of weekly contact hours) and course language available) 8. Additional information 4. Course (ive, number of weekly contact hours) and course language available) 8. Course (ive, number of weekly contact hours) and course language available) 8. Course (ive, number of weekly contact hours) and course lan	5	numer	ical grade				
Contents Description: The course introduces students to the basics of entrepreneurial self-employment. In addition to discussing theoretical concepts covering the definition, creation and performance of new ventures, the course will also discuss methods and instruments for a potential entrepreneurial career. Several content areas of start-up planning are being covered during the course of the lecture including team compilation, business model creation and financing. Contents of the course: 1. Introduction to entrepreneurship 2. Human resources in start-ups 3. Opportunity analysis 4. Business modelling 5. Entrepreneurship in the digital industry 6. Business planning 7. Finance 8. Marketing in start-ups 1. Intended learning outcomes Atter completing the module "Entrepreneurship", the students should be able to (i) describe and problematize the concept of entrepreneurship and the entrepreneurial perspective; (ii) apply theories within the entrepreneurship field to real life situations; (ii) apply theories within the entrepreneurship in a start-up. Courses (type, number of weekly contact hours, language – if other than Geman) V + Ü (no information on SWS (weekly contact hours) and course language available) Method of assessment type, scope, language – if other than Geman, examination offered – if not every senester, information on whether module is creditable for bonus) written examination (approx. 6 on minutes) Allocation of flaces	Duratio	n	Module level	Other prerequisites			
Description: The course introduces students to the basics of entrepreneurial self-employment. In addition to discussing theo- retical concepts covering the definition, creation and performance of new ventures, the course will also discuss methods and instruments for a potential entrepreneurial career. Several content areas of start-up planning are being covered during the course of the lecture including team compilation, business model creation and finan- cing. Contents of the course: 1. Introduction to entrepreneurship 2. Human resources in start-ups 3. Opportunity analysis 4. Business planning 7. Finance 8. Marketing in start-ups Intended learning outcomes After completing the module "Entrepreneurship", the students should be able to (i) describe and analyze the entrepreneurship field to real life situations; (ii) apply theories within the entrepreneurship field to real life situations; (iv) take initiatives and independently develop a business plan sketch; (v) plan human resources and marketing in a start-up. Courses (type, number of weekly contact hours, language – if other than German) V + 0 (no information on SWS (weekly contact hours) and course language available) Method of assessment: (german, English Allocation of places 	1 semes	ster	undergraduate				
The course introduces students to the basics of entrepreneurial self-employment. In addition to discussing theo- retical concepts covering the definition, creation and performance of new ventures, the course will also discuss methods and instruments for a potential entrepreneurial career. Several content areas of start-up planning are being covered during the course of the lecture including team compilation, business model creation and finan- cing. Contents of the course: 1. Introduction to entrepreneurship 2. Human resources in start-ups 3. Opportunity analysis 4. Business modelling 5. Entrepreneurship in the digital industry 6. Business planning 7. Finance 8. Marketing in start-ups Intended learning outcomes After completing the module "Entrepreneurship", the students should be able to (i) describe and analyze the entrepreneurship field to real life situations; (ii) apply theories within the entrepreneurship field to real life situations; (iv) take initiatives and independently develop a business idea and use knowledge gained from earlier courses in business administration in order to develop this idea in a business plan sketch; (v) plan human resources and marketing in a start-up. Courses (type, number of weekly contact hours, language — if other than German) V + 0 (no information on SWS (weekly contact hours) and course language available) Method of assessment (type, scope, language — if other than German) written examination (approx. 60 minutes) Language of assessment: German, English Allocation of places 	Content	ts					
After completing the module "Entrepreneurship", the students should be able to (i) describe and problematize the concept of entrepreneurship and the entrepreneurial perspective; (ii) describe and analyze the entrepreneurial process, its drivers, characteristics and context; (iii) apply theories within the entrepreneurship field to real life situations; (iv) take initiatives and independently develop a business idea and use knowledge gained from earlier courses in business administration in order to develop this idea in a business plan sketch; (v) plan human resources and marketing in a start-up. Courses (type, number of weekly contact hours, language — if other than German) V + Ü (no information on SWS (weekly contact hours) and course language available) Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus) written examination (approx. 60 minutes) Language of assessment: German, English Allocation of places Additional information Workload	The courretical c method being co cing. Content 1. Introc 2. Huma 3. Oppo 4. Busin 5. Entre 6. Busin 7. Finan	Description: The course introduces students to the basics of entrepreneurial self-employment. In addition to discussing theo- retical concepts covering the definition, creation and performance of new ventures, the course will also discuss methods and instruments for a potential entrepreneurial career. Several content areas of start-up planning are being covered during the course of the lecture including team compilation, business model creation and finan- cing. Contents of the course: 1. Introduction to entrepreneurship 2. Human resources in start-ups 3. Opportunity analysis 4. Business modelling 5. Entrepreneurship in the digital industry 6. Business planning					
After completing the module "Entrepreneurship", the students should be able to (i) describe and problematize the concept of entrepreneurship and the entrepreneurial perspective; (ii) describe and analyze the entrepreneurial process, its drivers, characteristics and context; (iii) apply theories within the entrepreneurship field to real life situations; (iv) take initiatives and independently develop a business idea and use knowledge gained from earlier courses in business administration in order to develop this idea in a business plan sketch; (v) plan human resources and marketing in a start-up. Courses (type, number of weekly contact hours, language — if other than German) V + Ü (no information on SWS (weekly contact hours) and course language available) Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus) written examination (approx. 60 minutes) Language of assessment: German, English Allocation of places Additional information Workload			•				
V + Ü (no information on SWS (weekly contact hours) and course language available) Method of assessment (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus) written examination (approx. 60 minutes) Language of assessment: German, English Allocation of places Additional information Workload	(i) desc (ii) desc (iii) app (iv) take in busir	ribe an cribe ar ly theo e initiat ness ad	d problematize the conc ad analyze the entrepren ries within the entrepren vives and independently lministration in order to o	ept of entrepreneursh eurial process, its dri eurship field to real l develop a business id develop this idea in a	nip and the entrepren vers, characteristics ife situations; dea and use knowled	neurial perspective; and context; dge gained from earlier courses	
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus) written examination (approx. 60 minutes) Language of assessment: German, English Allocation of places Additional information Workload	Courses	5 (type, n	umber of weekly contact hours, l	anguage — if other than Ger	man)		
module is creditable for bonus) written examination (approx. 60 minutes) Language of assessment: German, English Allocation of places Additional information Workload	V + Ü (n	o infor	mation on SWS (weekly o	contact hours) and co	ourse language availa	able)	
Language of assessment: German, English Allocation of places Additional information Workload				ge — if other than German, e	examination offered — if no	t every semester, information on whether	
Additional information Workload							
	Allocati	on of p	laces				
	Additio	nal info	ormation				
Teaching cycle	Worklo	ad					
Teaching cycle							
	Teachin	ig cycle	e				

Referred to in LPO I (examination regulations for teaching-degree programmes)

Module appears in

Bachelor' degree (1 major) Business Management and Economics (2009)
Bachelor' degree (1 major) Business Management and Economics (2007)
Bachelor' degree (1 major) Business Management and Economics (2013)
Bachelor' degree (1 major) Business Management and Economics (2008)
Bachelor' degree (1 major) Business Management and Economics (2010)
Bachelor' degree (1 major) Economathematics (2009)
Bachelor' degree (1 major) Economathematics (2012)
Bachelor' degree (1 major) Economathematics (2008)
Bachelor' degree (1 major) Business Information Systems (2014)
Bachelor' degree (1 major) Business Information Systems (2013)
Bachelor' degree (1 major) Business Information Systems (2007)
Bachelor' degree (1 major) Business Information Systems (2009)
Bachelor' degree (1 major) Business Information Systems (2008)
Master's degree (1 major) Media Communication (2014)
Master's degree (1 major) Media Communication (2013)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2010)

Module	e title				Abbreviation			
Entrepreneurship and Management					12-U&UF-F-082-m01			
Module	e coord	inator		Module offered by				
		Chair of Business Admin	istration and Marke-		Management and Economics	5		
ECTS	Metho	od of grading	Only after succ. con	ıpl. of module(s)				
5	1	rical grade						
Duratio	on	Module level	Other prerequisites					
1 seme	ster	undergraduate						
Conten	ts							
mental manag govern The the compa course stence Outline 1. Busin 2. Busi	Description: The module builds on the introductory course "Grundlagen marktorientierter Unternehmensführung" ("Funda- mentals of Market-based Management"). It provides a systematic introduction to the approaches of corporate management (stakeholder and shareholder value approach) as well as an overview of market-oriented corporate governance. In addition, aspects of responsible leadership will be discussed. The theory of Chester Barnard with the idea of creating a complex economic incentive contribution balance in the company will help students develop an in-depth understanding of typical management tasks. In addition, the course will focus on the development of business plans for the successful establishment and the continued exi- stence of companies. Outline of syllabus: 1. Business and strategy in economic theory 2. Business plan as a strategy concept							
4. Stak	eholde	r management and resp r value, shareholder valu		d value				
		ning outcomes	·					
					n different approaches in cor ols to create a business plan.	po-		
Course	S (type, n	number of weekly contact hours,	language — if other than Ger	rman)				
V + Ü (r	no infor	mation on SWS (weekly	contact hours) and co	ourse language avail	able)			
		sessment (type, scope, langu le for bonus)	age — if other than German,	examination offered — if no	t every semester, information on whet	ner		
written	exami	nation (approx. 60 minu	tes)					
Allocat	ion of p	olaces						
Additio	nal inf	ormation						
Worklo	ad							
			-					
Teachi	ng cycl	e						
 Deferre	d to in	LPO I (examination regulation	ac for toaching doorse are	mmoc)				
				inines)				
Module	e appea	urs in						
				amias (appa)				
	Bachelor' degree (1 major) Business Management and Economics (2009) Bachelor' degree (1 major) Business Management and Economics (2008) Bachelor' degree (1 major) Business Management and Economics (2010)							
Bachel	or' deg	ree (1 major) Business N	lanagement and Econ	omics (2008)				

Julius-Maximilians-UNIVERSITÄT WÜRZBURG

Bachelor' degree (1 major) Economathematics (2009) Bachelor' degree (1 major) Economathematics (2012) Bachelor' degree (1 major) Economathematics (2008) Bachelor' degree (1 major) Business Information Systems (2009) Bachelor' degree (1 major) Business Information Systems (2008) Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2012) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2010)

Module title				Abbreviation			
Market Research 12-MaFo-F-082-mo1					L		
Module coordinator				Module offered by			
holder	of the (hair of Business Admin	istration and Marke-		Management and E	conomics	
ting			<u> </u>				
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)			
5	nume	rical grade					
Duratio	n	Module level	Other prerequisites				
1 semes	ster	undergraduate					
Conten	ts		-				
	ls and	vill acquaint students wi will thus equip them wit ies.					
Intende	ed learn	ning outcomes					
Germar	n intend	led learning outcomes a	available but not trans	lated yet.			
		len verfügen über Kenn eigenständigen Durchfü					
Courses	5 (type, n	umber of weekly contact hours,	language — if other than Ger	man)			
V + Ü (n	infor	mation on SWS (weekly	contact hours) and co	ourse language avail	able)		
		essment (type, scope, langu le for bonus)	age — if other than German, o	examination offered — if no	t every semester, informati	on on whether	
written	examir	nation (approx. 60 minu	tes)				
Allocati	ion of p	olaces					
Additio	nal inf	ormation					
Worklo	ad						
Teachir	ng cycl	2					
	<u> </u>		_				
Referre	d to in	LPO I (examination regulatio	ns for teaching-degree progra	mmes)			
		· •		-			
Module	appea	rs in					
		ree (1 major) Business N	Nanagement and Econ	omics (2009)			
Bachelo	or' degi	ree (1 major) Business N	Aanagement and Econ	omics (2013)			
	-	ree (1 major) Business N	•				
	-	ree (1 major) Business N	•	omics (2010)			
	Bachelor' degree (1 major) Economathematics (2009)						
		ree (1 major) Economath					
	-	ree (1 major) Economath ree (1 major) Business II		014)			
	-	ree (1 major) Business li	-	•			
	-	ree (1 major) Business II	-	-			
	-	ree (1 major) Business li	-	•			
	-	ee (1 major) China Busir	-				
Bachelor's v Economics		or Business Management and		enerated 26-Aug-2024 • exam 80 ECTS) Wirtschaftswissenso	-	page 55 / 182	



Module Catalogue for the Subject Business Management and Economics Bachelor's with 1 major, 180 ECTS credits

Master's degree (1 major) China Business and Economics (2012) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2010)

Module	e title				Abbreviation
Semina	ar: Com	petitive Leadership			12-WUF-FS-082-m01
Module	e coord	inator		Module offered by	<u> </u>
Manag ment	ing Dire	ector of the Institute of Bu	isiness Manage-	Faculty of Business	Management and Economics
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)	
5	nume	rical grade			
Duratio	on	Module level	Other prerequisites		
1 seme	ster	undergraduate			
Conten	ts				
		sound investigation (bot tition-oriented managem		oretically) of practica	al problems and projects in the
Intend	ed lear	ning outcomes			
Germai	n inten	ded learning outcomes av	vailable but not trans	lated yet.	
		den verfügen über Kenntı tierten Unternehmensfüh		und Konzepten im Ra	ahmen der Aufgaben einer wett-
Course	S (type, r	number of weekly contact hours, l	anguage — if other than Ger	rman)	
S (no ir	nformat	tion on SWS (weekly cont	act hours) and cours	e language available	<u>a)</u>
		sessment (type, scope, langua le for bonus)	ge — if other than German, o	examination offered — if no	t every semester, information on whether
		oprox. 10 pages) and pres ghted 2:1	sentation (approx. 20	o minutes) with subs	equent discussion (approx. 10
Allocat	ion of _l	olaces			
Additio	nal inf	ormation			
Worklo	ad				
Teachi	ng cycl	e			
Referre	d to in	LPO I (examination regulation	s for teaching-degree progra	mmes)	
Module	e appea	ars in			
		ree (1 major) Business Ma	anagement and Econ	omics (2009)	
	-	ree (1 major) Business M	-		
	-	ree (1 major) Business M	-		
Bachel	or' deg	ree (1 major) Business In	formation Systems (2	2009)	

Modul	e title				Abbreviation	
Supply	, Production and Lo	ogistics Ma	nagement. Material Re	equirements Plan-	12-BPL-F-082-m01	
ning				-		
-	e coordinator			Module offered by		
holder	of the Chair of Busi	iness Mana	gement and Industrial		Management and F	conomics
	gement	iness mana,				cononnes
ECTS	Method of grading	g	Only after succ. con	pl. of module(s)		
5	numerical grade	5		.p		
5 Duratio	· r	al	Other prerequisites			
1 seme		late				
Conter						
			schaffung, Produktion			
			tasks and processes, in nning and control mod			agement, will
				ets and methods wit	i be developed.	
	ed learning outcom		· · · · · ·			
			areas of responsibility			
			cies in an integrated p velop models in the do			
	lures to the plannin			main of materials in	anagement and app	iy solution
	· · · · ·		, language — if other than Ger	man)		
			contact hours) and co		ahle)	
			uage - if other than German, o			ian an whathar
	s creditable for bonus)	be, scope, langi	lage — If other than German, o	examination offered — if no	it every semester, informat	ion on whether
	examination (appr	ox 60 minu	 .tes)			
		0.00 11111	((C3)			
Alloca	tion of places					
Additio	onal information					
Worklo	bad					
Teachi	ng cycle					
Referre	ed to in LPO I (examin	nation regulatio	ns for teaching-degree progra	mmes)		
	· · · · · · · · · · · · · · · · · · ·					
Modul	e appears in					
		Business	Management and Econ	omics (2000)		
			Management and Econ	-		
	• • •		Management and Econ			
			Management and Econ			
	lor' degree (1 major)		-	. ,		
Bachel	lor' degree (1 major)) Economatl	nematics (2012)			
	lor' degree (1 major)		nematics (2008)			
Bachel				(01)		
Bachel Bachel	lor' degree (1 major)			•		
Bachel Bachel Bachel	lor' degree (1 major) lor' degree (1 major)) Business I	nformation Systems (2	013)		
Bachel Bachel Bachel Bachel	lor' degree (1 major) lor' degree (1 major) lor' degree (1 major)) Business I) Business I	nformation Systems (2 nformation Systems (2	.013) .009)		
Bachel Bachel Bachel Bachel Bachel	lor' degree (1 major) lor' degree (1 major) lor' degree (1 major) lor' degree (1 major)) Business I) Business I) Business I	nformation Systems (2 nformation Systems (2 nformation Systems (2	013) 009) 008)		
Bachel Bachel Bachel Bachel Bachel Master	lor' degree (1 major) lor' degree (1 major) lor' degree (1 major) lor' degree (1 major)) Business I) Business I) Business I China Busii	nformation Systems (2 nformation Systems (2 nformation Systems (2 ness and Economics (2	013) 009) 008)	n regi data re-	page 58 / 182



Module Catalogue for the Subject Business Management and Economics Bachelor's with 1 major, 180 ECTS credits

Master's degree (1 major) China Business and Economics (2012) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2010)

Modul	e title				Abbreviation
Semina	ar: Sup	ply, Production and Logi	stics Management		12-BPL-FS-082-m01
Modul	e coord	inator		Module offered by	L
holder Manag		Chair of Business Manag	ement and Industrial	Faculty of Business	Management and Economics
ECTS	Meth	od of grading	Only after succ. com	pl. of module(s)	
5	nume	rical grade			
Duratio	on	Module level	Other prerequisites		
1 seme	ester	undergraduate			
Conter	nts				
gemen this wi pare sy	it. Stud Il be lai /stemai	ents will independently w gely literature based with	vork on the respective h students learning h ual cases, students n	e problem and write ow to carry out struc nay also conduct em	tion, logistics or business mana- a seminar (term) paper. Usually, tured literature analyses and pre- ipirical research of their own or subject in class.
Intend	ed lear	ning outcomes			
		will be able to study adva to present the central re			re them in a (seminar) paper.
Course	es (type, 1	number of weekly contact hours,	language — if other than Ger	man)	
S (no i	nforma	tion on SWS (weekly cont	tact hours) and cours	e language available	2)
		Sessment (type, scope, langua ele for bonus)	ge — if other than German, e	examination offered — if no	t every semester, information on whether
term pa	aper (10	o to 20 pages) and prese	ntation (20 minutes),	weighted 2:1	
Allocat	tion of	places			
	-				
Additio	onal inf	ormation			
Worklo	ad				
Teachi	ng cycl	е			
Referre	ed to in	LPOI (examination regulation	s for teaching-degree progra	mmes)	
Modul	e appea	ars in			
Bachel	lor' deg	ree (1 major) Business M	anagement and Econ	omics (2009)	
	-	ree (1 major) Business M	-		
	-	ree (1 major) Business M	•	omics (2010)	
	-	ree (1 major) Economath	-		
	-	ree (1 major) Economath		222)	
	-	ree (1 major) Business In	•	•	201 2010)
bachel	ior s ae	gree (1 major, 1 minor) Bi	usiness management	and Economics (Mil	101, 2010)

	e title				Abbreviation
Financi IFRS)	ial Acco	unting and Auditing 1 - I	Financial Statements	(German GAAP,	12-Wipr1-F-082-m01
Module	e coord	nator		Module offered by	
holder ting	of the C	hair of Business Manag	ement and Accoun-	Faculty of Business	Management and Economics
ECTS	Metho	d of grading	Only after succ. con	npl. of module(s)	
5	numer	ical grade			
Duratio	on	Module level	Other prerequisites		
1 seme	ester	undergraduate			
Conten	its				
include tion of Interna lysis m	es esser financia ational F rethods	ntial aspects of corporate al reporting standards ac inancial Reporting Stanc	e financial accounting cording to the Hande dards (IFRS). In additi	g. It delivers a syster elsgesetzbuch (Germ on, it introduces stu	and managerial accounting an natic presentation and interpri ian Commercial Code, HGB) ar dents to financial statement a ssumptions of financial accou
ting; re Readin Baetge Coener	ecognitio eg: e, J./Kirs nberg, A	on, valuation and preser ch, H-J./Thiele, St.: Bilar	ntation of assets, liab nzen, Düsseldorf. d Jahresabschlussan	ilities and equity; fir	nancial statement analysis. ser, P.J./Dörschell, A.: IFRS Ha
		ing outcomes			
and int	ternatio	nal (IFRS) principles. The	ey can systematically	arrange and play wi	nting according to national (HG th the knowledge and apply th roblems of medium difficulty.
		umber of weekly contact hours,			
1) Ü + V	no infor	mation on SWS (weekly	contact hours) and co	ourse language avail	able)
		essment (type, scope, langua e for bonus)	age — if other than German,	examination offered — if no	ot every semester, information on wheth
written	examir	ation (approx. 60 minut	es)		
Allocat	tion of p	laces			
 Additio	onal info	ormation			
Worklo	ad				
	ng cycl	2			
Teachi					
Teachi					
	ed to in	LPO I (examination regulation	s for teaching-degree progra	immes)	
	ed to in	LPO I (examination regulation	s for teaching-degree progra	mmes)	
 Referre 	ed to in e appea		s for teaching-degree progra	mmes)	
 Referre Module	e appea				
 Referre Module Bachele Bachele	e appea or' degi or' degi	rs in ree (1 major) Business M ree (1 major) Business M	anagement and Econ anagement and Econ	omics (2009) omics (2013)	
 Referre Module Bachele Bachele	e appea or' degi or' degi	rs in ree (1 major) Business M	anagement and Econ anagement and Econ	omics (2009) omics (2013)	



Bachelor' degree (1 major) Business Management and Economics (2010) Bachelor' degree (1 major) Economathematics (2009) Bachelor' degree (1 major) Economathematics (2012) Bachelor' degree (1 major) Economathematics (2008) Bachelor' degree (1 major) Business Information Systems (2014) Bachelor' degree (1 major) Business Information Systems (2013) Bachelor' degree (1 major) Business Information Systems (2009) Bachelor' degree (1 major) Business Information Systems (2008) Master's degree (1 major) Business Management (2013) Master's degree (1 major) Business Management (2011) Master's degree (1 major) Business Management (2010) Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business Management and Economics (Minor, 2010)

Module	e title				Abbreviation	
	ial Acco AAP, IFI	ounting and Auditing 2 - RS)	Consolidated Financi	al Statements (Ger-	12-Wipr2-F-082-mo	01
Modul	e coord	inator		Module offered by		
holder ting	of the (Chair of Business Manag	ement and Accoun-	Faculty of Business	Management and I	Economics
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ester	undergraduate				
Conten	nts					
4. Capi 5. Debt 6. Cons 7. Cons 8. Equi 9. Sele Readin Baetge (most r Intendo (ii) to pr (ii) to io (iii) to a expens	ital consi solidati solidati ity meth ected pr e/Kirsch recent e ed learn nishing resent t dentify apply co ses and	oblems /Thiele: Konzernbilanze	ses n, Düsseldorf. chnungslegung nach counting; gal rules; n problems of modera he necessary entries	te difficulty (in terms for the group accour	s of capital, debt, in nts;	terim results
_		ons for the differences.				
		umber of weekly contact hours, mation on SWS (weekly			able)	
Metho	d of ass	r essment (type, scope, langua le for bonus)				tion on whether
written	exami	nation (approx. 60 minut	es)			
Allocat	tion of p	olaces				
Additio	onal inf	ormation				
Worklo	ad					
Teachi	ng cycl	9				
Referre	ed to in	LPOI (examination regulation	s for teaching-degree progra	mmes)		



Module appears in

Bachelor' degree (1 major) Business Management and Economics (2009) Bachelor' degree (1 major) Business Management and Economics (2013) Bachelor' degree (1 major) Business Management and Economics (2008) Bachelor' degree (1 major) Business Management and Economics (2010) Bachelor' degree (1 major) Economathematics (2009) Bachelor' degree (1 major) Economathematics (2012) Bachelor' degree (1 major) Economathematics (2008) Bachelor' degree (1 major) Business Information Systems (2014) Bachelor' degree (1 major) Business Information Systems (2013) Bachelor' degree (1 major) Business Information Systems (2009) Master's degree (1 major) China Business and Economics (2012) Bachelor's degree (1 major) China Business and Economics (2012)

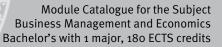
Module	e title				Abbreviation	
Financi	al Acco	ounting and Auditing 3 -	Auditing		12-Wipr3-F-082-mc	01
Module	e coord	inator		Module offered by	<u> </u>	
holder ting	ofthe	Chair of Business Manag	ement and Accoun-		Management and E	Economics
ECTS	Meth	od of grading	Only after succ. con	npl. of module(s)		
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ster	undergraduate				
Conten	ts					
ticular, HGB ar retical Outline 1. Audi 2. Audi 3. Audi	on the od IFRS aspect of syll ts and t proce t instit	ouilds on the introductory course "Jahresabschlus "). The module provides s of business audits, i. e. abus: audit-related services - ir ess: functional aspects of utions: institutional aspe l audit theory: the low-ba	s und analyse nach students with a syste financial statement ntroduction and oven economic examinati	HGB und IFRS" ("Fin matic introduction to audits. view on nination	ancial Accounting a	ccording to
Readin Marten		'Quick, R./Ruhnke, K.: W	irtschaftsprüfung, Dü	sseldorf (most recen	t edition).	
Intend	ed lear	ning outcomes				
		have a deeper understan ly the systematically gair				
Course	S (type, 1	number of weekly contact hours,	language — if other than Ge	rman)		
v + Ü (r	no info	rmation on SWS (weekly	contact hours) and co	ourse language avail	able)	
		sessment (type, scope, langua ele for bonus)	age — if other than German,	examination offered — if no	ot every semester, informa	tion on whether
written	exami	nation (approx. 60 minut	es)			
Allocat	ion of	places				
Additio	nal inf	ormation				
Worklo	ad					
Teachi	ng cycl	e				
Referre	d to in	LPO I (examination regulation	s for teaching-degree progra	ammes)		
Module						
	-	ree (1 major) Business M	-	-		
	-	ree (1 major) Business M ree (1 major) Business M	-	-		
		jor Business Management and	_	enerated 26-Aug-2024 • exam	n. reg. data re-	page 65 / 182
conomics		,		80 ECTS) Wirtschaftswissens	-	



Bachelor' degree (1 major) Business Management and Economics (2010) Bachelor' degree (1 major) Economathematics (2009) Bachelor' degree (1 major) Economathematics (2012) Bachelor' degree (1 major) Economathematics (2008) Bachelor' degree (1 major) Business Information Systems (2014) Bachelor' degree (1 major) Business Information Systems (2013) Bachelor' degree (1 major) Business Information Systems (2009) Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2012) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2010)

Module	e title				Abbreviation	
Semina	ar: Fina	ncial Accounting and Au	diting		12-Wipr-FS-082-m	01
Module	e coord	inator		Module offered by	L	
holder ting	of the (Chair of Business Manag	ement and Accoun-	Faculty of Business	Management and I	Economics
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ster	undergraduate				
Conten	ts					
		rovides students with de ne help of textbooks or a				
Intende	ed lear	ning outcomes				
(iii) car (iv) abi	ry out s lity to p	defend a qualification le cientific analysis of the present and reflect solution number of weekly contact hours,	results from other sen on-oriented the own p	ninar participant; performance conside	ering communicatio	n aspects.
		ion on SWS (weekly con			<u></u>	
		· · · · ·				
		s essment (type, scope, langua le for bonus)	ige — If other than German, o	examination offered — if no	it every semester, informa	tion on whether
		oprox. 25 pages) and pre ssessment: German, Eng		o minutes), weighted	2:1	
Allocat	ion of p	olaces				
allocate lowing subject ta 2 (25 numbe proced ve mod ted nur	ed in a quotas t; amor 5% of p r of sub ure, ap lule wil nber of	ces: 15. Should the num standardised procedure : Quota 1 (50% of places g applicants with the sa laces): number of subjec oject semesters, places v plicants who already hav l be given preferential co places will be allocated y become available.	among all applicants): total number of ECT me number of ECTS c it semesters of the re- vill be allocated by lo ve successfully compl nsideration. Places o	Firrespective of their IS credits already ac redits achieved, plac spective applicant; a t. Quota 3 (25% of pl leted at least one mo n all courses of the r	subjects according hieved in the respe ces will be allocated mong applicants w aces): allocation by odule component of module component	to the fol- ctive degree l by lot. Quo- ith the same l lot. In this the respecti- with a restric
Additio	nal inf	ormation				
Worklo	ad					
Teachi	ng cycl	e				
Referre	d to in	LPO I (examination regulation	s for teaching-degree progra	mmes)		
 Madul:		are in				
Module Bachele		i rs in ree (1 major) Business M	anagement and Econ	omics (2009)		
Bachel	or' deg	ree (1 major) Business M ree (1 major) Business M	anagement and Econ	omics (2008)		
			anagement and LCON	011105 (2010)		

Julius-Maximilians-UNIVERSITÄT WÜRZBURG



Bachelor' degree (1 major) Economathematics (2009) Bachelor' degree (1 major) Economathematics (2012) Bachelor' degree (1 major) Economathematics (2008) Bachelor' degree (1 major) Business Information Systems (2009) Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2012) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2010)

Module	e title				Abbreviation	
Investn	nent an	nd Finance - Advanced L	evel		12-1&F-F-082-m01	
Module	coord	inator		Module offered by		
	of the (Chair of Business Manag	gement, Banking and	Faculty of Business	Management and I	Economics
ECTS		od of grading	Only after succ. con	pl. of module(s)		
5		rical grade				
Duratio		Module level	Other prerequisites			
1 seme	ster	undergraduate				
Conten	ts					
nancial	urse di structi	-	al principles of corpora	ate valuation, optima	al asset allocation a	and optimal fi-
 Portf Main Taxe 	ce unde olio se featur s and b	er uncertainty				
		ning outcomes				
(iii) der blems o Course V + Ü (r Methoo	nonstra of optin s (type, n no infor d of ass	the optimal asset alloca ate an increased unders nal financing structure. number of weekly contact hours rmation on SWS (weekly sessment (type, scope, langu- le for bonus)	tanding of the fundam , language — if other than Ger contact hours) and co	mentals of the agency man) purse language avail	v theory and the res	
written	examiı	nation (approx. 60 minu	ites)			
Allocat	ion of p	olaces				
 Additio	nal inf	ormation	-			
Worklo	ad		_			
Teachi	ng cycl	e				
Referre	d to in	LPO I (examination regulatio	ns for teaching-degree progra	mmes)		
 Module						
Bachel	or' deg	ree (1 major) Business N ree (1 major) Business N ree (1 major) Business N	Aanagement and Econ	omics (2013)		
	-					
	-	ree (1 major) Business M ree (1 major) Economatl	-	omics (2010)		

Julius-Maximilians-UNIVERSITÄT WÜRZBURG

Bachelor' degree (1 major) Economathematics (2012) Bachelor' degree (1 major) Economathematics (2008) Bachelor' degree (1 major) Business Information Systems (2014) Bachelor' degree (1 major) Business Information Systems (2013) Bachelor' degree (1 major) Business Information Systems (2009) Bachelor' degree (1 major) Business Information Systems (2008) Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2012) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2010)

Module	e title				Abbreviation
Semina	ar: Inve	stment and Finance			12-I&F-FS-082-m01
Module	e coord	inator		Module offered by	
holder Finance		Chair of Business Manage	ement, Banking and		Management and Economics
ECTS	Metho	od of grading	Only after succ. con	pl. of module(s)	
5	nume	rical grade			
Duratio	on	Module level	Other prerequisites		
1 seme	ster	undergraduate			
Conten	ts				
analyse	e a sele be bas	ected topic and to write a	term paper. This tern	n paper may be large	l be required to independently ely literature based or empirical s will be required to deliver a talk
Intende	ed lear	ning outcomes			
fields c	of inves				detailed knowledge of important ndings in a written assignment
Course	S (type, r	number of weekly contact hours, l	anguage — if other than Ger	man)	
S (no ir	nformat	tion on SWS (weekly cont	act hours) and cours	e language available	2)
		sessment (type, scope, langua le for bonus)	ge — if other than German, o	examination offered — if no	t every semester, information on whether
term pa	aper (a	pprox. 20 pages) and pre	sentation (approx. 20	o minutes), weighted	2:1
Allocat	ion of _l	olaces			
Additio	onal inf	ormation			
Worklo	ad				
Teachi	ng cycl	e			
Referre	ed to in	LPO I (examination regulation	s for teaching-degree progra	mmes)	
Module	e appea	ars in			
Bachel Bachel Bachel	or' deg or' deg or' deg	ree (1 major) Business M ree (1 major) Business M ree (1 major) Business M ree (1 major) Economathe ree (1 major) Economathe	anagement and Econ anagement and Econ ematics (2009)	omics (2008)	
	-	ree (1 major) Business In		.009)	
Bachel	or's de	gree (1 major, 1 minor) Bu	usiness Management	and Economics (Mir	nor, 2010)

Business	tle			Abbreviation	
	Valuation between Financia	Mathematics and Da	ta on Capital Mar-	12-UBW-F-082-m01	L
ket			-		
Module co	oordinator		Module offered by	~	
holder of 1 Finance	the Chair of Business Manag	ement, Banking and	Faculty of Business	Management and E	conomics
ECTS M	ethod of grading	Only after succ. con	npl. of module(s)		
5 nı	umerical grade		-		
Duration	Module level	Other prerequisites			
1 semeste	er undergraduate				
Contents		•			
Outline of 1. Introduc 2. Uncerta 3. Estimat 4. Risk fre 5. The risk vestment 6. Differer Intended After com students o	ainty as the central problem i ion of surpluses: accuracy a e rate: capitalised value und c premium: identification of t nt discounted cash flow valu learning outcomes pletion of the module "Busin	in the valuation of a c nd consistency ler certainty applying he relevant risk and i ation methods: forma less valuation betwee	ompany different interest rat ts equivalence for va l foundations and eq n Financial Mathema	luation object and a conomic principles	
Courses (ty	ne submitted reviews accord ype, number of weekly contact hours, information on SWS (weekly	language — if other than Ge	rman)		
V + Ü (no i		contact nours) and co	ourse language avail	able)	
Method of	f assessment (type, scope, langued itable for bonus)				ion on whether
Method of module is cre		age — if other than German,			ion on whether
Method of module is cre written ex	editable for bonus)	age — if other than German,			ion on whether
Method of module is cre written ex Allocation	editable for bonus) amination (approx. 60 minu	age — if other than German,			ion on whether
Method of module is cre written ex Allocation	editable for bonus) amination (approx. 60 minut a of places	age — if other than German,			ion on whether
Method of module is cree written ex Allocation Additiona	editable for bonus) amination (approx. 60 minut a of places	age — if other than German,			ion on whether
Method of module is cre written ex Allocation	editable for bonus) amination (approx. 60 minut a of places	age — if other than German,			ion on whether
Method of module is cree written ex Allocation Additiona Workload	editable for bonus) amination (approx. 60 minut of places l information	age — if other than German,			ion on whether
Method of module is cre written ex Allocation Additiona	editable for bonus) amination (approx. 60 minut of places l information	age — if other than German,			ion on whether
Method of module is cre written ex Allocation Additiona Workload Teaching	editable for bonus) amination (approx. 60 minut of places l information	age — if other than German, tes)	examination offered — if no		ion on whether
Method of module is cree written ex Allocation Additiona Workload Teaching	editable for bonus) amination (approx. 60 minut of places l information	age — if other than German, tes)	examination offered — if no		ion on whether
Method of module is cre written ex Allocation Additiona Workload Teaching	editable for bonus) amination (approx. 60 minut of places l information cycle	age — if other than German, tes)	examination offered — if no		ion on whether
Method of module is cre written ex Allocation Additiona Workload Teaching Referred t Bachelor' Bachelor'	editable for bonus) amination (approx. 60 minut of places l information cycle	age — if other than German, tes) is for teaching-degree progra lanagement and Econ lanagement and Econ	examination offered — if no examination offered — if no mines) omics (2009) omics (2013)		ion on whether



Bachelor' degree (1 major) Business Management and Economics (2010) Bachelor' degree (1 major) Economathematics (2009) Bachelor' degree (1 major) Economathematics (2012) Bachelor' degree (1 major) Economathematics (2008) Bachelor' degree (1 major) Business Information Systems (2014) Bachelor' degree (1 major) Business Information Systems (2013) Bachelor' degree (1 major) Business Information Systems (2009) Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2012) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2010)

Module title					Abbreviation					
Business Taxation 1: An Introduction to Tax Law & Tax Plar				ning	12-St1-F-082-m01					
Module coordinator				Module offered by						
holder Taxatio		Chair of Business Manag	ement and Business	Faculty of Business	Management and E	conomics				
ECTS	Metho	od of grading	Only after succ. con	pl. of module(s)						
5	nume	rical grade								
Duratio		Module level	Other prerequisites							
1 seme		undergraduate								
Conter		undergraduate	l							
		vill introduce students to nalyse tax effects on eco								
Intend	ed lear	ning outcomes								
fect of	taxatio	an overview of the Germa n in fundamental ecomo nt to specialize in finance	nic decisions. Therefo	ore, the module is re	commended also fo					
Course	es (type, r	number of weekly contact hours,	anguage — if other than Ger	rman)						
V + Ü (no infoi	mation on SWS (weekly	contact hours) and co	ourse language avail	able)					
written		^{le for bonus)} nation (approx. 60 minut blaces	es)							
	_		-							
Additio	onal inf	ormation								
Worklo	ad									
Teachi	ng cycl	e								
Referre	ed to in	LPOI (examination regulation	s for teaching-degree progra	mmes)						
Modul	e appea	in in								
	-	ree (1 major) Business M	•							
	-	ree (1 major) Business M	-	-						
	-	ree (1 major) Business M	•							
	-	ree (1 major) Business M	-	omics (2010)						
	-	ree (1 major) Economath	-							
	-	ree (1 major) Economath								
	-	ree (1 major) Economath								
Bachelor' degree (1 major) Business Information Systems (2014)										
	Bachelor' degree (1 major) Business Information Systems (2013)									
Bachel	Bachelor' degree (1 major) Business Information Systems (2009)									
Bachel Bachel				Bachelor' degree (1 major) Business Information Systems (2008) Master's degree (1 major) China Business and Economics (2014)						
Bachel Bachel Bachel	lor' deg	ree (1 major) Business In	formation Systems (2							
Bachel Bachel Bachel Master	lor' deg r's degr	ree (1 major) Business In	formation Systems (2 ess and Economics (2	2014)						
Bachel Bachel Bachel Master Master	lor' deg r's degr r's degr	ree (1 major) Business In ee (1 major) China Busin	formation Systems (2 ess and Economics (2 ess and Economics (2	2014)	n rag date sc	page 74 / 182				



Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2010)

Module title					Abbreviation
Business Taxation 2: The Taxation of Income in Germany 12-St2-F-082-mo1					
Module	e coord	inator		Module offered by	I
holder Taxatio		Chair of Business Manag	ement and Business	Faculty of Business	Management and Economics
ECTS	Meth	od of grading	Only after succ. con	npl. of module(s)	
5	nume	rical grade			
Duratio	on	Module level	Other prerequisites		
1 seme	ster	undergraduate			
Conten	ts				
		-		-	come taxation in Germany which ncome tax on business income.
Intend	ed lear	ning outcomes			
	blems				any. They are able to solve practi- e, other legal texts and seconda-
Course	S (type, r	number of weekly contact hours,	language — if other than Gei	rman)	
1) Ü + V	no info	rmation on SWS (weekly	contact hours) and co	ourse language avail	able)
		Sessment (type, scope, langua ole for bonus)	age — if other than German,	examination offered — if no	ot every semester, information on whether
written	exami	nation (approx. 120 minu	ites)		
Allocat	ion of _l	places			
Additio	nal inf	ormation			
Worklo	ad				
Teachi	ng cycl	e			
Referre	ed to in	LPO I (examination regulation	is for teaching-degree progra	mmes)	
Module	e appea	ars in			
Bachelor' degree (1 major) Business Management and Economics (2009) Bachelor' degree (1 major) Business Management and Economics (2008) Bachelor' degree (1 major) Business Management and Economics (2010) Bachelor' degree (1 major) Economathematics (2009) Bachelor' degree (1 major) Economathematics (2008) Bachelor' degree (1 major) Business Information Systems (2009)					
		gree (1 major, 1 minor) B			10r, 2010)

Module	e title				Abbreviation	
Business Taxation 3: Tax Accounting					12-St3-F-082-m01	
Module	e coord	inator		Module offered by		
holder of the Chair of Business Management and Business Taxation				Faculty of Business	Management and Economics	
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ster	undergraduate				
Conten	ts					
Introdu	ction to	o German value added ta	х.			
Intende	ed learı	ning outcomes				
		ire a thorough knowledg / by using the tax code it			lve VAT problems of low to medi-	
Course	S (type, n	umber of weekly contact hours, l	anguage — if other than Ger	man)		
V + Ü (r	no infor	mation on SWS (weekly	contact hours) and co	ourse language avail	able)	
module is	s creditab	essment (type, scope, langua le for bonus) nation (approx. 120 minu		examination offered — if no	t every semester, information on whether	
Allocat						
	<u></u>					
Additio	nal inf	ormation				
Worklo	ad					
Teachi	ng cycl	9				
Referre	d to in	LPO I (examination regulation	s for teaching-degree progra	mmes)		
Module appears in						
Bachelor' degree (1 major) Business Management and Economics (2009) Bachelor' degree (1 major) Business Management and Economics (2008) Bachelor' degree (1 major) Business Management and Economics (2010) Bachelor' degree (1 major) Economathematics (2009) Bachelor' degree (1 major) Economathematics (2008) Bachelor' degree (1 major) Business Information Systems (2009) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2010)						

Module title					Abbreviation		
eBusiness 12-EB					12-EBus-F-082-m01		
Module coordinator				Module offered by			
holder of the Chair of Information Systems Engineering				Faculty of Business	Management and E	conomics	
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)			
5	nume	rical grade		· · · · ·			
Duratio		Module level	Other prerequisites	i			
1 seme	ster	undergraduate	 				
Conten							
ses as v ly beca ced on theorie and e-c	well as use eu introdu s and v	a comprehensive, digita institutions and their cl phoria for e-business ha ucing such solutions in a vill then describe and a nity in detail.	ients on global public as waned considerable a user-oriented way. T	and private network y in recent years, a lo his lecture will first d	s such as the interne t of emphasis is nov iscuss the supportin	et. Precise- v being pla- ig economic	
		ning outcomes					
The mo (i) E-Pro (ii) E-St (iii) E-N (iv) E-Co	ocurem 10p 1arketp	lace	nowledge about:				
Course	S (type, r	number of weekly contact hours	language — if other than Ge	rman)			
V + Ü (r	no infor	rmation on SWS (weekly	contact hours) and co	ourse language avail	able)		
		Sessment (type, scope, langu le for bonus)	age — if other than German,	examination offered — if no	t every semester, informati	on on whether	
written	exami	nation (approx. 60 minu	tes)				
Allocat							
Additio	nal inf	ormation					
Worklo	ad		-				
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Teachir	יא נאנו	C					
	J 4						
Referre	a to in	LPO I (examination regulatio	ns for teaching-degree progra	ammes)			
Module			- · · -				
	Bachelor' degree (1 major) Business Management and Economics (2009)						
Bachelor' degree (1 major) Business Management and Economics (2008) Bachelor' degree (1 major) Business Management and Economics (2010)							
	Bachelor' degree (1 major) Business Management and Economics (2010) Bachelor' degree (1 major) Economathematics (2009)						
	-	ree (1 major) Economath	-				
	-	ree (1 major) Economatł					
Bachel	or' deg	ree (1 major) Business I	nformation Systems (2	2009)			
		ree (1 major) Business l					
	-	ee (1 major) China Busir					
Bachelor's Economics		jor Business Management and		enerated 26-Aug-2024 • exam 80 ECTS) Wirtschaftswissenso		page 78 / 182	



Module Catalogue for the Subject Business Management and Economics Bachelor's with 1 major, 180 ECTS credits

Master's degree (1 major) China Business and Economics (2012) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2010)

Module	title				Abbreviation		
Supply Chain Management 12-SCM-F-082-m01							
Module	Module coordinator Module offered by						
holder	of the O	Chair of Logistics and Qua	antitative Methods	Faculty of Business	Management and Economics		
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)			
5	nume	rical grade					
Duratio	n	Module level	Other prerequisites	i i			
1 seme	ster	undergraduate					
Conten	ts						
of supp	ly chai		scuss the wording of	these as formal mod	l operational planning problems els and, with the help of a conti- els in SAP APO.		
Intende	ed learn	ning outcomes					
(i) apply ment; (ii) face	y selec the pr	ng this seminar students ted and applied quantita actical problems when us d the challenges to reach	tive models for procu sing real data to feed	models;	, sales and supply chain manage		
Course	S (type, n	umber of weekly contact hours, l	anguage — if other than Ge	rman)			
V + Ü (r	no infor	mation on SWS (weekly o	contact hours) and co	ourse language avail	able)		
		s essment (type, scope, langua le for bonus)	ge — if other than German,	examination offered — if no	t every semester, information on whether		
written	examir	nation (approx. 60 minut	es)				
Allocat	ion of p	olaces					
Additio	nal inf	ormation					
Worklo	ad						
Teachir	ng cycl	e					
Referre	d to in	LPOI (examination regulation	s for teaching-degree progra	ammes)			
Module							
Bachelo Bachelo Bachelo	or' degi or' degi or' degi	ree (1 major) Business Ma ree (1 major) Business Ma ree (1 major) Business Ma ree (1 major) Economatha ree (1 major) Economatha	anagement and Econ anagement and Econ ematics (2009)	omics (2008)			
	-	ree (1 major) Business In		2008)			

Modul	le title				Abbreviation
Seminar: Information Technologies					12-Wiinf-FS-082-m01
Module coordinator Module offered by					
	r of the (ation Sy		ement and Business	Faculty of Business	Management and Economics
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)	
5	nume	rical grade			
Durati	on	Module level	Other prerequisites		
1 seme	ester	undergraduate			
Conte	nts				
tured t on sys Readir	term pap stems an ng:				able them to prepare a well-struc- nt topics in the fields of informati-
		ning outcomes			
1. und 2. inte	erstand grate ela	ng the course "Wirtschaf the fundamentals of scie aborated content in a sci entations independently.	entific literature revie		ble to
Course	es (type, n	umber of weekly contact hours, l	anguage — if other than Ger	rman)	
S (no i	informat	ion on SWS (weekly cont	act hours) and cours	e language available	2)
		e ssment (type, scope, langua le for bonus)	ge — if other than German, o	examination offered — if no	t every semester, information on whether
term p	aper (20	o pages) and presentatio	n (approx. 20 minute	s), weighted 2:1	
Alloca	tion of p	olaces			
Additi	onal info	ormation			
Workle	oad				
leach	ing cycl	9			
	ad 4a 34		¢ , , , , ,		
Kererr		LPO I (examination regulations	s for teaching-degree progra	mmes)	
 Modul	0 2000	rc in			
	l e appea lor' degi		anagement and Econ	omics (2000)	
Bachelor' degree (1 major) Business Management and Economics (2009) Bachelor' degree (1 major) Business Management and Economics (2008) Bachelor' degree (1 major) Business Management and Economics (2010) Bachelor' degree (1 major) Economathematics (2009) Bachelor' degree (1 major) Economathematics (2008) Bachelor' degree (1 major) Business Information Systems (2009) Bachelor' degree (1 major) Business Information Systems (2008) Bachelor' degree (1 major, 1 minor) Business Management and Economics (Minor, 2010)					
Bache	lor's de	gree (1 major, 1 minor) Bu	isiness Management	and Economics (Mir	nor, 2010)

Module	e title				Abbreviation	
Human	Resou	rce Management & Org	ganizational Theory		12-P&O-F-082-m01	
Module coordinator Module offered by						
holder of the Chair for Human Resource Management and Faculty of Business Management and Econom Organisation					conomics	
ECTS		od of grading	Only after succ. con	npl. of module(s)		
5		rical grade		•		
Duratio		Module level	Other prerequisites	i		
1 seme	ster	undergraduate				
Conten						
cusses ganisat	basic t ion.	ersonal und Organisation theories, estimation teo be provided during leo	hniques and empirica			
Intende	ed lear	ning outcomes				
		e lecture is to enable stu Ilts in the area personn				
Course	S (type, r	number of weekly contact hours	s, language — if other than Ge	rman)		
V + Ü (r	no infoi	rmation on SWS (weekly	y contact hours) and co	ourse language avail	able)	
		sessment (type, scope, lang ole for bonus)	uage — if other than German,	examination offered — if no	ot every semester, informat	tion on whether
written	exami	nation (approx. 60 mini	utes)			
Allocat	ion of	places				
Additio	nal inf	ormation				
Worklo	ad					
WORKIO	au					
Teachi		0				
reaciiii	ig cyci	c				
 Deferre				`		
Referre		LPO I (examination regulation	ons for teaching-degree progra	ammes)		
Module						
	-	ree (1 major) Business I	-	-		
	-	ree (1 major) Business ree (1 major) Business	-			
	-	ree (1 major) Business I ree (1 major) Business I	-			
	-	ree (1 major) Economat	-	10111103 (2010)		
	-	ree (1 major) Economat	-			
	-	ree (1 major) Economat				
	-	ree (1 major) Business I		2014)		
	-	ree (1 major) Business I	-			
	-	ree (1 major) Business I		-		
	-	ree (1 major) Business I	-	-		
Master	's degr	ee (1 major) Media Com	nmunication (2014)			
		jor Business Management and		enerated 26-Aug-2024 • exar 80 ECTS) Wirtschaftswissens	-	page 82 / 182
conomics	(2009)		cord Bachelor (1	80 ECTS) Wirtschaftswissens	chan - 2009	

Module Catalogue for the Subject Business Management and Economics Bachelor's with 1 major, 180 ECTS credits

Master's degree (1 major) Media Communication (2013) Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2012) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2010)

Module	e title				Abbreviation	
Seminar: Human Resource Management & Organizational Theory 12-P&O-FS-082-m01						1
Module coordinator Module offered by						
holder Organi		Chair for Human Resour	ce Management and	Faculty of Business	Management and E	conomics
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
5	nume	rical grade		•		
Duratio		Module level	Other prerequisites	i		
1 seme	ester	undergraduate				
Conten						
Studer source	nts will s mana	write a seminar paper of gement and organisation		d discuss current iss	ues in the field of hu	ıman re-
	-	ning outcomes				
The stu	udents	learn to handle, formula	te in own words, pres	ent, and discuss cur	rent research literatu	ure.
Course	S (type, r	number of weekly contact hours	, language — if other than Ge	rman)		
S (no ii	nformat	tion on SWS (weekly cor	ntact hours) and cours	e language available	e)	
module is	s creditab	s essment (type, scope, langu ble for bonus)				ion on whether
	term paper (15 to 20 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German, English					
		,	Igusti			
Numbe allocat	t ion of j er of pla ed in a		nber of applications ex among all applicants	s irrespective of their	subjects according	to the fol-
Numbe allocat lowing subjec ta 2 (29 numbe proced ve moc ted nui	tion of pla er of pla ed in a quotas t; amor 5% of p sr of sub lure, ap dule wil mber of	places aces: 15. Should the nun standardised procedure	nber of applications ex e among all applicants s): total number of EC ame number of ECTS c ect semesters of the re will be allocated by lo ave successfully comp onsideration. Places o	s irrespective of their TS credits already ac redits achieved, plac spective applicant; a t. Quota 3 (25% of p leted at least one mo on all courses of the	subjects according hieved in the respec- ces will be allocated among applicants wi laces): allocation by odule component of module component	to the fol- ctive degree by lot. Quo- th the same lot. In this the respecti- with a restric
Numbe allocat lowing subjec ta 2 (2) numbe proced ve moc ted num located	tion of pla er of pla ed in a quotas t; amor 5% of p er of sub lure, ap dule wil mber of d as the	places aces: 15. Should the nun standardised procedure s: Quota 1 (50% of place ng applicants with the sa laces): number of subje oject semesters, places oplicants who already ha I be given preferential c f places will be allocated	nber of applications ex e among all applicants s): total number of EC ame number of ECTS c ect semesters of the re will be allocated by lo ave successfully comp onsideration. Places o	s irrespective of their TS credits already ac redits achieved, plac spective applicant; a t. Quota 3 (25% of p leted at least one mo on all courses of the	subjects according hieved in the respec- ces will be allocated among applicants wi laces): allocation by odule component of module component	to the fol- ctive degree by lot. Quo- th the same lot. In this the respecti- with a restric
Numbe allocat lowing subjec ta 2 (2) numbe proced ve moc ted num located	tion of pla er of pla ed in a quotas t; amor 5% of p er of sub lure, ap dule wil mber of d as the	places aces: 15. Should the nun standardised procedure aces: Quota 1 (50% of place ng applicants with the sa aces): number of subje oject semesters, places plicants who already ha l be given preferential c f places will be allocated by become available.	nber of applications ex e among all applicants s): total number of EC ame number of ECTS c ect semesters of the re will be allocated by lo ave successfully comp onsideration. Places o	s irrespective of their TS credits already ac redits achieved, plac spective applicant; a t. Quota 3 (25% of p leted at least one mo on all courses of the	subjects according hieved in the respec- ces will be allocated among applicants wi laces): allocation by odule component of module component	to the fol- ctive degree by lot. Quo- th the same lot. In this the respecti- with a restric
Numbe allocat lowing subjec ta 2 (2) numbe proced ve moc ted num located	tion of pla er of pla ed in a quotas t; amor 5% of p er of sub lure, ap dule wil mber of d as the onal inf	places aces: 15. Should the nun standardised procedure aces: Quota 1 (50% of place ng applicants with the sa aces): number of subje oject semesters, places plicants who already ha l be given preferential c f places will be allocated by become available.	nber of applications ex e among all applicants s): total number of EC ame number of ECTS c ect semesters of the re will be allocated by lo ave successfully comp onsideration. Places o	s irrespective of their TS credits already ac redits achieved, plac spective applicant; a t. Quota 3 (25% of p leted at least one mo on all courses of the	subjects according hieved in the respec- ces will be allocated among applicants wi laces): allocation by odule component of module component	to the fol- ctive degree by lot. Quo- th the same lot. In this the respecti- with a restric
Numbe allocat lowing subjec ta 2 (29 numbe proced ve moc ted nun located Additic	tion of pla er of pla ed in a quotas t; amor 5% of p er of sub lure, ap dule wil mber of d as the onal inf	places aces: 15. Should the nun standardised procedure aces: Quota 1 (50% of place ng applicants with the sa aces): number of subje oject semesters, places plicants who already ha l be given preferential c f places will be allocated by become available.	nber of applications ex e among all applicants s): total number of EC ame number of ECTS c ect semesters of the re will be allocated by lo ave successfully comp onsideration. Places o	s irrespective of their TS credits already ac redits achieved, plac spective applicant; a t. Quota 3 (25% of p leted at least one mo on all courses of the	subjects according hieved in the respec- ces will be allocated among applicants wi laces): allocation by odule component of module component	to the fol- ctive degree by lot. Quo- th the same lot. In this the respecti- with a restric
Numbe allocat lowing subjec ta 2 (2 <u>1</u> numbe proced ve moo ted num located Additio Worklo	tion of pla er of pla ed in a quotas t; amor 5% of p er of sub lure, ap dule wil mber of d as the onal inf	places aces: 15. Should the nun standardised procedure s: Quota 1 (50% of place ng applicants with the sa laces): number of subje oject semesters, places oplicants who already ha l be given preferential c f places will be allocated ey become available.	nber of applications ex e among all applicants s): total number of EC ame number of ECTS c ect semesters of the re will be allocated by lo ave successfully comp onsideration. Places o	s irrespective of their TS credits already ac redits achieved, plac spective applicant; a t. Quota 3 (25% of p leted at least one mo on all courses of the	subjects according hieved in the respec- ces will be allocated among applicants wi laces): allocation by odule component of module component	to the fol- ctive degree by lot. Quo- th the same lot. In this the respecti- with a restric
Numbe allocat lowing subjec ta 2 (2 <u>1</u> numbe proced ve moo ted num located Additio Worklo	tion of pla er of pla ed in a quotas t; amor 5% of p t; amor 5% of p tr of sub lure, ap dule wil mber of d as the onal inf	places aces: 15. Should the nun standardised procedure s: Quota 1 (50% of place ng applicants with the sa laces): number of subje oject semesters, places oplicants who already ha l be given preferential c f places will be allocated ey become available.	nber of applications ex e among all applicants s): total number of EC ame number of ECTS c ect semesters of the re will be allocated by lo ave successfully comp onsideration. Places o	s irrespective of their TS credits already ac redits achieved, plac spective applicant; a t. Quota 3 (25% of p leted at least one mo on all courses of the	subjects according hieved in the respec- ces will be allocated among applicants wi laces): allocation by odule component of module component	to the fol- ctive degree by lot. Quo- th the same lot. In this the respecti- with a restric
Numbe allocat lowing subjec ta 2 (2 <u>1</u> numbe proced ve moo ted num located Worklo Teachi	tion of pla er of pla ed in a quotas t; amor 5% of p er of sub lure, ap dule wil mber of d as the onal inf	places aces: 15. Should the nun standardised procedure s: Quota 1 (50% of place ng applicants with the sa laces): number of subje oject semesters, places plicants who already ha l be given preferential c f places will be allocated ey become available.	nber of applications exe e among all applicants s): total number of ECTS c ame number of ECTS c ect semesters of the re will be allocated by lo ave successfully comp onsideration. Places of d in the same procedu	s irrespective of their TS credits already ac redits achieved, plac spective applicant; a t. Quota 3 (25% of p leted at least one mo on all courses of the re. A waiting list will	subjects according hieved in the respec- ces will be allocated among applicants wi laces): allocation by odule component of module component	to the fol- ctive degree by lot. Quo- th the same lot. In this the respecti- with a restric
Numbe allocat lowing subjec ta 2 (2 <u>1</u> numbe proced ve moo ted num located Worklo Teachi	tion of pla er of pla ed in a quotas t; amor 5% of p er of sub lure, ap dule wil mber of d as the onal inf	places aces: 15. Should the nun standardised procedure s: Quota 1 (50% of place ng applicants with the sa laces): number of subje oject semesters, places oplicants who already ha l be given preferential c f places will be allocated ey become available.	nber of applications exe e among all applicants s): total number of ECTS c ame number of ECTS c ect semesters of the re will be allocated by lo ave successfully comp onsideration. Places of d in the same procedu	s irrespective of their TS credits already ac redits achieved, plac spective applicant; a t. Quota 3 (25% of p leted at least one mo on all courses of the re. A waiting list will	subjects according hieved in the respec- ces will be allocated among applicants wi laces): allocation by odule component of module component	to the fol- ctive degree by lot. Quo- th the same lot. In this the respecti- with a restric
Numbe allocat lowing subjec ta 2 (2 <u>1</u> numbe proced ve moo ted num locateo Additic Worklo Teachi Referre	tion of pla er of pla ed in a quotas t; amor 5% of p er of sub lure, ap dule wil mber of d as the onal inf oad	places aces: 15. Should the nun standardised procedure s: Quota 1 (50% of place ng applicants with the sa laces): number of subje oject semesters, places plicants who already ha l be given preferential c f places will be allocated ey become available. formation	nber of applications exe e among all applicants s): total number of ECTS c ame number of ECTS c ect semesters of the re will be allocated by lo ave successfully comp onsideration. Places of d in the same procedu	s irrespective of their TS credits already ac redits achieved, plac spective applicant; a t. Quota 3 (25% of p leted at least one mo on all courses of the re. A waiting list will	subjects according hieved in the respec- ces will be allocated among applicants wi laces): allocation by odule component of module component	to the fol- ctive degree by lot. Quo- th the same lot. In this the respecti- with a restric
Numbe allocat lowing subjec ta 2 (24 numbe proced ve moc ted num locatec Additic Worklo Teachi Referre	tion of pla er of pla ed in a quotas t; amor 5% of p er of sub lure, ap dule wil mber of d as the onal inf oad ng cycl ed to in	places aces: 15. Should the nun standardised procedure s: Quota 1 (50% of place ng applicants with the sa laces): number of subje oject semesters, places oplicants who already ha l be given preferential c f places will be allocated ey become available. formation	nber of applications ex e among all applicants s): total number of ECTS c ame number of ECTS c ect semesters of the re- will be allocated by lo ave successfully comp onsideration. Places of d in the same procedu	ammes)	subjects according hieved in the respec- ces will be allocated among applicants wi laces): allocation by odule component of module component	to the fol- ctive degree by lot. Quo- th the same lot. In this the respecti- with a restric
Numbe allocat lowing subjec ta 2 (2 <u>1</u> numbe proced ve moo ted num located Additio Worklo Teachi Referre Bachel	tion of pla er of pla ed in a quotas t; amor 5% of p er of sub lure, ap dule wil mber of d as the onal inf onal inf ed to in e appea or' deg	places aces: 15. Should the nun standardised procedure s: Quota 1 (50% of place ng applicants with the sa laces): number of subje oject semesters, places plicants who already ha l be given preferential c f places will be allocated ey become available. formation	nber of applications ex e among all applicants s): total number of ECTS c ame number of ECTS c ect semesters of the re will be allocated by lo ave successfully comp onsideration. Places of d in the same procedu	ammes)	subjects according hieved in the respec- ces will be allocated among applicants wi laces): allocation by odule component of module component	to the fol- ctive degree by lot. Quo- th the same lot. In this the respecti- with a restrict
Numbe allocat lowing subjec ta 2 (2 <u>1</u> numbe proced ve moo ted num located Additic Worklo Teachi Referre Bachel Bachel	tion of pla er of pla ed in a quotas t; amor 5% of p er of sub lure, ap dule wil mber of d as the onal inf onal inf ed to in e appea or' deg or' deg	places aces: 15. Should the nun standardised procedure s: Quota 1 (50% of place ng applicants with the sa alaces): number of subje oject semesters, places oplicants who already ha l be given preferential c f places will be allocated ey become available. formation e LPO I (examination regulation ars in ree (1 major) Business A	nber of applications ex e among all applicants s): total number of ECTS c ame number of ECTS c ect semesters of the re will be allocated by lo ave successfully comp onsideration. Places of d in the same procedu	ammes)	subjects according hieved in the respec- ces will be allocated among applicants wi laces): allocation by odule component of module component	to the fol- ctive degree by lot. Quo- th the same lot. In this the respecti with a restrict
Numbe allocat lowing subjec ta 2 (24 numbe proced ve moo ted num located Additic Worklo Teachi Referre Bachel Bachel Bachel	tion of pla er of pla ed in a quotas t; amor 5% of p er of sub lure, ap dule wil mber of d as the onal inf onal inf e appea or' deg or' deg or' deg	places aces: 15. Should the nun standardised procedure s: Quota 1 (50% of place or applicants with the sa alaces): number of subje oject semesters, places oplicants who already ha al be given preferential c f places will be allocated by become available. formation e LPO I (examination regulation ars in ree (1 major) Business M ree (1 major) Business M	nber of applications exe e among all applicants s): total number of ECTS c ame number of ECTS c ect semesters of the re- will be allocated by lo ave successfully comp onsideration. Places of d in the same procedu	ammes)	subjects according hieved in the respec- ces will be allocated among applicants wi laces): allocation by odule component of module component	to the fol- ctive degree by lot. Quo- th the same lot. In this the respecti with a restrict
Numbe allocat lowing subjec ta 2 (2 <u>9</u> numbe proced ve moo ted num located Additio Worklo Teachi Referre Bachel Bachel Bachel Bachel Bachel	tion of pla er of pla ed in a quotas t; amor 5% of p er of sub lure, ap dule wil mber of d as the onal inf onal inf onal inf e appea or' deg or' deg or' deg or' deg or' deg	places aces: 15. Should the nun standardised procedure s: Quota 1 (50% of place ng applicants with the sa places): number of subje oject semesters, places oplicants who already ha l be given preferential c f places will be allocated ey become available. formation e fination ree (1 major) Business M ree (1 major) Economath ree (1 major) Economath	nber of applications exe e among all applicants s): total number of ECTS c ame number of ECTS c act semesters of the re- will be allocated by lo ave successfully comp onsideration. Places of d in the same procedu mis for teaching-degree progra Management and Econ Management and Econ Management and Econ nematics (2009) nematics (2012)	ammes)	subjects according hieved in the respec- ces will be allocated among applicants wi laces): allocation by odule component of module component	to the fol- ctive degree by lot. Quo- th the same lot. In this the respecti with a restrict
Numbe allocat lowing subjec ta 2 (2 <u>1</u> numbe proced ve moo ted num located Additic Worklo Teachi Referre Bachel Bachel Bachel Bachel Bachel Bachel Bachel Bachel	tion of pla er of pla ed in a quotas t; amor 5% of p er of sub lure, ap dule wil mber of d as the onal inf or d as the onal inf e appea or' deg or' deg or' deg or' deg or' deg or' deg	places aces: 15. Should the nun standardised procedure s: Quota 1 (50% of place or applicants with the sa alaces): number of subject semesters, places oplicants who already ha al be given preferential c f places will be allocated by become available. formation e LPO I (examination regulation ars in ree (1 major) Business M ree (1 major) Business M ree (1 major) Business M ree (1 major) Economath ree (1 major) Economath ree (1 major) Economath ree (1 major) Economath ree (1 major) Economath	nber of applications exe e among all applicants s): total number of ECTS c ame number of ECTS c act semesters of the re will be allocated by lo ave successfully comp onsideration. Places of d in the same procedu mus for teaching-degree progra Management and Econ Management and Econ Management and Econ nematics (2009) nematics (2012) nematics (2008)	ammes)	subjects according hieved in the respec- ces will be allocated among applicants wi laces): allocation by odule component of module component	to the fol- ctive degree by lot. Quo- th the same lot. In this the respecti with a restri
Numbe allocat lowing subjec ta 2 (2 <u>4</u> numbe proced ve moc ted num locatec Additic Worklo Teachi Referre Bachel Bachel Bachel Bachel Bachel Bachel Bachel Bachel Bachel Bachel	tion of pla er of pla ed in a quotas t; amor 5% of p er of sub lure, ap dule wil mber of d as the onal inf onal inf oad or' deg or' deg or' deg or' deg or' deg or' deg	places aces: 15. Should the nun standardised procedure s: Quota 1 (50% of place ng applicants with the sa places): number of subje oject semesters, places oplicants who already ha l be given preferential c f places will be allocated ey become available. formation e fination ree (1 major) Business M ree (1 major) Economath ree (1 major) Economath	nber of applications exe e among all applicants s): total number of ECTS c ame number of ECTS c ect semesters of the re- will be allocated by lo ave successfully comp onsideration. Places of d in the same procedu mis for teaching-degree progra Management and Econ Management and Econ Management and Econ nematics (2009) nematics (2012) nematics (2008) nformation Systems (2	ammes)	subjects according hieved in the respec- ces will be allocated among applicants wi laces): allocation by odule component of module component be maintained and	to the fol- ctive degree by lot. Quo- th the same lot. In this the respecti with a restrict

Module title					Abbreviation	
Business Processes					12-GP-G-082-m01	
Module coordinator Module offered by						
holder o Informa		Chair of Business Manage /stems	ement and Business	Faculty of Business	Management and Economics	
ECTS	Metho	od of grading	Only after succ. com	pl. of module(s)		
5	numer	rical grade				
Duratio	n	Module level	Other prerequisites			
1 semes	ster	undergraduate				
Content	ts					
senscha parts. In sis for t quired I mika. In ments v The cou the exa with the After co 1. reflec 2. unde	This course is aimed at students of Wirtschaftsinformatik (Business Information Systems) and Wirtschaftswis- senschaft (Business Management and Economics) interested in the topic. The course is divided up into two parts. In the theoretical part, students will acquire the necessary theoretical knowledge that will serve as a ba- sis for the practical part. The practical exercise will present students with an opportunity to apply their newly ac- quired knowledge by working with an SAP Business ByDesign system on case studies on the model company Al- mika. In this context, the human resources, purchasing, sales, service, project management and finance depart- ments will be dealt with. The course will introduce students to business processes of an ERP system (Enterprise Resource Planning) using the example of SAP Business ByDesign. In addition to the basic principles, students will also become familiar with the processes and functionalities. Intended learning outcomes After completing the course, the students will be able to 1. reflect technical principles and operational models of ERP systems,					
3. perfo	rm and	unterstand business pro	ocesses within the ER	*	ess ByDesign.	
		mation on SWS (weekly o			able)	
Method	of ass	•			t every semester, information on whether	
written	examir	nation (approx. 60 minute	es)			
Allocati	on of p	olaces				
gramme ber of a cated ir quotas: applica ber of s sters, p cessfull ration. I	Wirtschaftsinformatik (Business Information Systems) Bachelor's (180 ECTS): no restrictions. Other degree pro- grammes: minimum 15 places. More places will be available provided there is enough capacity. Should the num- ber of applications from students of other subjects exceed the number of available places, places will be allo- cated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective subject; among applicants with the same number of ECTS credits, places will be allocated by lot. Quota 2 (25% of places): num- ber of subject semesters of the respective applicant; among applicants with the same number of subject seme- sters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot; applicants who already have suc cessfully completed at least one module component of the respective module will be given preferential conside- ration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.					
Additio	nal info	ormation				
Worklo	ad					
Teachin	ig cycle	9				

Referred to in LPO I (examination regulations for teaching-degree programmes)

Module appears in

Bachelor' degree (1 major) Computer Science (2010)
Bachelor' degree (1 major) Business Management and Economics (2009)
Bachelor' degree (1 major) Business Management and Economics (2008)
Bachelor' degree (1 major) Business Management and Economics (2010)
Bachelor' degree (1 major) Economathematics (2009)
Bachelor' degree (1 major) Economathematics (2012)
Bachelor' degree (1 major) Economathematics (2008)
Bachelor' degree (1 major) Business Information Systems (2009)
Bachelor' degree (1 major) Business Information Systems (2008)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2010)

Module title				Abbreviation		
Forwa	Forward and Reverse Business Engineering 12-FRBE-F-082-m01					
Module coordinator			Module offered by			
Business Integration Prof. Thome			Faculty of Business	Management and E	conomics	
ECTS	Meth	od of grading	Only after succ. con	npl. of module(s)		
5	nume	rical grade				
Durati	on	Module level	Other prerequisites			
1 seme	ester	undergraduate				
Conte	nts					
age. "F cess m cess a ments ny. The format The co ject test	Forward nodellin nalysis) and teo e resulti tion sys ourse tra am. In a	gineering" refers to the m " refers to design method g) that help implement a that make it possible to hnological innovation point of change needs to be in tems. Inces the implementation addition to acquainting st s from practical projects.	ds (such as situation new solution. "Rever improve or re-design otential are typical rea nplemented into the cycle of enterprise so cudents with the theo	analysis, requiremen rse" refers to approa existing structures a asons for the continu organisational struct	nts analysis and bus ches (such as the us and processes. Mark uous transformation ture, business proce t of view of a memb	iness pro- ine and pro- cet require- of a compa- esses and in- er of a pro-
Intend	ed lear	ning outcomes				
of Forv print) a Course	vard Eng and Rev es (type, r	know in detail the proces gineering (such as situati erse Engineering (Revers number of weekly contact hours, l	ion analysis, requirer e Business Engineeri language — if other than Ger	nent analysis, proces ng) and their implen ^{man)}	ss modeling and bus nentation in tools.	
V + Ü (no info	mation on SWS (weekly	contact hours) and co	ourse language avail	able)	
		sessment (type, scope, langua le for bonus)	ge — if other than German,	examination offered — if no	t every semester, informat	ion on whether
writter	n exami	nation (approx. 60 minut	es)			
Alloca	tion of _l	olaces				
be allo be give When ble pla (subje lations ber of of thei dy ach ved, p plican (25% of succes deratio in the	Allocation of places Number of places: 50. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Bachelor's students of Wirtschaftsinformatik (Business Information Systems) will be given preferential consideration. (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (1) and the number of applications exceeds the number of available places, places will be allocated among applicants from within this group according to the respective FSB (subject-specific provisions) regarding Section 7 Subsection 4 ASPO (general academic and examination regulations). (4) When places are allocated in accordance with (2) and the number of applications exceeds the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters of the respective applicant; among applicants with the groups according to (1) and (2), applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. (6) Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. (7) A waiting list will be maintained and places re-allocated as they become available. Additional information					
Workle	oad					
Bachelor's Economics		jor Business Management and		enerated 26-Aug-2024 • exan 80 ECTS) Wirtschaftswissens	-	page 87 / 182

Teaching cycle

Referred to in LPO I (examination regulations for teaching-degree programmes)

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Module appears in

Bachelor' degree (1 major) Computer Science (2010)

Bachelor' degree (1 major) Business Management and Economics (2009)

Bachelor' degree (1 major) Business Management and Economics (2008)

Bachelor' degree (1 major) Business Management and Economics (2010)

Bachelor' degree (1 major) Economathematics (2009)

Bachelor' degree (1 major) Economathematics (2008)

Bachelor' degree (1 major) Business Information Systems (2009)

Bachelor' degree (1 major) Business Information Systems (2008)

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2010)

Module title					Abbreviation		
Fundamentals of Information Economics and Incentive Systems 12-ARS-091-mod					12-ARS-091-m01		
Module coordinator Module offered by							
Managi	ing Dire	ector of the Institute of Ec	onomics	Faculty of Business	Management and Economics		
ECTS		od of grading	Only after succ. com	· ·			
5		rical grade					
Duratio		Module level	Other prerequisites				
1 seme		undergraduate					
Conten							
makes concep trolling usefuln	accour ts of de tools s iess.	nting information useful f ecision usefulness and in such as budgeting, ratios	or decision-making p centive usefulness.	rocesses and how w The course will then	ics, this course will discuss what ve can distinguish between the move on to discuss typical con- hese in terms of their incentive		
Intende	ed learn	ning outcomes					
formati wie mit Unterne haben hansa Course V + Ü (r Methoo module is	onen li Hilfe v ehmen konkre AG und s (type, m to infor d of ass creditab examin	efert und welche verhalte on rechnungswesenbasi gezielt gesteuert werden te Ausgestaltungen solch der Deutschen Bahn AG number of weekly contact hours, I rmation on SWS (weekly of sessment (type, scope, langua le for bonus) nation (approx. 60 minute	enssteuernden Wirku erten Controlling- Ins kann und wo die Gre her Instrumente in de kennengelernt. anguage — if other than Ger contact hours) and co ge — if other than German, o	ngen es möglicherw trumenten das Verha enzen solcher Instrur r Praxis an Beispiele man) ourse language avail	estem entscheidungsrelevante In- eise entfaltet. Sie haben gelernt, alten der Entscheidungsträger im mente liegen. Die Studierenden in wie etwa der Deutschen Luft- able) ot every semester, information on whether		
Additio	nal info	ormation					
Worklo	aa						
		2					
Teachi	ig tyti	C					
Poforro	d to in	LPO I (examination regulations	for toaching dograp are	mmoc)			
			s for teaching-degree progra	mines)			
Module	Module appears in						
Bachelor' degree (1 major) Business Management and Economics (2009) Bachelor' degree (1 major) Business Management and Economics (2007) Bachelor' degree (1 major) Business Management and Economics (2008) Bachelor' degree (1 major) Business Management and Economics (2010) Bachelor' degree (1 major) Business Information Systems (2007) Bachelor' degree (1 major) Business Information Systems (2008)							

Module	e title				Abbreviation	
Seminar: Foundation and Corporate Growth					12-UG-FS-091-m01	
Module coordinator				Module offered by	<u> </u>	
		Chair of Entrepreneurship	and Strategy		Management and E	conomics
ECTS		od of grading	Only after succ. con	· ·		
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ster	undergraduate				
Conten	ts					
		ntrepreneurship and corp hip, innovation manager				
Intende	ed lear	ning outcomes				
Germai	n inten	ded learning outcomes av	vailable but not trans	lated yet.		
führun ben en nerisch levant	g von Li tsprech ie Kom werden		uch im Verfassen eir urch das Erstellen de onen, wie sie in einer	ner inhaltlich und for r Seminararbeit besi r Vielzahl von berufli	mal wissenschaftlic tzen die Studierende	hen Maßstä- en auch ge-
	-	number of weekly contact hours, l				
S (no ir	nformat	tion on SWS (weekly cont	act hours) and cours	e language available	2)	
module is	s creditab	sessment (type, scope, langua le for bonus)				ion on whether
		pprox. 15 to 20 pages) an ssessment: German or Ei		ox. 20 to 30 minutes), weighted 2:1	
Allocat	ion of p	olaces				
allocate lowing subject ta 2 (25 numbe proced ve mod ted nur located	ed in a quotas t; amor 5% of p r of sub ure, ap lule wil mber of l as the	tees: 20. Should the num standardised procedure : Quota 1 (50% of places) ing applicants with the sar laces): number of subjec oject semesters, places w plicants who already hav l be given preferential co places will be allocated by become available.	among all applicants): total number of ECT ne number of ECTS c t semesters of the res vill be allocated by lo e successfully compl nsideration. Places o	Firrespective of their TS credits already ac redits achieved, plac spective applicant; a t. Quota 3 (25% of pl leted at least one mo n all courses of the p	subjects according hieved in the respec- ces will be allocated among applicants wi laces): allocation by odule component of module component	to the fol- ctive degree by lot. Quo- th the same lot. In this the respecti with a restric
Additio	nal inf	ormation				
Worklo	ad					
 Teachiı		۵				
	is cycl					
Referre	ed to in	LPO I (examination regulations	s for teaching-degree progra	mmes)		
 Module	e appea	ars in				
						1 · ·
Bachelor's Conomics		jor Business Management and		enerated 26-Aug-2024 • exan 80 ECTS) Wirtschaftswissens	-	page 90 / 182

Bachelor' degree (1 major) Business Management and Economics (2009)
Bachelor' degree (1 major) Business Management and Economics (2007)
Bachelor' degree (1 major) Business Management and Economics (2008)
Bachelor' degree (1 major) Business Management and Economics (2010)
Bachelor' degree (1 major) Economathematics (2009)
Bachelor' degree (1 major) Economathematics (2012)
Bachelor' degree (1 major) Economathematics (2008)
Bachelor' degree (1 major) Business Information Systems (2009)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2010)

Sales Controlling & Management Module offered by Module controlling and Accounting Faculty of Business Management and Economic and Accounting Retrol of grading Only after succ. compl. of module(s) 5 numerical grade Duration Module level Other prerequisites I semester undergraduate Registration for assessment: as specified. Contents Contents The focus of the lecture is the support of sales management by controlling. The course covers the position of sales and sales management with a special emphasis on B2B sales of IT companies and the position of sale controlling of and feat support of sales by controlling as wells a possible elements with which this support for ales by controlling as wells a possible elements with which this support for ales by controlling as wells a possible elements with which this support for ales by controlling as wells a possible elements with which this support for ales by controlling and the balance with the reality in com ines, participants further acquire skills to evaluate the possible use of sales management toy the controlling and the balance with the reality in com ines, participants further acquire skills to evaluate the possible use of sales management toys in practice. Courses (type, number of weekly contact hours) and course language available. Method of assessment (type, scope, language – if other than German, examination offered – if not ever senester, information on there madue is creditable for bonus)	Module	e title				Abbreviation	
Index of the Chair of Business Management, Controlling Faculty of Business Management and Economic ECTS Method of grading Only after succ. compl. of module(s) 5 numerical grade 0 Duration Module level Other prerequisites 1 semester undergraduate Registration for assessment: as specified. Contents The focus of the lecture is the support of sales management by controlling. The course covers the positionin of sales and sales and sales and sales management with a special emphasis on B2B sales of of rompanies and the position of sale controlling as a subset of overall controlling in different business organisations. The course discusses basic quirements of an ideal support of sales by controlling as well as possible elements with which this support in control enailsed, such as management information systems, target management and customer relations management. Intended learning outcomes Knowledge about the practice of working in sales management and the associated sales is acquired. By disj if theoretical tools to support sales management by the controlling and the balance with the reality in com nies, participants further acquire skills to evaluate the possible use of sales management tools in practice. Courses (type, number of weekly contact hours) and course language available) Method of assessment (vipe, scope, language – if other than German) V (no information on SWS (weekly contact hours) and course language available) Method of places	Sales Controlling & Management					12-VeCo-092-m01	
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Bachelor' degree (1 major) Business Management and Economics (2009) Bachelor' degree (1 major) Business Management and Economics (2007) Bachelor' degree (1 major) Business Management and Economics (2008) Bachelor' degree (1 major) Business Management and Economics (2010) Bachelor' degree (1 major) Business Information Systems (2009)							
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Bachelor' degree (1 major) Business Management and Economics (2008) Bachelor' degree (1 major) Business Management and Economics (2010) Bachelor' degree (1 major) Business Information Systems (2009)				•			
Bachelor' degree (1 major) Business Management and Economics (2010) Bachelor' degree (1 major) Business Information Systems (2009)		-		•			
Bachelor' degree (1 major) Business Information Systems (2009)		-		-			
		-	-	-			
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2010)		-	-	-	2009)		

Module title					Abbreviation	
Workshop Corporate Planning 12-PU-092-m01						
Module coordinator Module offered by						
holder ting	of the (Chair of Business Admini	istration and Marke-	Faculty of Business	Management and E	conomics
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
5		rical grade		• • • •		
Duratio		Module level	Other prerequisites	;		
1 seme	ster	undergraduate				
Conten			1			
se will lated co strateg with an ness id Studen	focus o ustome y conce oppor lea (eitl ts will	vill equip students with t in the business plan com- er potential and competit ept/business model and tunity to develop, over the ner given or of their own be expected to complete between seminar sessioned.	prising the developm ion analysis, a marke an opportunities and ne course of one sem choice). The course v the largest part of th	nent of a novel and ir eting plan, an implem I threats analysis. Th ester, a business pla vill use a combinatio e work on the busine	nnovative business i nentation schedule a e course will provide n or business conce n of lectures and tea	idea, a re- as well as a e students ept for a busi- am exercises.
		ning outcomes				
		ded learning outcomes a	vailable but not trans	slated vet.		
nesspla Vorbere Wettbe Realisio se. ? Di menter wie Kur	ans.? V eitung o werbsa erungsf e Befäl n, die e nden- u	n) notwendig sind: ? Deta Yerfassen eines Business einer Gründung eines Un Inalyse; Erstellung eines Fahrplans sowie eines St nigung, allein oder mit Pa ine Führungskraft eines I Ind Experteninterviews ens unter "realen Kapital	splans im "Gründertes ternehmens mittels E Marketingplans, eine rategiekonzepts bzw. artnern ein Unternehr Unternehmens benöt Vorbereitung von Prä	am" anhand einer se Businessplans. ? Aus es plausiblen Finanz . Geschäftsmodells u men zu gründen Ke igt Selbständiges A äsentationsunterlage	lbst gewählten Geso arbeitung einer Kun plans, eines Manago nd einer Chancen-R nntnis von Methode Arbeiten und Recher en sowie Präsentatio	chäftsidee. ? den- und ement- bzw. isiken Analy- en und Instru- chieren so-
Course	S (type, r	umber of weekly contact hours,	language — if other than Ge	rman)		
S (no ir	format	ion on SWS (weekly con	tact hours) and cours	e language available	2)	
		s essment (type, scope, langua le for bonus)	age — if other than German,	examination offered — if no	t every semester, informat	ion on whether
written pages)		nation (approx. 60 minut ted 2:1	tes) and assignment t	to be completed at h	ome (business plan	, approx. 30
Allocat	ion of p	olaces				
allocate lowing subject ta 2 (25 numbe proced ve mod ted nur	ed in a quotas t; amor 5% of p r of sub ure, ap lule wil nber of	ces: 25. Should the num standardised procedure : Quota 1 (50% of places g applicants with the sa laces): number of subjec oject semesters, places v plicants who already hav l be given preferential co places will be allocated y become available.	among all applicants b): total number of EC me number of ECTS of t semesters of the re vill be allocated by lo ve successfully componsideration. Places of	s irrespective of their TS credits already ac redits achieved, plac spective applicant; a t. Quota 3 (25% of pl leted at least one mo on all courses of the r	subjects according hieved in the respec- ces will be allocated mong applicants wi aces): allocation by odule component of module component	to the fol- ctive degree by lot. Quo- th the same lot. In this the respecti- with a restric-
Bachelor's Economics		or Business Management and		enerated 26-Aug-2024 • exam 80 ECTS) Wirtschaftswissens	-	page 93 / 182

Additional information

Workload

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Teaching cycle

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Referred to in LPO I (examination regulations for teaching-degree programmes)

Module appears in

Bachelor' degree (1 major) Business Management and Economics (2009) Bachelor' degree (1 major) Business Management and Economics (2007) Bachelor' degree (1 major) Business Management and Economics (2008) Bachelor' degree (1 major) Business Management and Economics (2010) Bachelor' degree (1 major) Economathematics (2012) Bachelor' degree (1 major) Business Information Systems (2009) Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major, 1 minor) Business Management and Economics (2012)

Module titl	le			Abbreviation		
Selected Aspects of Managerial Accounting 12-AAC-092-m01						
Module cod	ordinator		Module offered by			
holder of th and Accour	ne Chair of Business Manag nting	gement, Controlling	Faculty of Business	Management and Economics		
ECTS Me	thod of grading	Only after succ. con	npl. of module(s)			
5 nui	merical grade					
Duration	Module level	Other prerequisites	i			
1 semester	undergraduate					
Contents						
tured pape	r and to present the results	of their work with the	e help of relevant top	able them to prepare a well-struc- ics in the field of the focuses of :ision Making and Control").		
Intended le	earning outcomes					
(i) understa (ii) use elat (iii) create [leting the controlling bache and and apply the fundame borated content to write sci presentations and lectures	ntals of scientific liter entific papers; independently.	rature reviews;			
Courses (typ	pe, number of weekly contact hours,	language — if other than Ge	rman)			
S (no inform	mation on SWS (weekly con	tact hours) and cours	e language available	2)		
	assessment (type, scope, langu litable for bonus)	age — if other than German,	examination offered — if no	t every semester, information on whether		
term paper	(approx. 12 pages) and pre	esentation (approx. 20	o minutes), weighted	2:1		
Allocation	of places					
Additional	information					
Workload						
Teaching c	ycle	_				
	-					
Referred to	in LPO I (examination regulation	ns for teaching-degree progra	ammes)			
Module ap	pears in					
	legree (1 major) Business N	-	-			
Bachelor' degree (1 major) Business Management and Economics (2007)						
Bachelor' degree (1 major) Business Management and Economics (2008) Bachelor' degree (1 major) Business Management and Economics (2010)						
Bachelor' degree (1 major) Economathematics (2012)						
Bachelor' degree (1 major) Economathematics (2012) Bachelor' degree (1 major) Business Information Systems (2009)						
Master's degree (1 major) Eusiness and Economics (2009)						
			-			
Master's de		ess and Economics (2	2014)			

Module	e title				Abbreviation	
Selecte	ed Topi	cs in Business Managem	ient 1		12-APB1-091-m01	
Module	e coord	inator		Module offered by	<u> </u>	
		aculty of Business Manag	ement and Econo-		Management and Economics	
ECTS	Metho	od of grading	Only after succ. cor	npl. of module(s)		
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites	;		
1 seme	ster	undergraduate				
Conten	Its					
• c • a • c	ourses dditior ourses	erves the purpose of trar taken at other German o nal courses offered on a s offered by new Chairs th	r non-German univer short-term basis at are yet to be inclu	sities ded in the FSB (subj		
		f the respective Chairs wi	ll ensure that the cou	urses are eligible for	credit transfer.	
	-	ning outcomes				
		accrediting multiple kind			kills cannot be given.	
		number of weekly contact hours, I				
		mation on SWS (weekly				
module is	s creditab	le for bonus)	ge — if other than German,	examination offered — if no	ot every semester, information on whether	
		nation (60 minutes)				
Allocat	ion of _l	olaces				
Additio	onal inf	ormation				
Worklo	ad					
Teachi	ng cycl	e				
Referred to in LPO I (examination regulations for teaching-degree programmes)						
Module						
	Bachelor' degree (1 major) Business Management and Economics (2009)					
	-	ree (1 major) Business M	-			
	-	ree (1 major) Business M	-			
	-	ree (1 major) Business M ree (1 major) Business In	-			
Dachel	or deg	iee (1 illajoi) Dusiliess III	ionnation Systems (2	2009)		

Modul	e title				Abbreviation
Select	ed Topi	cs in Business Managem	ent 2		12-APB2-091-m01
Modul	e coord	inator		Module offered by	<u> </u>
Dean c mics	of the Fa	aculty of Business Manag	ement and Econo-	Faculty of Business	Management and Economics
ECTS	Meth	od of grading	Only after succ. con	npl. of module(s)	
5	nume	rical grade			
Durati	on	Module level	Other prerequisites		
1 seme	ester	undergraduate			
Conter	nts				
• a • a The ho	additior courses olders o	taken at other German o nal courses offered on a s offered by new Chairs th f the respective Chairs wi	hort-term basis at are yet to be inclue	ded in the FSB (subje	
		ning outcomes			
		accrediting multiple kind			kills cannot be given.
	_	number of weekly contact hours, l			
V + Ü (no info	rmation on SWS (weekly	contact hours) and co	ourse language avail	able)
		sessment (type, scope, langua ole for bonus)	ge — if other than German,	examination offered — if no	ot every semester, information on whether
writter	i exami	nation (60 minutes)			
Alloca	tion of _l	places			
Additio	onal inf	ormation			
Worklo	oad				
Teachi	ng cycl	e			
Referre	ed to in	LPO I (examination regulation	s for teaching-degree progra	immes)	
Modul	e appea	ars in			
Bache	lor' deg	ree (1 major) Business M	anagement and Econ	omics (2009)	
	-	ree (1 major) Business M	-		
	-	ree (1 major) Business M	-		
	-	ree (1 major) Business M	-		
sache	ior [:] deg	ree (1 major) Business In	formation Systems (2	2009)	

Module title					Abbreviation
Selected Topics in Business Management 3					12-APB3-091-m01
Modul	e coord	inator		Module offered by	1
Dean o mics	of the Fa	culty of Business Manag	ement and Econo-	Faculty of Business	Management and Economics
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)	
5	numer	rical grade			
Duratio	on	Module level	Other prerequisites		
1 seme	ster	undergraduate			
Conten	Its		·		
• c The ho	ourses lders of	al courses offered on a s offered by new Chairs th the respective Chairs wi	at are yet to be inclue		
	-	ning outcomes			
As a re	sult of a	accrediting multiple kind	s of modules, a desc	ription of acquired s	kills cannot be given.
		umber of weekly contact hours, l			
V + Ü (ı	no infor	mation on SWS (weekly	contact hours) and co	ourse language avail	able)
		essment (type, scope, langua le for bonus)	ge — if other than German,	examination offered — if no	t every semester, information on whether
written	examir	nation (60 minutes)			
Allocat	ion of p	olaces			
Additic	onal info	ormation			
Worklo	ad				
Teachi	ng cycl	9			
Referre	ed to in	LPOI (examination regulation	s for teaching-degree progra	immes)	
Module	e appea	rs in			
	-	ree (1 major) Business M	•		
	-	ree (1 major) Business M	-		
	-	ree (1 major) Business M	-		
	-	ree (1 major) Business M ree (1 major) Business In	-		

Selected Topics in Business Management 4Module offered byModule offered byModule offered byFaculty of Business Management and EconomicsFaculty of Bus	
Dean of the Faculty of Business Management and Economics Faculty of Business Management and Economics ECTS Method of grading Only after succ. compl. of module(s) 5 numerical grade Duration Module level Other prerequisites 1 semester undergraduate Contents Contents This module serves the purpose of transferring credits from • courses taken at other German or non-German universities • additional courses offered on a short-term basis • courses offered by new Chairs that are yet to be included in the FSB (subject-specified) The holders of the respective Chairs will ensure that the courses are eligible for credit transing outcomes As a result of accrediting multiple kinds of modules, a description of acquired skills cannomication on SWS (weekly contact hours) and course language available) V + Ü (no information on SWS (weekly contact hours) and course language available)	091-m01
mics Only after succ. compl. of module(s) 5 numerical grade Duration Module level Other prerequisites 1 semester undergraduate Contents This module serves the purpose of transferring credits from • courses taken at other German or non-German universities • additional courses offered on a short-term basis • courses offered by new Chairs that are yet to be included in the FSB (subject-specified) The holders of the respective Chairs will ensure that the courses are eligible for credit trans Intended learning outcomes As a result of accrediting multiple kinds of modules, a description of acquired skills cannop V + Ü (no information on SWS (weekly contact hours) and course language available) Method of assessment (type, scope, language – if other than German, examination offered – if not every semess	
5 numerical grade Duration Module level Other prerequisites 1 semester undergraduate Contents This module serves the purpose of transferring credits from • courses taken at other German or non-German universities • additional courses offered on a short-term basis • courses offered by new Chairs that are yet to be included in the FSB (subject-specified) The holders of the respective Chairs will ensure that the courses are eligible for credit transition Intended learning outcomes As a result of accrediting multiple kinds of modules, a description of acquired skills canno Courses (type, number of weekly contact hours, language – if other than German) V + Ü (no information on SWS (weekly contact hours) and course language available) Method of assessment (type, scope, language – if other than German, examination offered – if not every semes	ent and Economics
Duration Module level Other prerequisites 1 semester undergraduate Contents This module serves the purpose of transferring credits from • courses taken at other German or non-German universities • additional courses offered on a short-term basis • courses offered by new Chairs that are yet to be included in the FSB (subject-specified) The holders of the respective Chairs will ensure that the courses are eligible for credit transmet the holders of the respective Chairs will ensure that the courses are eligible for credit transmet the courses are eligible for credit transmet the courses are eligible for credit transmet the holders of accrediting multiple kinds of modules, a description of acquired skills cannoper the courses (type, number of weekly contact hours, language – if other than German) V + Ü (no information on SWS (weekly contact hours) and course language available) Method of assessment (type, scope, language – if other than German, examination offered – if not every semesting the store of the semination offered – if not every semesting the store of the semination offered – if not every semesting the store of the semination offered – if not every semesting the semination of the semination offered – if not every semination of the seminatis of the semination of the seminatis of the seminatis	
1 semester undergraduate Contents This module serves the purpose of transferring credits from • courses taken at other German or non-German universities • additional courses offered on a short-term basis • courses offered by new Chairs that are yet to be included in the FSB (subject-specific The holders of the respective Chairs will ensure that the courses are eligible for credit tran Intended learning outcomes As a result of accrediting multiple kinds of modules, a description of acquired skills canno Courses (type, number of weekly contact hours, language – if other than German) V + Ü (no information on SWS (weekly contact hours) and course language available) Method of assessment (type, scope, language – if other than German, examination offered – if not every semestical section of the section of the scope of the s	
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Courses (type, number of weekly contact hours, language – if other than German) V + Ü (no information on SWS (weekly contact hours) and course language available) Method of assessment (type, scope, language – if other than German, examination offered – if not every semes	
V + Ü (no information on SWS (weekly contact hours) and course language available) Method of assessment (type, scope, language — if other than German, examination offered — if not every semes	t be given.
Method of assessment (type, scope, language — if other than German, examination offered — if not every semes	
	ter, information on whether
written examination (60 minutes)	
Allocation of places	
Additional information	
Workload	
Teaching cycle	
Referred to in LPO I (examination regulations for teaching-degree programmes)	
Module appears in	
Bachelor' degree (1 major) Business Management and Economics (2009)	
Bachelor' degree (1 major) Business Management and Economics (2007)	
Bachelor' degree (1 major) Business Management and Economics (2008)	
Bachelor' degree (1 major) Business Management and Economics (2010) Bachelor' degree (1 major) Business Information Systems (2009)	

Module title					Abbreviation				
Cost Accounting for Decision Making and Control					12-KR-091-m01				
Modul	le coord	linator		Module offered by	<u> </u>				
	r of the ccounti	Chair of Business Mana	agement, Controlling	· · · ·	Management and Economics				
ECTS		od of grading	Only after succ. cor	npl. of module(s)					
5	1	rical grade		• • • •					
Durati		Module level	Other prerequisites	:					
		undergraduate		•					
1 seme									
perfor cesses tions (mance s (break (the role	accounting in the conte -even analysis, short-te of controls; deviation	xt of decision making. erm production plannir	The course will then	rect costing as well as cost and focus on decision-making pro- ons) and internal control calcula				
	-	ning outcomes	n order to annu sustain	ne of full and dime-t	cocting cost and newformers				
					costing, cost and performance goal is to promote analytical thi				
		lem-solving abilities by							
		number of weekly contact hour		-					
		rmation on SWS (weekl			able)				
	-	· · · · · · · · · · · · · · · · · · ·	·		ot every semester, information on whether				
		ble for bonus)	juage — ii otner tildri German,	examination onered — if ho	or every semester, information on whether				
writter	ı exami	nation (approx. 60 min	utes)						
	tion of								
ΠΙΟΓα		places							
		ormation							
Additio	onal ini	ormation							
Workle	oad								
Teachi	ing cycl	e							
Referr	ed to in	LPO I (examination regulati	ons for teaching-degree progra	ammes)					
Modul	le appe	ars in							
		ree (1 major) Business	Management and Ecor						
	-		-	-					
Bachelor' degree (1 major) Business Management and Economics (2007) Bachelor' degree (1 major) Business Management and Economics (2013)									
Bache	Bachelor' degree (1 major) Business Management and Economics (2008)								
	ion ueg	ree (1 major) Business	management and LCO	Bachelor' degree (1 major) Business Management and Economics (2010)					
Bache Bache	lor' deg	ree (1 major) Business	Management and Ecor	nomics (2010)					
Bache Bache Bache	lor' deg lor' deg	ree (1 major) Business ree (1 major) Economat	Management and Ecor hematics (2009)	nomics (2010)					
Bache Bache Bache Bache	lor' deg lor' deg lor' deg	ree (1 major) Business ree (1 major) Economat ree (1 major) Economat	Management and Ecor hematics (2009) hematics (2012)	10mics (2010)					
Bache Bache Bache Bache Bache	lor' deg lor' deg lor' deg lor' deg	ree (1 major) Business ree (1 major) Economat ree (1 major) Economat ree (1 major) Economat	Management and Ecor hematics (2009) hematics (2012) hematics (2008)						
Bache Bache Bache Bache Bache Bache	lor' deg lor' deg lor' deg lor' deg lor' deg	rree (1 major) Business rree (1 major) Economat rree (1 major) Economat rree (1 major) Economat rree (1 major) Business	Management and Ecor hematics (2009) hematics (2012) hematics (2008) Information Systems (2	2014)					
Bache Bache Bache Bache Bache Bache Bache	lor' deg lor' deg lor' deg lor' deg lor' deg lor' deg	gree (1 major) Business gree (1 major) Economat gree (1 major) Economat gree (1 major) Economat gree (1 major) Business gree (1 major) Business	Management and Ecor hematics (2009) hematics (2012) hematics (2008) Information Systems (2 Information Systems (2)	2014) 2013)					
Bache Bache Bache Bache Bache Bache Bache	lor' deg lor' deg lor' deg lor' deg lor' deg lor' deg lor' deg	gree (1 major) Business gree (1 major) Economat gree (1 major) Economat gree (1 major) Economat gree (1 major) Business gree (1 major) Business gree (1 major) Business	Management and Ecor hematics (2009) hematics (2012) hematics (2008) Information Systems (2 Information Systems (2)	2014) 2013) 2007)					
Bache Bache Bache Bache Bache Bache Bache Bache Bache	lor' deg lor' deg lor' deg lor' deg lor' deg lor' deg lor' deg lor' deg	gree (1 major) Business gree (1 major) Economat gree (1 major) Economat gree (1 major) Economat gree (1 major) Business gree (1 major) Business	Management and Ecor hematics (2009) hematics (2012) hematics (2008) Information Systems (2 Information Systems (2 Information Systems (2)	2014) 2013) 2007)	n. reg. data re- page 100 / 18				

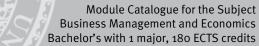
Module Catalogue for the Subject Business Management and Economics Bachelor's with 1 major, 180 ECTS credits

Bachelor' degree (1 major) Business Information Systems (2008) Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2012) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2010)

Module title Abbreviation								
Innovat	Innovation Management 12-IM-091-m01							
Module	e coord	inator		Module offered by				
holder	ofthe	Chair of Entrepreneurship	and Strategy	Faculty of Business	Management and E	conomics		
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)				
5	nume	rical grade						
Duratio	n	Module level	Other prerequisites					
1 seme	ster	undergraduate						
Conten	ts	<u> </u>	1					
phasis lop the will cor ting fro	The course will provide students with an overview of essential topics of innovation management. Particular em- phasis will be on the application of theoretical concepts to practical examples and cases. The course will deve- lop the innovation process starting with the idea and ending with the market entry of an innovation. The course will consist of two core elements: 1. "Creating Value": how can companies create something new? and 2. "Profi- ting from Value": how can companies profit from innovations? The course will use practical examples from nume- rous industries such as world-class restaurants, music, consumer goods, electricity or the software industry.							
			able to understand.					
• T • T • T • T	 The sources of innovations The New Product Development process The roles in the innovation process The importance of intellectual property rights 							
Course	S (type, r	number of weekly contact hours, l	anguage — if other than Gei	man)				
		mation on SWS (weekly			able)			
		sessment (type, scope, langua	-			on on whether		
		le for bonus)	· · · ·		· ·			
		nation (approx. 60 minut ssessment: German, Eng						
Allocat	ion of _l	olaces						
Additio	nal inf	ormation						
Worklo	ad							
Teachi	ng cvcl	e						
Referre	d to in	LPO I (examination regulation	s for teaching-degree progra	mmes)				
Module	e appea	ars in						
Bachelor' degree (1 major) Business Management and Economics (2009)								
Bachelor' degree (1 major) Business Management and Economics (2013)								
	Bachelor' degree (1 major) Business Management and Economics (2010)							
	-	ree (1 major) Economathe	-					
	-	ree (1 major) Economathe ree (1 major) Economathe						
	-	ree (1 major) Economatik ree (1 major) Business In		014)				
	with 1 ma	jor Business Management and	JMU Würzburg • ge	nerated 26-Aug-2024 • exam 80 ECTS) Wirtschaftswissense	-	page 102 / 182		

Bachelor' degree (1 major) Business Information Systems (2013) Bachelor' degree (1 major) Business Information Systems (2009) Master's degree (1 major) Media Communication (2014) Master's degree (1 major) Media Communication (2013) Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2012) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2010)





Economics (5 ECTS credits)

Module title					Abbreviation		
Europe	an Mor	netary Policy			12-EuGP-F-082-mo1	1	
Module	e coord	inator		Module offered by			
holder Econon		Chair of Monetary Policy	y and International	Faculty of Business	Management and E	conomics	
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)			
5	nume	rical grade					
Duratio	n	Module level	Other prerequisites	;			
1 seme	ster	undergraduate					
Conten	ts						
 1. Why 2. How 3. How 4. Why 5. How 	is price can the does ir is it im does th	scusses the following q e stability the main obje e ECB control interest ra nterest rate policy influe portant for monetary po ne ECB know, how to se ntral banks engage in u	ective of the ECB? ates and the creation o ence macroeconomic o olicy to be independen et interest rates? (strate	objectives (price stab t? egies of monetary po	ility and full employ licy)		
Intende	ed leari	ning outcomes		<u>, , , , , , , , , , , , , , , , , , , </u>			
cy. Nex	t to a p	this course, students i rofound knowledge of i f monetary policy by the	monetary policy in gen	eral, students are ab	le to form a critical o	ppinion about	
		umber of weekly contact hours					
V + Ü (r	no infor	mation on SWS (weekl	y contact hours) and co	ourse language avail	able)		
		sessment (type, scope, lang le for bonus)	uage — if other than German,	examination offered — if no	t every semester, informat	ion on whether	
		nation (approx. 60 mini	utoc)				
Allocat							
		Juces					
Additio	nal inf	ormation					
Worklo	ad						
Teachir	ng cycl	6					
	<u> </u>						
Referre	d to in	LPO I (examination regulation	ons for teaching-degree progra	ammes)			
Module	e appea	urs in					
		ree (1 major) Business I	Management and Ecor	10mics (2009)			
	Bachelor' degree (1 major) Business Management and Economics (2013)						
Bachelor' degree (1 major) Business Management and Economics (2008)							
	Bachelor' degree (1 major) Business Management and Economics (2010) Bachelor' degree (1 major) Economathematics (2009)						
	Bachelor' degree (1 major) Economathematics (2009) Bachelor' degree (1 major) Economathematics (2012)						
Bachel	Bachelor' degree (1 major) Economathematics (2008)						
	-	ree (1 major) Business I					
Bachel	or deg	ree (1 major) Business	information Systems (2	2013)			
Bachelor's Economics		or Business Management and		enerated 26-Aug-2024 • exan 80 ECTS) Wirtschaftswissens	-	page 105 / 182	

Module Catalogue for the Subject Business Management and Economics Bachelor's with 1 major, 180 ECTS credits

Bachelor' degree (1 major) Business Information Systems (2009) Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2012) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2010)

Modul	e title			Abbreviation					
Semin	ar: Ecoi	nomic Policy			12-VWL1-FS-082-m01				
Modul	e coord	linator		Module offered by					
holder of the Chair of Monetary Policy and Internati Economics				Faculty of Business Management and Economics					
ECTS	Meth	od of grading	Only after succ. cor	npl. of module(s)					
5	nume	rical grade							
Duration		Module level	Other prerequisites						
1 semester		undergraduate							
Conter	nts								
Acquiring an in-depth understanding of specific problems of macroeconomics.									
Intended learning outcomes									
 (i) consolidate acquired knowledge and if necessary apply additional techniques of scientific work; (ii) create, present and defend a scientific paper; (iii) deal with the working papers of other participants; (iv) prepare beter for the processing of the bachelor thesis. 									
	_	number of weekly contact hours,							
S (no i	nforma	tion on SWS (weekly cor	itact hours) and cours	e language available	2)				
			age — if other than German,	examination offered — if no	ot every semester, information on whether				
		ple for bonus)		minutas) waightad	2.4				
	tion of	pprox. 15 pages) and pre		, minutes), weighted	2:1				
Alloca		places							
Additid		ormation							
Auuitio		ormation	_						
Worklo	had								
WOIKI									
Teachi	ng cycl	۵	_						
	ing cyce		-						
Referre	ed to in	LPO I (examination regulation	ns for teaching-degree progr	ammes)					
Referred to in LPO I (examination regulations for teaching-degree programmes)									
Modul	e appea	ars in							
Bachelor' degree (1 major) Business Management and Economics (2009)									
Bachelor' degree (1 major) Business Management and Economics (2008)									
Bachelor' degree (1 major) Business Management and Economics (2010)									
Bachelor' degree (1 major) Economathematics (2009) Bachelor' degree (1 major) Economathematics (2008)									
				2000)					
Bachelor' degree (1 major) Business Information Systems (2009) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2010)									
Dachel	ioi s ue	giee (1 major, 1 mmor) B	usiness managemen	and Economics (Mill	101, 2010)				

Module	title		Abbreviation							
Busines	ss Cycl	es and Stabilization Pol	12-Konj1-F-082-m01							
Module	coord	inator		Module offered by						
holder o Econom		Chair of Monetary Policy	Faculty of Business	ess Management and Economics						
ECTS Method of grading			Only after succ. compl. of module(s)							
5		rical grade								
Duration		Module level	Other prerequisites							
		undergraduate								
1 semester undergraduate Contents										
The course will introduce students to the theory of business cycle dynamics. Capitalist based economies are subject to pronounced cycles of economic booms and busts. In this course, we will find out why! Kicking off the lecture, we will look at some stylised empirical facts of business cycles. Afterwards, we will give a structural interpretation, focusing in particular on housing and asset markets and their role for the business cycle. We will also take a closer look at investment, one of the main cycle-makers. Afterwards, we will ask the question of how monetary and fiscal policy can safeguard the business cycle. Special attention will be given to the euro area. We will also invite an expert to give a practical introduction to business cycle indicators.										
Intende	d lear	ning outcomes								
The course offers an introduction into a vast array of analytical tools. Students (i) are exposed to 1st and 2nd order difference equations and learn how to solve them; (ii) learn how business cycle indicator are constructed; (iii) are supplied with up to date knowledge on the interaction of business cycles, asset markets and economic policy which enables them to critically access contemporaneous policy.										
Courses (type, number of weekly contact hours, language — if other than German)										
V + Ü (no information on SWS (weekly contact hours) and course language available)										
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)										
written examination (approx. 60 minutes)										
Allocation of places										
Additio	nal info	ormation								
Worklo	ad		_							
Teachin	ng cycl	٩								
		-								
Referre	d to in	IPOI (ovamination regulation		mmoc)						
Referred to in LPO I (examination regulations for teaching-degree programmes)										
Module appears in Pachalar' dagrap (a major) Purciness Management and Economics (2000)										
Bachelor' degree (1 major) Business Management and Economics (2009) Bachelor' degree (1 major) Business Management and Economics (2008)										
Bachelor' degree (1 major) Business Management and Economics (2000)										
Bachelor' degree (1 major) Economathematics (2009)										
Bachelor' degree (1 major) Economathematics (2012)										
Bachelor' degree (1 major) Economathematics (2008)										
Bachelo	or' deg	ree (1 major) Business Ir	nformation Systems (2	.009)						
Master's degree (1 major) China Business and Economics (2014)										
Bachelor's v Economics (or Business Management and		enerated 26-Aug-2024 • exam 80 ECTS) Wirtschaftswissenso		page 108 / 182				



Master's degree (1 major) China Business and Economics (2012) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2010)

Module title Abbreviation		Abbreviation			
Semina	ar: Sele	ected Topics in Economics	5		12-VWL2-FS-082-m01
Module	e coord	inator		Module offered by	
holder	ofthe	Chair of International Eco	nomics	Faculty of Business	Management and Economics
ECTS	Meth	od of grading	Only after succ. com	pl. of module(s)	
5	nume	rical grade			
Duratio	Duration Module level Other prerequisites				
1 seme	ster	undergraduate			
Contents					
		vill take the form of a sem ew an important publicati			k on a problem in economic poli-
Intende	ed lear	ning outcomes			
Studen	ts are a	able to present the status	of a current project i	n a talk as well as to	discuss and defend it.
Course	S (type, r	number of weekly contact hours, l	anguage — if other than Ger	man)	
S (no ir	nforma	tion on SWS (weekly cont	act hours) and cours	e language available	e)
		Sessment (type, scope, langua lle for bonus)	ge — if other than German, e	examination offered — if no	t every semester, information on whether
term pa	aper (a	pprox. 15 pages) and pres	sentation (approx. 20	minutes), weighted	2:1
Allocat	ion of _l	places			
lowing subject ta 2 (25 numbe proced ve mod ted nur	allocated in a standardised procedure among all applicants irrespective of their subjects according to the fol- lowing quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quo- ta 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. In this procedure, applicants who already have successfully completed at least one module component of the respecti- ve module will be given preferential consideration. Places on all courses of the module component with a restric ted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-al- located as they become available.			hieved in the respective degree ces will be allocated by lot. Quo- imong applicants with the same aces): allocation by lot. In this odule component of the respecti- module component with a restric-	
Additio	nal inf	ormation			
Worklo	ad				
 Taashir		_			
Teachi	ng cyci	e			
	d to in				
Referre		LPO I (examination regulation	s for teaching-degree progra	mmes)	
Module	 Module appears in				
		ree (1 major) Business M	anagement and Fcon	omics (2000)	
Bachel Bachel Bachel Bachel Bachel Bachel	or' deg or' deg or' deg or' deg or' deg or' deg	ree (1 major) Business Ma ree (1 major) Business Ma ree (1 major) Economathe ree (1 major) Economathe ree (1 major) Economathe ree (1 major) Business In ee (1 major) China Busine	anagement and Econ anagement and Econ ematics (2009) ematics (2012) ematics (2008) formation Systems (2	omics (2008) omics (2010) 009)	



Master's degree (1 major) China Business and Economics (2012)

Module title Abbreviation						
Compe	etition a	nd Strategy 1			12-S&W1-F-082-m0	1
Modul	e coord	inator		Module offered by		
holder	of the (Chair of Industrial Econo	mics	Faculty of Business	Management and E	conomics
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ster	undergraduate				
Conter	nts					
1. Stati - Conce - Solut - Conti - Nash 2. Dyna - Subga - Repea 3. Stat 4. Dyna - Perfea - Signa Intend Studer (i) expl perfect (ii) exp (iii) ap	ept of a ion con nuous s equilib amic ga ame pe ated ga ic game amic ga ct Baye iling ga ed lear hts whic lain diff bayesi lain for ply thes	s with complete informa game cepts and the Nash equi strategy sets rium in mixed strategies mes with complete infor rfect Nash equilibrium mes es with incomplete inform mes with incomplete inform sian Nash equilibrium	librium mation nation: Bayesian Nasl ormation will be able to ots (Nash equilibrium situation each of thes alistic strategic situat	, subgame perfect eo e equilibrium concej ions;	ots were developed;	
		number of weekly contact hours,	- · · ·	-		
	_	mation on SWS (weekly			able)	
		Sessment (type, scope, langualle for bonus)	age — if other than German,	examination offered — if no	t every semester, informati	on on whether
written	exami	nation (approx. 60 minut	tes)			
Allocat	tion of j	olaces				
Additio	onal inf	ormation				
Worklo	ad		-			
Teachi	ng cycl	e				
Referre	ed to in	LPO I (examination regulation	ns for teaching-degree progra	immes)		
Modul	e appea	ars in				
	-	ree (1 major) Business M ree (1 major) Business M	-	-		
Bachelor's Economics		jor Business Management and		enerated 26-Aug-2024 • exam 80 ECTS) Wirtschaftswissens	-	page 112 / 182

Module Catalogue for the Subject Business Management and Economics Bachelor's with 1 major, 180 ECTS credits

Bachelor' degree (1 major) Business Management and Economics (2010) Bachelor' degree (1 major) Economathematics (2009) Bachelor' degree (1 major) Economathematics (2012) Bachelor' degree (1 major) Economathematics (2008) Bachelor' degree (1 major) Business Information Systems (2009) Master's degree (1 major) Business Information Systems (2010) Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2012) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2010)

Module title Abbreviation						
Compe	tition a	nd Strategy 2			12-S&W2-F-082-mo	1
Module	coord	inator		Module offered by		
holder	of the C	Chair of Industrial Econo	omics	Faculty of Business	Management and E	conomics
ECTS	Metho	od of grading	Only after succ. con	pl. of module(s)		
5	nume	rical grade				
Duratio	n	Module level	Other prerequisites			
1 seme	ster	undergraduate				
Conten	ts					
German and European Competition Policy illustrated by real world cases of the Competition Protection Office. Outline of syllabus: 1. History of economic thought on competition and mission statements 2. Overview of German and European competition law 3. Fundamentals of industrial economics 4. Classic cartels 5. Tacit collusion 6. Horizontal mergers 7. Joint ventures 8. Abuse of dominant positions: price level 9. Abuse of dominant positions: price discrimination 10. Vertical restraints 11. Vertical mergers Reading: Schulz: Wettbewerbspolitik, Tübingen.						
Intende	ed learr	ning outcomes				
(i) recog (ii) argu (iii) unc	gnize tł ie by us lerstan	ng the course students ne potential of lessenin sing results from indust d decisions of the Bund conomic point of view.	g competition due to c rial economics why ce	rtain practices hinde	er competition;	uch decisi-
Course	S (type, n	umber of weekly contact hours	, language — if other than Gei	man)		
V + Ü (r	no infor	mation on SWS (weekly	contact hours) and co	ourse language avail	able)	
		e essment (type, scope, lang le for bonus)	age — if other than German,	examination offered — if no	t every semester, informati	on on whether
written	examir	nation (approx. 60 minu	ites)			
Allocat	ion of p	olaces				
Additio	nal info	ormation				
Worklo	ad					
Teachir	ng cyclo	9				
Referre	d to in	LPOI (examination regulation	ns for teaching-degree progra	mmes)		
Bachelor's Economics		or Business Management and		enerated 26-Aug-2024 • exam 80 ECTS) Wirtschaftswissense	-	page 114 / 182



Module appears in

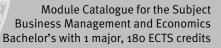
Bachelor' degree (1 major) Business Management and Economics (2009) Bachelor' degree (1 major) Business Management and Economics (2008) Bachelor' degree (1 major) Business Management and Economics (2010) Bachelor' degree (1 major) Economathematics (2009) Bachelor' degree (1 major) Economathematics (2012) Bachelor' degree (1 major) Economathematics (2008) Bachelor' degree (1 major) Business Information Systems (2009) Master's degree (1 major) Business Information Systems (2010) Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2012) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2010)

Module	Abbreviation Abbreviation					
Semina	ar: Com	petition and Strategy			12-S&W3-FS-082-m	01
Module	e coord	inator		Module offered by		
holder	ofthe	Chair of Industrial Econor	nics	Faculty of Business	Management and Ed	conomics
ECTS	Meth	od of grading	Only after succ. con	ıpl. of module(s)		
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ster	undergraduate				
Conten	ts					
	This course covers selected topics from the field of industrial economics. Students will be expected to indepen- dently work on a topic, submit a written piece of work and present their findings orally.					
Intend	ed lear	ning outcomes				
	Students are able to independently investigate and classify scientific publications on their relevance to a given theme. In addition, they are able to present the results orally and in writing by conventional scientific standards.					
Course	S (type, r	number of weekly contact hours, l	anguage — if other than Ger	man)		
S (no ir	nforma	tion on SWS (weekly cont	act hours) and cours	e language available	e)	
	Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)					
term pa	term paper (approx. 15 pages) and presentation (approx. 20 minutes), weighted 2:1					
Allocation of places						
subject ta 2 (29 numbe proced ve moc	lowing quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. In this procedure, applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restric ted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-al-			by lot. Quo- th the same lot. In this the respecti- vith a restric-		
		ormation				
Worklo	ad					
Teachi	ng cycl	e				
	<u> </u>					
Referre	ed to in	LPO I (examination regulations	s for teaching-degree progra	mmes)		
Module	e appea	ars in				
Bachel	or' deg	ree (1 major) Business Ma	anagement and Econ	omics (2009)		
	-	ree (1 major) Business Ma	-			
	-	ree (1 major) Business Ma	-	omics (2010)		
	-	ree (1 major) Economathe	-			
	-	ree (1 major) Economathe ree (1 major) Economathe				
	-	ree (1 major) Economatine ree (1 major) Business Int		000)		
	-	ee (1 major) China Busine	-	•		
	with 1 ma	jor Business Management and	JMU Würzburg • ge	enerated 26-Aug-2024 • exam 80 ECTS) Wirtschaftswissenso		page 116 / 182



Master's degree (1 major) China Business and Economics (2012) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2010)

Module	Module title Abbreviation					
Labor N	Market	Economics and Social I	Policy		12-A&S-F-082-m01	
Module	e coord	inator		Module offered by		
holder	of the (Chair of Economic Orde	r and Social Policy	Faculty of Business	Management and E	conomics
ECTS	Metho	od of grading	Only after succ. cor	npl. of module(s)		
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites	;		
1 seme	ster	undergraduate				
Conten	ts					
This co Outline	Description: This course offers an introduction to labour economics and social policy. Outline of syllabus: 1. Worlds of welfare capitalism					
2. Labo 3. Socia	our ecoi	nomics				
Basic reading: Sapir, A. (2005): Globalisation and the Reform of the European Social Models, Brussels. Franz, W. (2009): Arbeitsmarktökonomik, 7th edition. Wagner, T./Jahn, E.J. (2004): Neue Arbeitsmarkttheorien, 2nd edition. Ehrenberg, R.G./Smith, R.S. (1996): Modern Labor Economics, 6th edition. Breyer, F./Buchholz, W. (2009): Ökonomie des Sozialstaats, 2nd edition. Lampert, H./Althammer, J. (2004): Lehrbuch der Sozialpolitik, 7th edition.						
-	Intended learning outcomes					
The stu	The students analyze the function of the labor market and get an impression of relevant aspects in social policy. The students are able to illustrate the underlying theoretical models, can interpret them economically and apply to the current situation.					
Course	S (type, r	number of weekly contact hours	, language — if other than Ge	rman)		
V + Ü (r	no infoi	mation on SWS (weekly	y contact hours) and c	ourse language avail	able)	
		sessment (type, scope, lang le for bonus)	uage — if other than German,	examination offered — if no	t every semester, informati	on on whether
		nation (approx. 60 mini	utes)			
Allocat						
Additio	onal inf	ormation				
Worklo	ad					
Teachi	Teaching cycle					
Referre	Referred to in LPO I (examination regulations for teaching-degree programmes)					
Module	e appea	urs in				
		ree (1 major) Business I	Management and Ecor	10mics (2009)		
	-	ree (1 major) Business I	-	_		
Bachel	or' deg	ree (1 major) Business I	Management and Ecor	10mics (2008)		
Bachelor's Economics		or Business Management and		enerated 26-Aug-2024 • exan 80 ECTS) Wirtschaftswissens	-	page 118 / 182



Bachelor' degree (1 major) Business Management and Economics (2010) Bachelor' degree (1 major) Economathematics (2009) Bachelor' degree (1 major) Economathematics (2012) Bachelor' degree (1 major) Economathematics (2008) Bachelor' degree (1 major) Business Information Systems (2014) Bachelor' degree (1 major) Business Information Systems (2013) Bachelor' degree (1 major) Business Information Systems (2009) Bachelor' degree (1 major) Political and Social Studies (2008) Bachelor' degree (1 major) Political and Social Studies (2011) Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major, 1 minor) Business Management and Economics (Minor, 2010)

Module title Abbreviation						
Europe	an Inte	gration			12-Integ-F-082-m01	
Module	e coord	inator		Module offered by		
holder	of the (Chair of Economic Order a	and Social Policy	Faculty of Business	Management and E	conomics
ECTS	1	od of grading	Only after succ. con		Ŭ	
5		rical grade				
Duratio		Module level	Other prerequisites			
1 seme		undergraduate				
Conten		undergraduate	<u> </u>			
				· · · · -		
kets. Se	everal ı	alyses the impacts the pr nodels are presented to rledge they acquired in th	illustrate the subseq			
Intende	ed lear	ning outcomes				
		understand the impacts on ese impacts using the mo				
Course	S (type, r	number of weekly contact hours, l	anguage — if other than Gei	man)		
V + Ü (r	no infoi	mation on SWS (weekly o	contact hours) and co	ourse language avail	able)	
	Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether					
	module is creditable for bonus) written examination (approx. 60 minutes)					
Allocation of places						
Additional information						
Worklo	ad					
Teachir	ng cycl	e				
Referre	d to in	LPO I (examination regulations	s for teaching-degree progra	mmes)		
				-		
Module	e appea	urs in				
		ree (1 major) Business Ma	anagement and Econ	omics (2009)		
	-	ree (1 major) Business Ma	-	-		
	-	ree (1 major) Business Ma	-			
		ree (1 major) Business M				
Bachel	or' deg	ree (1 major) Economathe	ematics (2009)			
Bachel	or' deg	ree (1 major) Economathe	ematics (2012)			
Bachel	or' deg	ree (1 major) Economathe	ematics (2008)			
Bachel	or' deg	ree (1 major) Business In	formation Systems (2	2014)		
Bachel	or' deg	ree (1 major) Business In	formation Systems (2	:013)		
	-	ree (1 major) Business In	-	-		
	-	ree (1 major) Business In				
		ree (1 major) Political and				
	-	ree (1 major) Political and				
Master	's degr	ee (1 major) China Busine	ess and Economics (2	2014)		
Bachelor's Economics		jor Business Management and		enerated 26-Aug-2024 • exam 80 FCTS) Wirtschaftswissens		page 120 / 182



Master's degree (1 major) China Business and Economics (2012) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2010)

Module	Module title Abbreviation		Abbreviation		
Semina	r: Econ	omic Order			12-WO-FS-082-m01
Module	coord	inator		Module offered by	
holder	of the O	Chair of Economic Order a	and Social Policy	Faculty of Business	Management and Economics
ECTS	Metho	od of grading	Only after succ. com	pl. of module(s)	
5	nume	rical grade			
Duratio	n	Module level	Other prerequisites		
1 semes	ster	undergraduate			
Conten	ts				
depend	lently t		in economic policy.		der") will enable students to in- uired to write a seminar paper
Intende	ed learn	ning outcomes			
Germar	n intend	ded learning outcomes av	vailable but not trans	lated yet.	
Durch die Anfertigung einer Seminararbeit im Rahmen des Seminars Wirtschaftsordnung und Sozialpolitik soll den Studenten die Kompetenz vermittelt werden, eigenständig eine wissenschaftliche Literaturrecherche durch- zuführen und eine wissenschaftliche Arbeit hinsichtlich einer zuvor festgelegten Fragestellung zu verfassen.					
		umber of weekly contact hours, l			
		ion on SWS (weekly cont	-		
		s essment (type, scope, langua; le for bonus)	ge — if other than German, e	examination offered — if no	t every semester, information on whether
term pa	iper (ap	pprox. 25 pages) and pres	sentation (approx. 20	o minutes)	
Allocati	ion of p	olaces			
Additio	nal inf	ormation			
Worklo	ad				
Teachir	ng cycl	9			
Referre	d to in	LPOI (examination regulations	s for teaching-degree progra	mmes)	
Module	appea	irs in			
Bachelo Bachelo Bachelo Bachelo Bachelo	or' degi or' degi or' degi or' degi or' degi	ree (1 major) Business Ma ree (1 major) Business Ma ree (1 major) Business Ma ree (1 major) Economathe ree (1 major) Economathe ree (1 major) Business Inf gree (1 major, 1 minor) Bu	anagement and Econ anagement and Econ ematics (2009) ematics (2008) formation Systems (2	omics (2008) omics (2010) 0009)	10 r , 2010)
Bachelo Bachelo Bachelo Bachelo	or' degi or' degi or' degi or' degi	ree (1 major) Business Ma ree (1 major) Economathe ree (1 major) Economathe	anagement and Econ ematics (2009) ematics (2008) formation Systems (2	omics (2010) 2009)	10 r, 2010)

Module title Abbreviation						
Microe	conomi	ics 3			12-Mik3-F-082-m01	
Module	e coord	inator		Module offered by		
holder	of the (Chair of Public Finance		Faculty of Business	Management and E	conomics
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ster	undergraduate				
Conten	ts					
Description: This lecture deals with the allocative tasks of the government in a market economy. In this context, the lecture will first develop the theory of market failure and will then describe the positive effects government activities ha- ve on such market allocations.						
Outline 1. Alloc 2. Exter 3. Publ	ative fo	oundations of welfare ed ects	conomics			
Intende	ed learı	ning outcomes				
After completing the course "Microeconomics 3" students know the concept of efficiency and when a market eco- nomy satisfies these conditions. They are able to discuss the central role of government in a market economy and to apply these arguments to specific public policies (i.e. envireonmental policy). Of course, students should also be aware of the limitations of government interventions.						
Courses (type, number of weekly contact hours, language – if other than German)						
V + Ü (no information on SWS (weekly contact hours) and course language available)						
		sessment (type, scope, langu le for bonus)	age — if other than German, o	examination offered — if no	t every semester, informati	on on whether
written	examiı	nation (approx. 60 minu	tes)			
Allocat	ion of p	olaces				
Additio	onal info	ormation				
Worklo	ad					
Teachi	ng cycl	e				
Referre	ed to in	LPO I (examination regulatio	ns for teaching-degree progra	immes)		
Module	e appea	urs in				
Bachel	or' deg	ree (1 major) Business M	Aanagement and Econ	omics (2009)		
Bachel	or' deg	ree (1 major) Business M	Nanagement and Econ	omics (2013)		
	-	ree (1 major) Business N	-			
Bachel	or' deg	ree (1 major) Business N	Nanagement and Econ	omics (2010)		
	-	ree (1 major) Economatł	-			
	-	ree (1 major) Economatl				
	-	ree (1 major) Economatl				
	-	ree (1 major) Business I				
Bachelor's Economics		jor Business Management and		enerated 26-Aug-2024 • exam 80 ECTS) Wirtschaftswissenso		page 123 / 182

Bachelor' degree (1 major) Business Information Systems (2013) Bachelor' degree (1 major) Business Information Systems (2009) Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2012) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2010)

Module	title				Abbreviation	
Seminar: Public Finance 12-Fiwi-FS-082-m01						
Module	e coord	inator		Module offered by		
holder	of the C	Chair of Public Finance		Faculty of Business	Management and E	conomics
ECTS	Metho	od of grading	Only after succ. com	pl. of module(s)		
5	nume	rical grade				
Duratio	n	Module level	Other prerequisites			
1 seme	nester undergraduate					
Conten	Contents					
mik II"	("Macro	students will acquire a beconomics II") and "M articles in German and	ikroökonomik III" ("Mio			
Intende	ed learr	ning outcomes				
(i) cons (ii) crea (iii) dea (iv) are Course S (no ir Methoo module is term pa Allocat Numbe allocato	olidate ate, pre al with t better s (type, n format d of ass creditab aper (ap ion of p r of pla ed in a	ces: 15. Should the nur standardised procedur	d and if necessary app arch paper; ther participants; sing of the bachelor th , language — if other than Gern ntact hours) and cours uage — if other than German, of esentation (approx. 45 nber of applications exe e among all applicants	e language available e language available examination offered — if no minutes), weighted cceed the number of irrespective of their	e) t every semester, informati 2:1 available places, pla subjects according t	on on whether aces will be to the fol-
lowing subject ta 2 (25 numbe proced ve mod ted nur located	quotas ; amon 5% of p r of sub ure, ap ule will nber of l as the	: Quota 1 (50% of place g applicants with the s laces): number of subje bject semesters, places plicants who already ha l be given preferential of places will be allocate y become available.	s): total number of EC ame number of ECTS c ect semesters of the re- will be allocated by lo ave successfully compl onsideration. Places o	S credits already ac redits achieved, plac spective applicant; a c. Quota 3 (25% of pl eted at least one mo n all courses of the r	hieved in the respected ses will be allocated mong applicants with aces): allocation by odule component of module component v	tive degree by lot. Quo- th the same lot. In this the respecti- with a restric-
Additio	nal Info	ormation				
 Worklo	ad					
Teachi	ng cvcl	9				
	0.7	-				
Referre	d to in	LPO I (examination regulation	ins for teaching-degree progra	mmes)		
				iiiiies)		
Module	annea	irs in				
Bachele Bachele Bachele Bachele	or' deg or' deg or' deg or' deg	ree (1 major) Business / ree (1 major) Business / ree (1 major) Business / ree (1 major) Economat or Business Management and	Management and Econ Management and Econ nematics (2009)	omics (2008)	1. reg. data re-	page 125 / 182
Economics		C C		30 ECTS) Wirtschaftswissense	-	

Bachelor' degree (1 major) Economathematics (2012) Bachelor' degree (1 major) Economathematics (2008) Bachelor' degree (1 major) Business Information Systems (2009) Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2012) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2010)

Econon	e title				Abbreviation	
Economic Basics of Risk Management 12-Risk-082-mo1		ics of Risk Manageme	nt		12-Risk-082-m01	
Module	e coord	inator		Module offered by		
		Chair for Economics, Co nomics	ontract Theory and In-	· · · ·	Management and Ed	conomics
ECTS	1	od of grading	Only after succ. con	npl. of module(s)		
5	1	rical grade				
<u></u> Duratio		Module level	Other prerequisites			
1 seme		graduate				
Conten						
1. Meas 2. Meas 3. Axios	sures o n prese matic f rance o mal po erse sel	ontracts rtfolios lection	/ ected utility hypothesis	(Neumann/Morgens	tern, Savage)	
8. Expe	riment	al evidence and altern	ative approaches			
Intende	ed lear	ning outcomes				
3. recos Course V + Ü (r Method	gnise, i s (type, r no info d of as:	in which real life situat number of weekly contact hour rmation on SWS (week	en simple examples on ions and how the result rs, language — if other than Ge ly contact hours) and co guage — if other than German,	ts can be applied. man) ourse language avail	-	on on whether
written	exami	nation (approx. 60 min	utes)			
Allocat	ion of	places				
Additio	onal inf	ormation				
	ad					
Worklo						
Worklo 						
	ng cycl	e				
	ng cycl	e				
 Teachiı 			ions for teaching-degree progra	ammes)		
 Teachiı 			ions for teaching-degree progra	ammes)		
 Teachin Referre 	ed to in	LPO I (examination regulat	ions for teaching-degree progra	ammes)		
 Teachin Referre Module	ed to in e appea	LPOI (examination regulat				
 Teachin Referre Bachele Bachele Bachele Bachele Bachele	ed to in e appea or' deg or' deg or' deg or' deg or' deg or' deg	LPO I (examination regulat ars in ree (1 major) Business ree (1 major) Business ree (1 major) Business ree (1 major) Business	Management and Econ Management and Econ Management and Econ Management and Econ Management and Econ	omics (2009) omics (2007) omics (2013) omics (2008)		
 Bachel Bachel Bachel Bachel Bachel Bachel	ed to in e appea or' deg or' deg or' deg or' deg or' deg or' deg or' deg	LPO I (examination regulat ars in ree (1 major) Business ree (1 major) Business	Management and Econ Management and Econ Management and Econ Management and Econ Management and Econ thematics (2009)	omics (2009) omics (2007) omics (2013) omics (2008)		

Bachelor' degree (1 major) Economathematics (2008) Bachelor' degree (1 major) Business Information Systems (2014) Bachelor' degree (1 major) Business Information Systems (2013) Bachelor' degree (1 major) Business Information Systems (2009) Master's degree (1 major) Business Management (2013) Master's degree (1 major) Business Management (2011) Master's degree (1 major) Business Management (2010) Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2012) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2010)

Module title Abbreviation						
Compe	tition a	and Strategy 3			12-S&W3-F-082-mc)1
Module	e coord	inator		Module offered by		
holder	ofthe	Chair of Industrial Econo	mics	Faculty of Business	Management and E	conomics
ECTS	Meth	od of grading	Only after succ. con	npl. of module(s)		
5	nume	rical grade				
Duratio	n	Module level	Other prerequisites	i		
1 seme	ster	undergraduate				
Conten	ts					
- Defini - Marke 2. Intro - The re - The na - Optim - Privat 3. Pract - Past a - Analys This co Intende Dackgre Upon s (i) acqu (ii) acqu (iii) dev and uti (iv) leat	tition of tions a tions a tions a tions a gulato atural r al pric isation tice of and rec sis of s urse w ed lear n of thi tition p ound. uccess uire an uire a k lation; relop a lity reg rn from	of micro skills nd basic concepts /sis n to regulation theory ry process nonopoly ing of natural monopoly	e students with an un icy towards network u odule the students wi derlying reasons why nic principles that lie l ways in which econom ons of economic analy es of market regulatio	derstanding of the ed tilities and to provide ll some markets canno pehind the applicatio nic analysis can posit ysis in this context; n and deregulation o	e them with some in ot be made competition of competition po cively inform competition	stitutional tive; olicy and utili- tition policy
V + Ü (r	no info	rmation on SWS (weekly	contact hours) and co	ourse language avail	able)	
Methoe module is	d of ass creditab	sessment (type, scope, langu ble for bonus) nation (approx. 60 minu	age — if other than German,		-	ion on whether
Allocat			- · ·			
Additio	nal inf	ormation				
			-			
Worklo	ad					
Teachi	ng cycl	e				
	-3 -9 -0	-	_			
L						
Bachelor's Economics		jor Business Management and		enerated 26-Aug-2024 • exam 80 ECTS) Wirtschaftswissens		page 129 / 182

Referred to in LPO I (examination regulations for teaching-degree programmes)

Module appears in

Bachelor' degree (1 major) Business Management and Economics (2009)
Bachelor' degree (1 major) Business Management and Economics (2007)
Bachelor' degree (1 major) Business Management and Economics (2008)
Bachelor' degree (1 major) Business Management and Economics (2010)
Bachelor' degree (1 major) Economathematics (2009)
Bachelor' degree (1 major) Economathematics (2012)
Bachelor' degree (1 major) Economathematics (2008)
Bachelor' degree (1 major) Business Information Systems (2009)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2010)

Module title			Abbreviation	
International Trade			12-IntH-091-m01	
Module	coordinator		Module offered by	
holder	of the Chair of International Eco	nomics	Faculty of Business	Management and Economics
ECTS	Method of grading	Only after succ. com	pl. of module(s)	
5	numerical grade			
Duratio	n Module level	Other prerequisites		
1 seme	ster undergraduate			
Conten	ts			
This mo	odule will discuss explanations	of international trade	•	
Intende	ed learning outcomes			
Germar	n intended learning outcomes av	vailable but not trans	lated yet.	
	dierenden können die Bestimm wirtschaftlichen Auswirkungen		rnationalen Handels	erklären und ihre sektoralen und
Course	S (type, number of weekly contact hours, l	anguage — if other than Ger	man)	
V + Ü (r	o information on SWS (weekly o	contact hours) and co	ourse language availa	able)
Method of assessment (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)				
written	examination (approx. 60 minut	es)		
Allocation of places				
Additio	nal information			
Worklo	ad			
Teachir	ng cycle			
Referre	d to in LPO I (examination regulation	s for teaching-degree progra	mmes)	
	appears in			
Bachelor' degree (1 major) Business Management and Economics (2009) Bachelor' degree (1 major) Business Management and Economics (2007) Bachelor' degree (1 major) Business Management and Economics (2008) Bachelor' degree (1 major) Business Management and Economics (2010) Bachelor' degree (1 major) Economathematics (2009) Bachelor' degree (1 major) Economathematics (2008) Bachelor' degree (1 major) Business Information Systems (2009)				

Module title Abbreviation			Abbreviation		
Advanced Labor Economics					12-ALE-092-m01
Module	coord	inator		Module offered by	
Managi	ng Dire	ector of the Institute of Ec	onomics	Faculty of Business	Management and Economics
ECTS	Metho	od of grading	Only after succ. com	pl. of module(s)	
5	nume	rical grade			
Duratio	n	Module level	Other prerequisites		
1 semes	ster	undergraduate			
Conten	ts				
dels on	issues				of theoretical labour market mo- focus on educational choices in
Intende	ed lear	ning outcomes			
Germar	n inten	ded learning outcomes av	vailable but not trans	lated yet.	
		Analyse von aktuellen th schaftspolitische Diskuss			onomik Einblicke in die Grund- men.
Courses	S (type, r	number of weekly contact hours, l	anguage — if other than Ger	man)	
V + Ü (n	no infor	rmation on SWS (weekly o	contact hours) and co	ourse language avail	able)
		sessment (type, scope, langua le for bonus)	ge — if other than German, e	examination offered — if no	t every semester, information on whether
written	examiı	nation (approx. 60 minut	es)		
Allocati	ion of p	olaces			
Additio	nal inf	ormation			
Worklo	ad				
Teachir	Teaching cycle				
Referre	Referred to in LPO I (examination regulations for teaching-degree programmes)				
Module	e appea	ars in			
Bachelo	or' deg	ree (1 major) Business Ma ree (1 major) Business Ma ree (1 major) Business Ma	anagement and Econ	omics (2007)	
Bachelo	or' deg	ree (1 major) Business Ma	anagement and Econ	omics (2010)	
Bachelo	Bachelor' degree (1 major) Business Information Systems (2009)				

Modul	e title				Abbreviation
Select	ed Topi	cs in Economics 1			12-APV1-091-m01
Modul	e coord	coordinator Module offered by			
Dean o mics	of the Fa	aculty of Business Manag	ement and Econo-	Faculty of Business	Management and Economics
ECTS	Metho	od of grading	Only after succ. con	ompl. of module(s)	
5	nume	rical grade			
Duratio	on	Module level	Other prerequisites		
1 seme	ster	undergraduate			
Conter	Its		·		
• c The ho	ourses lders of	nal courses offered on a s offered by new Chairs th f the respective Chairs wi	at are yet to be includ		
		ning outcomes			
		accrediting multiple kind		· ·	kills cannot be given.
		number of weekly contact hours, l			
		mation on SWS (weekly o			
		sessment (type, scope, langua le for bonus)	ge — if other than German, o	examination offered — if no	ot every semester, information on whether
written	exami	nation (60 minutes)			
Allocat	ion of p	olaces			
	-				
Additio	onal inf	ormation			
Worklo	ad				
Teachi	ng cycl	е			
Referre	ed to in	LPO I (examination regulation	s for teaching-degree progra	immes)	
Modul	e appea	ars in			
Bachel	or' deg	ree (1 major) Business M	anagement and Econ	omics (2009)	
	-	ree (1 major) Business M	-		
	-	ree (1 major) Business Ma	-		
	-	ree (1 major) Business Ma ree (1 major) Business In	-		

Modul	e title				Abbreviation
Select	ed Topi	cs in Economics 2			12-APV2-091-m01
Modul	e coord	inator		Module offered by	<u>.</u>
Dean c mics	of the Fa	aculty of Business Manag	ement and Econo-	Faculty of Business	Management and Economics
ECTS	Meth	od of grading	Only after succ. con	ompl. of module(s)	
5	nume	rical grade			
Durati	on	Module level	Other prerequisites		
1 seme	ester	undergraduate			
Conter	nts	·	·		
• a • a The ho	addition courses Iders o	taken at other German o nal courses offered on a s offered by new Chairs th f the respective Chairs wi	hort-term basis at are yet to be inclue	ded in the FSB (subje	
		ning outcomes			
		accrediting multiple kind			kills cannot be given.
		number of weekly contact hours, l			
V + Ü (no info	rmation on SWS (weekly	contact hours) and co	ourse language avail	able)
		sessment (type, scope, langua ole for bonus)	ge — if other than German,	examination offered — if no	ot every semester, information on whether
writter	i exami	nation (60 minutes)			
Allocat	tion of	places			
	1				
Additio	onal inf	ormation			
Worklo	oad				
Teachi	ng cycl	e			
Referre	ed to in	LPOI (examination regulation	s for teaching-degree progra	immes)	
Modul	e appea	ars in			
	-	ree (1 major) Business M	-	-	
	-	ree (1 major) Business M	-		
	-	ree (1 major) Business M ree (1 major) Business M	-		
	-	ree (1 major) Business M ree (1 major) Business In	-		

Selected Topics in Economics 3 Module coordinator Dean of the Faculty of Business Management and Economics ECTS Method of grading Only after succ. co	12-APV3-091-m01 Module offered by Faculty of Business Management and Economics mpl. of module(s)
Dean of the Faculty of Business Management and Econo- mics	Faculty of Business Management and Economics
mics	
ECTS Method of grading Only after succ. co	mpl. of module(s)
LCTS Method of grading Only after succ. co	
5 numerical grade	
Duration Module level Other prerequisite	S
1 semester undergraduate	
Contents	
 additional courses offered on a short-term basis courses offered by new Chairs that are yet to be inclu The holders of the respective Chairs will ensure that the co 	
Intended learning outcomes	
As a result of accrediting multiple kinds of modules, a des	cription of acquired skills cannot be given.
Courses (type, number of weekly contact hours, language – if other than G	
V + Ü (no information on SWS (weekly contact hours) and c	ourse language available)
Method of assessment (type, scope, language — if other than German module is creditable for bonus)	, examination offered — if not every semester, information on whether
written examination (60 minutes)	
Allocation of places	
Additional information	
Workload	
Teaching cycle	
Referred to in LPO I (examination regulations for teaching-degree prog	rammes)
Module appears in	
Bachelor' degree (1 major) Business Management and Eco	
Bachelor' degree (1 major) Business Management and Eco	
Bachelor' degree (1 major) Business Management and Eco	
Bachelor' degree (1 major) Business Management and Eco Bachelor' degree (1 major) Business Information Systems (

Selecte	1 - · · - ·			Abbreviation	
Selected Topics in Economics 4 12-APV4-091-m01				12-APV4-091-m01	
Module	coordinator		Module offered by	Module offered by	
Dean o mics	f the Faculty of Business Manag	gement and Econo-	Faculty of Business	Management and Economics	
ECTS	Method of grading	Only after succ. con	ompl. of module(s)		
5	numerical grade				
Duratio	on Module level	Other prerequisites			
1 seme	ster undergraduate				
Conten	ts	-			
• c The hol	dditional courses offered on a sourses offered by new Chairs the ders of the respective Chairs w	hat are yet to be inclu			
	ed learning outcomes				
	sult of accrediting multiple kinc	-	• •	kills cannot be given.	
	S (type, number of weekly contact hours,				
V + Ü (r	no information on SWS (weekly	contact hours) and co	ourse language avail	able)	
	d of assessment (type, scope, langua s creditable for bonus)	age — if other than German,	examination offered — if no	ot every semester, information on whether	
written	examination (60 minutes)				
Allocat	ion of places				
Additio	nal information				
Worklo	ad				
Teachiı	ng cycle				
Referre	d to in LPO I (examination regulatior	ns for teaching-degree progra	mmes)		
Module	e appears in				
	or' degree (1 major) Business M	-			
	or' degree (1 major) Business M	•			
	or' degree (1 major) Business M	-			
	or' degree (1 major) Business M or' degree (1 major) Business Ir	-			



Quantitative Methods

(5 ECTS credits)

Module title Abbreviation						
Time S	eries A	nalysis			12-Konj2-F-082-mo	1
Module	e coord	inator		Module offered by		
holder	ofthe	Chair of Econometrics		Faculty of Business	Management and E	conomics
ECTS	Meth	od of grading	Only after succ. con	npl. of module(s)		
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ster	undergraduate				
Conten	its					
	In this module, students will become familiar with basic methods for describing, analysing and forecasting eco- nomic time series. Filter and component models, ARIMA and spectral analytic methods will be discussed.					
Note: T	his mo	dule is not offered on a r	egular basis.			
Intende	ed lear	ning outcomes				
		uire comprehension on th nic time-series competen	•	ne-series analysis. Th	ney will be able to an	alyze and fo-
Course	S (type, r	number of weekly contact hours, I	anguage — if other than Gei	man)		
V + Ü (r	no info	rmation on SWS (weekly	contact hours) and co	ourse language avail	able)	
		sessment (type, scope, langua	ge — if other than German,	examination offered — if no	t every semester, informati	on on whether
		nation (approx. 60 minut	 es)			
Allocat						
		aces: 20. Should the num				
lowing subject ta 2 (29 numbe proced ve mod ted nur	allocated in a standardised procedure among all applicants irrespective of their subjects according to the fol- lowing quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quo- ta 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. In this procedure, applicants who already have successfully completed at least one module component of the respecti- ve module will be given preferential consideration. Places on all courses of the module component with a restric- ted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-al- located as they become available.					tive degree by lot. Quo- th the same lot. In this the respecti- with a restric-
Additio	onal inf	ormation				
Worklo	ad					
			-			
Teachi	ng cycl	e				
Referre	Referred to in LPO I (examination regulations for teaching-degree programmes)					
Module	e appea	ars in				
Bachelor' degree (1 major) Business Management and Economics (2009) Bachelor' degree (1 major) Business Management and Economics (2013) Bachelor' degree (1 major) Business Management and Economics (2008) Bachelor' degree (1 major) Business Management and Economics (2010) Bachelor' degree (1 major) Economathematics (2009) Bachelor' degree (1 major) Economathematics (2012)						
Bachelor's Economics		jor Business Management and		enerated 26-Aug-2024 • exam 80 ECTS) Wirtschaftswissense		page 138 / 182
		• • •				



Bachelor' degree (1 major) Economathematics (2008) Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2012)

Module title Abbr			Abbreviation			
Simulat	tion of	Dynamical Systems			12-Konj3-F-082-mo	1
Module	coord	inator		Module offered by		
holder	of the (Chair of International Ec	onomics	Faculty of Business	Management and E	conomics
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
5	nume	rical grade				
Duratio	n	Module level	Other prerequisites			
1 semes	ster	undergraduate				
Conten	ts					
with a k	This module will equip students with a basic knowledge of the mathematics of dynamical systems as well as with a knowledge of elementary simulation techniques. Using the respective methods, the module will experimentally investigate the dynamical behaviour of selected models in business cycle theory.					
Intende	ed lear	ning outcomes				
Die Stu me. Courses	dieren 5 (type, r	ded learning outcomes den verfügen über ein V number of weekly contact hours	erständnis der wichtig , language – if other than Ge	gsten Techniken der S		cher Syste-
V (no in	format	ion on SWS (weekly co	ntact hours) and cours	e language available	2)	
Method of assessment (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus) written examination (approx. 60 minutes) Allocation of places Number of places: 20. Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. In this procedure, applicants who already have successfully completed at least one module component of the respective we module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.				aces will be to the fol- tive degree by lot. Quo- th the same lot. In this the respecti- with a restric-		
Worklo	ad					
Teachir	ng cycl	e				
Referre	Referred to in LPO I (examination regulations for teaching-degree programmes)					
Module	annes	urs in				
Bachelo Bachelo Bachelo Bachelo Bachelo	or' deg or' deg or' deg or' deg or' deg with 1 ma	ree (1 major) Business / ree (1 major) Business / ree (1 major) Business / ree (1 major) Economat ree (1 major) Economat jor Business Management and	Management and Econ Management and Econ nematics (2009) nematics (2012) JMU Würzburg • ge	omics (2008) omics (2010) enerated 26-Aug-2024 • exam	-	page 140 / 182
Economics	(2009)		cord Bachelor (1	80 ECTS) Wirtschaftswissense	chaft - 2009	



Bachelor' degree (1 major) Economathematics (2008) Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2012)

Module	e title				Abbreviation				
Semina	ar: Qua	ntitative Economic Rese	arch		12-QWF-FS-082-mo	01			
Module	e coord	inator		Module offered by					
holder	of the (Chair of Econometrics			Management and E	conomics			
ECTS	1	od of grading	Only after succ. com	*					
	1	rical grade	only after succ. com						
5 Duratio		Module level	Other prerequisites						
			Other prerequisites						
1 seme		undergraduate							
Conten									
		vill take the form of a ser conomics, either theoret							
Intende	ed lear	ning outcomes							
		uire the ability to work in I present it to and discus			uantitative economi	ics, write a			
Course	S (type, r	number of weekly contact hours,	language — if other than Ger	man)					
S (no ir	nformat	tion on SWS (weekly con	tact hours) and cours	e language available	5)				
		Sessment (type, scope, languation languatita languatita languatita languatita languati	age — if other than German, e	examination offered — if no	t every semester, informat	ion on whether			
term pa	aper (a	pprox. 15 pages) and pre	sentation (approx. 25	minutes), weighted	2:1				
Allocat	ion of j	places							
numbe proced ve mod ted nur	r of sub ure, ap lule wil nber of	laces): number of subject oject semesters, places v plicants who already hav l be given preferential co f places will be allocated by become available.	vill be allocated by lot ve successfully compl onsideration. Places o	. Quota 3 (25% of pl eted at least one mo n all courses of the r	aces): allocation by odule component of module component	lot. In this the respecti- with a restric-			
		ormation	-						
Auuitio	matmi								
	- 4								
Worklo	du								
Teachi	ng cycl	e							
Referre	ed to in	LPO I (examination regulation	s for teaching-degree progra	mmes)					
Module appears in									
	-		-	-		Bachelor' degree (1 major) Business Management and Economics (2009)			
Bachelor' degree (1 major) Business Management and Economics (2008)									
Bachelor' degree (1 major) Business Management and Economics (2010)									
Bachelor' degree (1 major) Economathematics (2009)									
	Bachelor' degree (1 major) Economathematics (2008)								
Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2012)				014)					
	-	ee (1 major) China Busin	ess and Economics (2						
	-	ee (1 major) China Busin	ess and Economics (2						
Master	's degr	ee (1 major) China Busin	ess and Economics (2 ess and Economics (2 JMU Würzburg • ge		-	page 142 / 182			

Module title Abbreviation			Abbreviation		
Computer Lab in Reg	gression Analysis			12-CQW-091-m01	
Module coordinator	r		Module offered by		
holder of the Chair o	of Econometrics		Faculty of Business	Management and Economics	
ECTS Method of g	grading	Only after succ. com	pl. of module(s)		
5 numerical g					
Duration Modu	ule level	Other prerequisites			
1 semester unde	ergraduate				
Contents					
bility") and "Grundla students to the simu In the first part of th moments are estima	agen der QWF" ("Int ulation of different e course, different ated. In the second	roduction to Statistic distributions and the distributions are intro	al Inference and Reg application of linear oduced, simulated w n analysis is introdu	istics and Introduction to Proba- gression Analysis"). It introduces r regression analysis. vith Excel and their theoretical uced, different specifications are	
Intended learning o					
 After finishing this course students acquired several skills. They (i) get an overview of several distributions; (ii) know how to simulate those distributions in MS Excel and are able to estimate and interpret the related theoretical moments; (iii) can perform smaller simulations in Excel; (iv) get to know a variety of different Excel commands which are important for statistical working; (v) are introduced to the linear regression analysis, can perform it in Excel and Gretl, and know how to interpret the results. 					
Courses (type, number of weekly contact hours, language — if other than German)					
P (no information or	n SWS (weekly cont	act hours) and course	e language available	2)	
Method of assessme module is creditable for bo		ge — if other than German, e	examination offered — if no	ot every semester, information on whether	
a) written examinati minutes), weighted		utes) or b) term pape	er (approx. 10 pages)) and presentation (approx. 20	
Allocation of places	;				
Number of places: 20. Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quot ta 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. In this procedure, applicants who already have successfully completed at least one module component of the respective we module will be given preferential consideration. Places on all courses of the module component with a restri ted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.					
Additional informat	ion				
Workload					
Teaching cycle					

Referred to in LPO I (examination regulations for teaching-degree programmes)

Module appears in

Bachelor' degree (1 major) Business Management and Economics (2009)
Bachelor' degree (1 major) Business Management and Economics (2007)
Bachelor' degree (1 major) Business Management and Economics (2013)
Bachelor' degree (1 major) Business Management and Economics (2008)
Bachelor' degree (1 major) Business Management and Economics (2010)
Bachelor' degree (1 major) Economathematics (2009)
Bachelor' degree (1 major) Economathematics (2012)
Bachelor' degree (1 major) Economathematics (2008)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)

Module title Abbreviation							
Computational Economics					12-CE-091-m01		
Module	coord	inator		Module offered by			
holder	of the (Chair of Public Finance		Faculty of Business	Management and Economics		
ECTS	Metho	od of grading	Only after succ. com	pl. of module(s)			
5	nume	rical grade					
Duratio	n	Module level	Other prerequisites				
1 semes	ster	undergraduate					
Conten	ts						
parts: 1. The p 2. Nume 3. Econ - The - Top - Life	This module introduces students to the numerical implementation of economic models. It consists of three main parts: 1. The programming language FORTRAN 90 2. Numerical solution methods 3. Economic applications: - The static general equilibrium model - Topics in finance and risk management - Life cycle model						
		ng generations model					
1. imple 2. using 3. quan 4. simu	ement's g Monte tify the late sir	this module students are simple economic models eCarlo techniques to find e risks of portfolios of bar nple reforms of the tax ar e simulation results econ	on the computer usin optimal portfolio stru- nks and insurance con- nd transfer system	uctures and option p	prices		
Courses	S (type, n	umber of weekly contact hours, l	anguage — if other than Ger	man)			
P (no in	format	ion on SWS (weekly cont	act hours) and course	e language available	.)		
		e ssment (type, scope, langua le for bonus)	ge — if other than German, e	examination offered — if no	t every semester, information on whether		
term pa	per inc	cluding programming a m	odel (approx. 10 pag	es)			
Allocati	ion of p	olaces					
Number of places: 20. Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. In this procedure, applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.							
Additio	nal inf	ormation					
Worklo	ad						
Teachir	ng cycl	9					

Referred to in LPO I (examination regulations for teaching-degree programmes)

Module appears in

module appears in
Bachelor' degree (1 major) Business Management and Economics (2009)
Bachelor' degree (1 major) Business Management and Economics (2007)
Bachelor' degree (1 major) Business Management and Economics (2013)
Bachelor' degree (1 major) Business Management and Economics (2008)
Bachelor' degree (1 major) Business Management and Economics (2010)
Bachelor' degree (1 major) Economathematics (2009)
Bachelor' degree (1 major) Economathematics (2012)
Bachelor' degree (1 major) Economathematics (2008)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)

Modul	e title			Abbreviation
Select	ed Topics in Quantitative Metho	ods 1		12-APM1-091-m01
Module coordinator			Module offered by	
Dean o mics	f the Faculty of Business Mana	gement and Econo-	Faculty of Business	Management and Economics
ECTS	Method of grading	Only after succ. con	npl. of module(s)	
5	numerical grade			
Duratio	on Module level	Other prerequisites		
1 seme	ster undergraduate			
Conter	its			
• a • o	ourses taken at other German of additional courses offered on a courses offered by new Chairs th lders of the respective Chairs w	short-term basis nat are yet to be inclu	ded in the FSB (subj	
Intend	ed learning outcomes			
As a re	sult of accrediting multiple kind	ls of modules, a desc	ription of acquired s	kills cannot be given.
Course	S (type, number of weekly contact hours,	language — if other than Ge	rman)	
V + Ü (no information on SWS (weekly	contact hours) and co	ourse language avail	able)
Metho	d of assessment (type, scope, langu	age — if other than German,	examination offered — if no	ot every semester, information on whether
	s creditable for bonus)	_		
written	examination			
Allocat	ion of places			
		-		
Additio	onal information			
Worklo	ad			
Teachi	ng cycle			
Referre	ed to in LPO I (examination regulation	ns for teaching-degree progra	ammes)	
Modul	e appears in			
Bachel	or' degree (1 major) Business N	lanagement and Econ	omics (2009)	
	or' degree (1 major) Business N	•		
	or' degree (1 major) Business N	-		
Bachel	or' degree (1 major) Business N	lanagement and Econ	omics (2010)	

Modul	e title				Abbreviation
Select	ed Topic	s in Quantitative Meth	ods 2		12-APM2-091-m01
Module coordinator				Module offered by	
Dean o mics	of the Fac	culty of Business Mana	gement and Econo-	Faculty of Business	Management and Economics
ECTS	Metho	d of grading	Only after succ. con	npl. of module(s)	
5	numeri	cal grade		-	
Duratio	on	Module level	Other prerequisites	5	
1 seme	ster	undergraduate			
Conter		0	1		
• c The ho	ourses of lders of	al courses offered on a offered by new Chairs t the respective Chairs v ing outcomes	hat are yet to be inclu		ect-specific provisions) credit transfer.
		ccrediting multiple kin	ds of modulos in doss	ription of acquired c	kills cannot be given
				• •	Kills calliol de given.
	_	Imber of weekly contact hours			
		nation on SWS (weekly			
		essment (type, scope, lang e for bonus)	uage — If other than German,	examination offered — if no	ot every semester, information on whether
		ation (60 minutes)			
	tion of p				
Additic	onal info	rmation			
Worklo	ad				
Teachi	ng cycle				
Referre	ed to in L	.POI (examination regulation	ons for teaching-degree progra	ammes)	
Modul	e appeai	rs in			
	••	ee (1 major) Business I	Management and Ecor	10mics (2009)	
	-	ee (1 major) Business I	•		
	-	ee (1 major) Business I	-		
<u>Bachel</u>	or' degre	ee (1 major) Business I	Nanagement and Ecor	10mics (2010)	

Module	e title				Abbreviation
Selecte	ed Topi	cs in Quantitative Met	hods 3		12-APM3-091-m01
Module coordinator				Module offered by	
Dean o mics	f the Fa	aculty of Business Man	agement and Econo-	Faculty of Business	Management and Economics
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)	
5	nume	rical grade			
Duratio	on	Module level	Other prerequisites		
1 seme	ster	undergraduate			
Conten	Its		L.		
• c The ho	ourses Iders of	f the respective Chairs			ect-specific provisions) credit transfer.
	-	ning outcomes			
			nds of modules, a desc	• •	kills cannot be given.
	-		s, language — if other than Ge		
V + Ú (I	no infoi	mation on SWS (weekl	y contact hours) and co	ourse language avai	lable)
		Sessment (type, scope, lang Ile for bonus)	guage — if other than German,	examination offered — if no	ot every semester, information on whether
written	exami	nation (60 minutes)			
Allocat	ion of p	olaces			
Additio	onal inf	ormation			
Worklo	ad				
Teachi	ng cycl	e			
Referre	ed to in	LPO I (examination regulati	ons for teaching-degree progra	ammes)	
Module	e appea	ars in			
			Management and Econ	iomics (2009)	
Bachel	or' deg	ree (1 major) Business	Management and Econ	iomics (2007)	
			Management and Econ		
Bachel	or' deg	ree (1 major) Business	Management and Econ	iomics (2010)	

Module	e title				Abbreviation
Selecte	ed Topi	cs in Quantitative Me	thods 4		12-APM4-091-m01
Module coordinator				Module offered by	1
Dean o mics	f the Fa	aculty of Business Ma	nagement and Econo-	Faculty of Business	Management and Economics
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)	
5	nume	rical grade			
Duratio	on	Module level	Other prerequisites	;	
1 seme	ster	undergraduate			
Conten	Its		•		
• c The ho	ourses lders of		a short-term basis s that are yet to be inclu s will ensure that the cou		
	-		inds of modules, a desc	ription of acquired c	kills cannot be given
				• • •	Kills calliol de given.
			urs, language — if other than Ge		
			kly contact hours) and co		
		le for bonus)	nguage — If other than German,	examination offered — If he	ot every semester, information on whether
written	exami	nation (60 minutes)			
Allocat					
Additio	onal inf	ormation			
Worklo	ad				
Teachi	ng cycl	e			
Referre	ed to in	LPO I (examination regula	ations for teaching-degree progra	ammes)	
Module	e appea	ars in			
			s Management and Econ	10mics (2009)	
Bachel	or' deg	ree (1 major) Busines	s Management and Econ	10mics (2007)	
			s Management and Econ		
Bachel	or' deg	ree (1 major) Busines	s Management and Econ	10mics (2010)	



Module Catalogue for the Subject Business Management and Economics Bachelor's with 1 major, 180 ECTS credits

Other Faculties (5 ECTS credits)

Module title Abbreviation									
Philoso	ophy ar	nd the sciences			06-B-P2-072-m01				
Module coordinator				Module offered by					
holder	of the (Chair of Theoretical Phile	osophy	Institute of Philosop	ohy				
ECTS Method of grading Only after succ. compl. of module(s)									
10	nume	rical grade							
Duratio	on	Module level	Other prerequisites						
1 seme	ster	undergraduate							
Conten	ts								
	Introduction to the theory of intellectual disciplines; philosophical bases of the humanities and the social sciences; philosophical bases of the natural sciences and engineering.								
Intende	ed leari	ning outcomes							
al intel ability limits c though sophica	Intended learning outcomes: Content-related outcomes: - insight into the relationship of philosophy to individu- al intellectual disciplines - ability to reflect on the historical and intellectual origins of our knowledge culture - ability to organise topics into overarching historical, social, and political schemata - insight into the scope and limits of various intellectual disciplines - knowledge of, and ability to criticise, basic assumptions in systems of thought, culture, and knowledge Formal outcomes (skills to be tested in assessments): - ability to analyse philo- sophical texts and issues - ability to organise concepts and philosophical positions into overarching intellectual schemata - ability to present philosophical positions in a structured and linguistically appropriate manner								
Course	S (type, n	umber of weekly contact hours,	language — if other than Ger	man)					
compo • co • co Method module is Assess low. Ur vidual is Assess • 5 • w Assess • 5 • w	nent. 96-B-P2 96-B-P2 d of ass acreditab ment in 1855 st assession ment in ECTS, vritten e ment in ECTS, vritten e	n module component of Method of grading: num examination (approx. 12 n module component of Method of grading: num examination (approx. 12	n on SWS (weekly con n on SWS (weekly cor age – if other than German, o the assessments in t ful completion of the -B-P2-1-072: Philosop erical grade o minutes) -B-P2-2-072: Philosop erical grade	tact hours) and cours tact hours) and cour examination offered — if no he individual module module will require s hical principles of an	se language availab se language availab t every semester, informati e components as spo successful completio rts and humanities	le) le) on on whether ecified be- on of all indi-			
Allocat	ion of p	olaces							
Additio	nal inf	ormation							
Worklo	Workload								
Teachi	ng cycl	e							
Referre	ed to in	LPO I (examination regulatio	ns for teaching-degree progra	mmes)					
Module	e appea	irs in							
Bachelor's Economics		or Business Management and		nerated 26-Aug-2024 • exam 30 ECTS) Wirtschaftswissenso	-	page 152 / 182			



Bachelor' degree (1 major) Geography (2008) Bachelor' degree (1 major) Mathematics (2008) Bachelor' degree (1 major) Mathematics (2007) Bachelor' degree (1 major) Business Management and Economics (2009) Bachelor' degree (1 major) Business Management and Economics (2007) Bachelor' degree (1 major) Business Management and Economics (2008) Bachelor' degree (1 major) Business Management and Economics (2008) Bachelor' degree (1 major) Business Management and Economics (2010) Bachelor' degree (1 major) Business Information Systems (2007) Bachelor' degree (1 major) Business Information Systems (2009) Bachelor' degree (1 major) Business Information Systems (2009) Bachelor' degree (1 major, 1 minor) Philosophy (Minor, 2008) Bachelor's degree (1 major, 1 minor) Philosophy (2008)

Module	e title				Abbreviation	
Text an	alysis:	Ancient Philosophy			06-B-W1-072-m01	
Module	e coord	inator		Module offered by		
holder	of the (Chair of the History of Phi	losophy	Institute of Philoso	phy	
ECTS	Metho	od of grading	Only after succ. com	pl. of module(s)		
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ster	undergraduate				
Conten	ts					
Ancien	t philos	sophical texts.				
Intende	ed lear	ning outcomes				
the ass (when intelled	essme writing tual sc	nt): - ability to analyse ph a term paper) - ability to hemata - ability to indep	nilosophical texts and organise historical co endently develop and	l issues - ability to fo oncepts and philoso I present philosophi	outcomes (skills to be tested in ollow the rules of scholarly work phical positions into overarching ical issues	
		number of weekly contact hours, l				
		tion on SWS (weekly cont				
		Sessment (type, scope, langua ile for bonus)	ge — if other than German, e	examination offered — if no	ot every semester, information on whether	
term pa	aper (aj	pprox. 12 pages)				
Allocat	ion of p	olaces				
Additio	nal inf	ormation				
Worklo	ad					
	-					
Teachi	ng cycl	e				
Referre	d to in	LPO I (examination regulations	s for teaching-degree progra	mmes)		
		•				
Module						
	Bachelor' degree (1 major) Mathematics (2008) Bachelor' degree (1 major) Mathematics (2007)					
	-	ree (1 major) Business Ma		omics (2009)		
Bachel	or' deg	ree (1 major) Business Ma	anagement and Econ	omics (2007)		
	0	ree (1 major) Business Ma	0	· /		
		ree (1 major) Business Ma				
	-	ree (1 major) Political anc gree (1 major, 1 minor) Ph		8)		
Daciiel	or s ue	5100 (1 major, 1 mmor) Ph				

Module	e title				Abbreviation
Text An	alysis:	Medieval Philosophy			06-B-W2-072-m01
Module coordinator				Module offered by	
holder	of the (Chair of the History of Phi	losophy	Institute of Philoso	phy
ECTS	Metho	od of grading	Only after succ. com	npl. of module(s)	
5	nume	rical grade			
Duratio	n	Module level	Other prerequisites		
1 seme	ster	undergraduate			
Conten	ts				
Mediev	al phil	osophical texts.			
Intende	ed learı	ning outcomes			
basic a sted in ly work	ssump the ass - abilit	tions in pre-modern syste	ems of thought, cultu alyse philosophical to op and present philo	re, and knowledge F exts and issues - abi sophical issues	edge of, and ability to criticise, formal outcomes (skills to be te- lity to follow the rules of scholar-
		tion on SWS (weekly cont			
module is	s creditab aper (ap	le for bonus) oprox. 12 pages)			t every semester, information on whether
Additio	nal inf	ormation			
Worklo	ad				
Teachi	ng cycl	e			
Referre	d to in	LPO I (examination regulations	s for teaching-degree progra	mmes)	
Module	e appea	ars in			
Bachele Bachele Bachele Bachele Bachele Bachele	or' deg or' deg or' deg or' deg or' deg or' deg	ree (1 major) Mathematic ree (1 major) Mathematic ree (1 major) Business Ma ree (1 major) Business Ma ree (1 major) Business Ma ree (1 major) Business Ma ree (1 major) Political anc gree (1 major, 1 minor) Ph	s (2007) anagement and Econ anagement and Econ anagement and Econ anagement and Econ I Social Studies (200	omics (2007) omics (2008) omics (2010)	

Module	e title				Abbreviation	
Text analysis: modern philosophyo6-B-W3-072-m01						
Module	e coord	inator		Module offered by	<u> </u>	
holder	of the (Chair of Practical Philos	ophy	Institute of Philoso	phy	
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)	· ·	
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ster	undergraduate				
Conten	ts		·			
Moderr	n philos	sophical texts.				
Intende	ed lear	ning outcomes				
ty Form ability	al outc to follo	omes (skills to be teste	d in the assessment): work - ability to indep	- ability to analyse p	re, and knowledge of moderni- hilosophical texts and issues - ilosophical issues and to present	
Course	S (type, r	number of weekly contact hours	, language — if other than Ge	rman)		
S (no ir	format	ion on SWS (weekly co	ntact hours) and cours	e language available	e)	
		sessment (type, scope, langu le for bonus)	uage — if other than German,	examination offered — if no	ot every semester, information on whether	
term pa	aper (aj	oprox. 12 pages)				
Allocat	ion of p	olaces				
Additio	nal inf	ormation				
			_			
Worklo	ad					
			_			
Teachi	ng cycl	e				
Referre	d to in	LPO I (examination regulation	ns for teaching-degree progra	ammes)		
Module						
Bachelor' degree (1 major) Mathematics (2008)						
Bachelor' degree (1 major) Mathematics (2007) Bachelor' degree (1 major) Business Management and Economics (2009)						
	-	ree (1 major) Business I	-	-		
	-	ree (1 major) Business N	-			
		ree (1 major) Business N				
		ree (1 major) Political ar		8)		
васнеі	or's de	gree (1 major, 1 minor) F	miosophy (2008)			

Module	e title				Abbreviation
Text analysis: contemporary philosophy					06-B-W4-072-m01
Module coordinator				Module offered by	l
holder	of the (Chair of Practical Philoso	phy	Institute of Philoso	phy
ECTS	Metho	od of grading	Only after succ. com	npl. of module(s)	
5	nume	rical grade			
Duratio	n	Module level	Other prerequisites		
1 seme	ster	undergraduate			
Conten	ts				
Conterr	porary	philosophical texts.			
Intende	ed lear	ning outcomes			
contem texts ar sues ar	porary nd issu nd to pi	world Formal outcomes es - ability to follow the r resent them in a linguisti	(skills to be tested in ules of scholarly worl cally appropriate mar	the assessment): - a k - ability to indepen nner	culture, and knowledge of the ability to analyse philosophical dently develop philosophical is-
		number of weekly contact hours, l ion on SWS (weekly cont			、
module is	creditab aper (aj	le for bonus) oprox. 12 pages)	ge — II other than German, G	examination onered — if no	ot every semester, information on whether
 Additio Worklo		ormation			
Teachi	ng cycl	e			
Referre	d to in	LPO I (examination regulation	s for teaching-degree progra	mmes)	
Module	e appea	ars in			
Bachele Bachele Bachele Bachele Bachele Bachele	or' deg or' deg or' deg or' deg or' deg or' deg	ree (1 major) Mathematic ree (1 major) Mathematic ree (1 major) Business Ma ree (1 major) Business Ma ree (1 major) Business Ma ree (1 major) Political and gree (1 major, 1 minor) Ph	s (2007) anagement and Econ anagement and Econ anagement and Econ anagement and Econ d Social Studies (200	omics (2007) omics (2008) omics (2010)	

Module	e title				Abbreviation	
Contemporary South Asia. Applied geography, politics, eco				nomy, society	04-IB1-072-m01	
Module coordinator			Module offered by			
holder	ofthe	Chair of Indology		Chair of Indology		
ECTS	Metho	od of grading	Only after succ. com	pl. of module(s)		
10	nume	rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ster	undergraduate				
Conten	ts					
Introdu of Sout		o South Asian regional s	tudies and politics as	well as to the econo	omy, society and mo	dern history
Intend	ed lear	ning outcomes				
		e acquired a basic knowl nd society of (modern) S				f the econo-
Course	S (type, r	number of weekly contact hours,	language — if other than Ger	man)		
compo • c	nent. 04-IB1-1	omprises 2 module com -072: V + Ü (no informati 2-072: S (no information	ion on SWS (weekly co	ontact hours) and co	ourse language availa	able)
		sessment (type, scope, langua le for bonus)	age — if other than German, e	examination offered — if no	ot every semester, informati	ion on whether
vidual a Assess • 5 • p • L Assess	assess ment in ECTS, present anguag ment i n	ated otherwise, success ments. n module component o4 Method of grading: num ation (20 to 30 minutes) ge of assessment: Germa n module component o4 Method of grading: num	- IB1-1-072: Modern So erical grade with written elaborati an or English - IB1-2-072: Modern So	outh Asia Modern So on (approx. 5 pages	outh Asia), weighted 1:1	on of all indi-
• p	oresent	ation (approx. 30 to 45 m ge of assessment: Germa	ninutes) with written e	laboration (approx.	10 pages), weighted	1:1
Allocat	ion of _l	olaces				
Additio	onal inf	ormation				
Worklo	ad					
Teachi	ng cycl	e				
Referre	ed to in	LPO I (examination regulation	is for teaching-degree progra	mmes)		
Module						
Bachel	or' deg	ree (1 major) Geography ree (1 major) Geography	(2008)			
Dachei	or ueg	ree (1 major) Business N	lanagement and Econ	omics (2009)		

Julius-Maximilians-UNIVERSITÄT WÜRZBURG

Bachelor' degree (1 major) Business Management and Economics (2007) Bachelor' degree (1 major) Business Management and Economics (2008) Bachelor' degree (1 major) Business Management and Economics (2010) Bachelor' degree (1 major) Business Information Systems (2009) Bachelor' degree (1 major) Indology/South Asian Studies (2008) Bachelor's degree (1 major, 1 minor) Indology/South Asian Studies (2008) Bachelor's degree (2 majors) Indology/South Asian Studies (2008)

Module	title				Abbreviation	
Social S	Structu	res in Indian Society			04-IB10-072-m01	
Module	coordi	inator		Module offered by		
holder	of the C	hair of Indology		Chair of Indology		
ECTS	Metho	od of grading	Only after succ. com	pl. of module(s)		
10	numer	rical grade				
Duratio	n	Module level	Other prerequisites			
1 semes	ster	undergraduate				
Conten	ts					
person,	family	ll cover the fundamenta , gender and society (ca them to identify and de	ste). It will equip stud	ents with the metho		
Intende	ed learr	ing outcomes				
		amiliar with the method understanding of foreig		social anthropology (of India. They are ab	le to gain a
Courses	5 (type, n	umber of weekly contact hours,	language — if other than Ger	man)		
compor • 0	nent. 4-IB10-	omprises 2 module com 1-072: S + V (no informa 2-072: S (no information	tion on SWS (weekly	contact hours) and c	ourse language avai	lable)
		essment (type, scope, langu le for bonus)	age — if other than German, e	examination offered — if no	t every semester, informati	on on whether
low. Un vidual a Assessi 5 p w La Assessi 5 p a	less sta assessr ment ir ECTS, I resenta rritten e anguag ment ir ECTS, I resenta ids as v	a this module comprises ated otherwise, success nents. module component o4 Method of grading: num ation or presentation of elaboration (approx. 10 p ge of assessment: Germa module component o4 Method of grading: num ation (approx. 30 to 45 m well as written elaboration ge of assessment: Germa	ful completion of the -IB10-1-072: Social Ar erical grade project using media bages), weighted 1:1 an or English -IB10-2-072: Selected erical grade inutes) or presentatio on (approx. 10 pages)	module will require s athropology of India s aids (approx. 30 to topics of Social Antl n of project (approx.	Successful completic Social Anthropology 45 minutes each), hropology of India 30 to 45 minutes) us	on of all indi- of India each with
Allocati	ion of p	laces				
Additio	nal info	ormation				
Worklo	ad					
Teachir	ng cycle	9				
Referre	d to in	LPOI (examination regulation	ns for teaching-degree progra	mmes)		
Module	appea	rs in				
Bachelor's v Economics		or Business Management and		nerated 26-Aug-2024 • exam 80 ECTS) Wirtschaftswissenso	-	page 160 / 182

Julius-Maximilians-UNIVERSITÄT WÜRZBURG

Bachelor' degree (1 major) Geography (2008) Bachelor' degree (1 major) Business Management and Economics (2009) Bachelor' degree (1 major) Business Management and Economics (2007) Bachelor' degree (1 major) Business Management and Economics (2008) Bachelor' degree (1 major) Business Management and Economics (2010) Bachelor' degree (1 major) Business Information Systems (2009) Bachelor' degree (1 major) Indology/South Asian Studies (2008) Bachelor's degree (1 major, 1 minor) Indology/South Asian Studies (2008) Bachelor's degree (2 majors) Indology/South Asian Studies (2008)

Module	Module title Abbreviation			
Social 1	Гһеогу			06-BM-AS-082-m01
Module	coordinator		Module offered by	
holder	of the Chair of Sociology and So	ciological Theory	Chair of Sociology a	and Sociological Theory
ECTS	Method of grading	Only after succ. con	npl. of module(s)	
5 numerical grade				
Duration Module level Other prerequisites				
1 seme	ster undergraduate			
Conten	ts			
Germar	n contents available but not trar	nslated yet.		
Einführ	ung in grundlegende Begriffe, F	ragactallungan Tham	an und Analyson da	r Sazialagia
	ed learning outcomes	lagestellungen, men	ien unu Analysen ue	1 3021010g1e.
			he main concentual	schamas and theoretical approa
	sociology	Zillg and evaluating t	ne main conceptuat	schemes and theoretical approa-
	S (type, number of weekly contact hours, I	anguage — if other than Ger	rman)	
	no information on SWS (weekly			able)
	d of assessment (type, scope, langua			
	creditable for bonus)	· · · · · · · · · · · · · · · · · · ·		
written	examination (90 minutes)			
Allocat	ion of places			
Additio	nal information			
Worklo	ad			
Teachir	ng cycle			
Referre	d to in LPO I (examination regulation	s for teaching-degree progra	immes)	
		-		
Module	e appears in			
Bachelo	or' degree (1 major) Geography	(2008)		
	or' degree (1 major) Business M	0		
	or' degree (1 major) Business M			
	or' degree (1 major) Business M or' degree (1 major) Business M	-		
	or' degree (1 major) Business M or' degree (1 major) Indology/So	-		
	or's degree (1 major, 1 minor) In			

Module	e title				Abbreviation
Interna	tional	Relations			06-BM-IB-082-m01
Module	e coord	inator		Module offered by	
holder nationa		Professorship of Europea ions	n Studies and Inter-		ropean Studies and International
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)	
5	nume	rical grade			
Duratio	on	Module level	Other prerequisites		
1 seme	ster	undergraduate			
Conten	ts				
Germai	n conte	nts available but not trar	nslated yet.		
		twicklung, Theorien und	Grundfragen der Leh	re von den Internatio	onalen Beziehungen.
		ning outcomes			
					eories. He/She is able to reflect
		he analysis of pivotal pro			e is able to conduct a theoretical
		number of weekly contact hours, l	-		
		mation on SWS (weekly			able)
					t every semester, information on whether
		le for bonus)	ge — Il other than German, i	examination onered — II no	a every semester, mormation on whether
written	exami	nation (90 minutes)			
Allocat		*			
Additio	nal inf	ormation			
			<u>.</u>		
Worklo	ad				
Teachi		P			
	ing cycl				
Poforro	d to in	LPO I (examination regulation	c for toaching dagrag not	mmoc)	
Kelelle			s for teaching-degree progra	inines)	
Modula		arc in			
Module		ree (1 major) Geography ((2008)		
	-	ree (1 major) Geography (omics (2000)	
	-	ree (1 major) Business M	-		
	-	ree (1 major) Business M	-		
	-	ree (1 major) Business M	-		
	-	ree (1 major) Indology/So			
Bachel	or's de	gree (1 major, 1 minor) In	dology/South Asian S	Studies (2008)	

Modul	e title				Abbreviation
Social	Stratifi	cation and Subfields of S	Sociology		06-BM-SpS-082-m01
Modul	e coord	inator		Module offered by	1
holder Resear		Professorship of Sociolog	gy and Qualitative	Professorship of So	ociology and Qualitative Research
ECTS	Meth	od of grading	Only after succ. cor	npl. of module(s)	
5	nume	rical grade			
Durati	on	Module level	Other prerequisites	i	
1 seme	ester	undergraduate			
Conter	nts	~			
Germa	n conte	nts available but not tra	nslated yet.		
Sozials	struktu	analyse, Theorien, Mode	elle, Befunde.		
Intend	ed lear	ning outcomes			
Germa	n inten	ded learning outcomes a	vailable but not trans	slated yet.	
	o Ctudi	aranda yarfiistiihar Crun	dkanntnissa dar Car	i a latru ktura na kusa	
		erende verfügt über Grun			
		number of weekly contact hours,			
		mation on SWS (weekly			
		5essment (type, scope, langua vle for bonus)	age — if other than German,	examination offered — if no	ot every semester, information on whether
writter	exami	nation (90 minutes)			
Alloca	tion of	places			
Additio	onal inf	ormation			
Worklo	oad				
Teachi	ng cycl	e			
Referre	ed to in	LPO I (examination regulation	s for teaching-degree progra	ammes)	
Modul	e appea	ars in			
		ree (1 major) Geography	(2008)		
Bache	lor' deg	ree (1 major) Business M	anagement and Ecor	-	
	-	ree (1 major) Business M	•		
	-	ree (1 major) Business M	-		
Bache	lor' deg	ree (1 major) Business M	anagement and Ecor	10mics (2010)	

Module title Abbreviation				Abbreviation	
Chines	e Studi	es			04-ChinaK-082-m01
Module	e coord	inator		Module offered by	
holder	of the (Chair of Chinese Studies		Institute of East and	d South Asian Cultural Studies
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)	
5	nume	rical grade			
Duratio	on	Module level	Other prerequisites		
1 seme	a semester undergraduate By way of exception, additional prerequisites are listed in the section of assessments.				
Conten	ts				
Germai	n conte	nts available but not tran	islated yet.		
schicht Überbli	e der R ick übe	epublik und vertiefende	Darstellung der Volks vicklung; dies soll im	srepublik China eins	ter Chinas; Einführung in die Ge- chließlich ihrer Institutionen; sierung mit volkswirtschaftlichen
Intende	ed lear	ning outcomes			
Germai	n inten	ded learning outcomes av	vailable but not trans	lated yet.	
befrage schen I Modell	en, hist Kenntn en soll	orische Ereignisse und Ko isse in eine interkulturell	erntraditionen in Zus e Kompetenz einbrin ein deskriptive Analy	ammenhänge einord gen. Die Betrachtung	n, soziale Entwicklungen kritisch Inen und diese kulturspezifi- g von wirtschaftstheoretischen inaus auch die Ursachen für be-
_		number of weekly contact hours, l	-	rman)	
compo • c	nent. 94-Chin	aK-1-082: S (no informati	on on SWS (weekly c	ontact hours) and co	sted separately for each module ourse language available)
• 0	4-Chin	aK-2-082: S (no informati	ion on SWS (weekly o	contact hours) and co	ourse language available)
		sessment (type, scope, langua le for bonus)	ge — if other than German,	examination offered — if no	t every semester, information on whether
	iless st	ated otherwise, successf			e components as specified be- successful completion of all indi-
• 2 • w • C Assess • 3 • t	ECTS, vritten)ther pr ment i ECTS,		erical grade) ponent o4-ChinWW- ChinaK-2-082: China erical grade	1 is recommended. 1 in the Global Econo	
Allocat	ion of j	olaces			
Additio	nal inf	ormation			
Worklo	ad				
			· · · · · · · · · · · · · · · · · · ·		
Bachelor's Fconomics		ior Business Management and		enerated 26-Aug-2024 • exam 80 FCTS) Wirtschaftswissense	

Teaching cycle

Referred to in LPO I (examination regulations for teaching-degree programmes)

Module appears in

Bachelor' degree (1 major) Business Management and Economics (2009) Bachelor' degree (1 major) Business Management and Economics (2013) Bachelor' degree (1 major) Business Management and Economics (2008) Bachelor' degree (1 major) Business Management and Economics (2010)

Bachelor' degree (1 major) Business Information Systems (2009)

Module	e title				Abbreviation
Compa	rative F	Politics			06-BM-VPS-092-m01
Module	coord	inator		Module offered by	<u> </u>
holder (litics	of the C	Chair of Comparative Poli	tics and German Po-	Chair of Comparativ	ve Politics and German Politics
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)	
5	nume	rical grade			
Duratio	n	Module level	Other prerequisites		
1 seme	ster	undergraduate			
Conten	ts				
Germar	ı conte	nts available but not tran	islated vet.		
			,		
Konstru	uktions	merkmale politischer Sys	steme; Vermittlung ze	entraler Kategorien d	ler vergleichenden Systemanaly-
se.					
Intende	ed learn	ning outcomes			
Germar	n intend	led learning outcomes av	vailable but not trans	lated yet.	
Dor/Die	Studi	aranda varfügt übar grun	dlaganda Kanntnissa	dar Kanstruktionen	inzinian politischar Systema Er/
		t die Anwendung des Sys			rinzipien politischer Systeme. Er/ ispiele.
		umber of weekly contact hours, l	-		
		mation on SWS (weekly d			2blo)
		*			
		l essment (type, scope, langua le for bonus)	ge — If other than German, (examination offered — if no	ot every semester, information on whether
		nation (90 minutes)			
Allocati		*			
Additio	nal inf	ormation			
Additio					
Worklo					
WOIKIO	au				
Teachir	ig cycl	3			
Referre	d to in	LPO I (examination regulations	s for teaching-degree progra	mmes)	
Module	e appea	rs in			
	-	ree (1 major) Geography (
	-	ree (1 major) Geography (
	-	ree (1 major) Business Ma	-	-	
	-	ree (1 major) Business Ma	-		
	-	ree (1 major) Business Ma	-		
	-	ree (1 major) Business Ma 200 (1 major) Political and	-		
		ree (1 major) Political anc gree (1 major, 1 minor) Po			
		gree (1 major, 1 minor) Po gree (2 majors) Political a			
Duchell	or o ueg			~~y)	

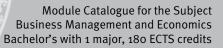
Modul	e title				Abbreviation
Select	ed Topi	cs from Other Facultie	25 1		12-APAF1-091-m01
Modul	e coord	inator		Module offered by	<u> </u>
Dean o mics	of the Fa	aculty of Business Mar	nagement and Econo-	Faculty of Business	Management and Economics
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)	
5	nume	rical grade			
Duratio	on	Module level	Other prerequisites	;	
1 seme	ester	undergraduate			
Conter	nts				
• c The ho	ourses lders of		a short-term basis s that are yet to be inclu s will ensure that the cou		• •
			inde of modulos, o doce	ription of acquired a	kills cannot be given
			inds of modules, a desc	· · ·	kills cannot be given.
			urs, language — if other than Ge		
			kly contact hours) and co		
		Sessment (type, scope, lar Ile for bonus)	nguage — if other than German,	examination offered — if no	ot every semester, information on whether
		nation (60 minutes)			
	tion of p				
∆dditid	nal inf	ormation			
Worklo	ad				
Teachi	ng cycl	e			
		-			
Referre	ed to in	LPO I (examination regula	tions for teaching-degree progra	ammes)	
		(orallingular regula			
Modul	e appea	ars in			
			Management and Ecor	10mics (2009)	
	-	-	5 Management and Ecor	-	
Bachel	or' deg	ree (1 major) Business	5 Management and Ecor	iomics (2008)	
Bachel	or' deg	ree (1 major) Business	Management and Ecor	10mics (2010)	

Module	e title				Abbreviation
Selecte	ed Topi	cs from Other Facultie	25 2		12-APAF2-091-m01
Module	e coord	inator		Module offered by	<u>I</u>
Dean o mics	f the Fa	aculty of Business Ma	nagement and Econo-	Faculty of Business	Management and Economics
ECTS	Meth	od of grading	Only after succ. con	npl. of module(s)	
5	nume	rical grade			
Duratio	on	Module level	Other prerequisites	i	
1 seme	ster	undergraduate			
Conten	ts		l		
• c The ho	ourses lders o		a short-term basis s that are yet to be inclu s will ensure that the cou		
	-			vintion of convinced a	bille connet he civer
		· · · · ·	inds of modules, a desc	· · · · · · · · · · · · · · · · · · ·	kills cannot be given.
			urs, language — if other than Ge		
			kly contact hours) and co		
		Sessment (type, scope, lar ole for bonus)	nguage — if other than German,	examination offered — if no	ot every semester, information on whether
		nation (60 minutes)			
Allocat					
AllULAL		JIACES			
 Additio	nalinf	ormation			
Auuitio					
 Worklo	ad				
WUIKU	au				
Teachi		0			
	is cycl	C			
Referre	d to in	IPOI (ovamination result	tions for teaching-degree progra	ummoc)	
		LIVI (examination regula	tions for teaching-degree progra	annines <i>)</i>	
Module	annes	ars in			
			Management and Econ		
	-		6 Management and Econ	-	
			s Management and Econ		
			Management and Econ		

Modul	e title				Abbreviation
Select	ed Topic	s from Other Faculti	es 3		12-APAF3-091-m01
Modul	e coordi	nator		Module offered by	I
Dean o mics	of the Fac	culty of Business Ma	nagement and Econo-	Faculty of Business	Management and Economics
ECTS	Metho	d of grading	Only after succ. cor	npl. of module(s)	
5	numeri	cal grade			
Duratio	on	Module level	Other prerequisites	;	
1 seme	ester	undergraduate			
Conter		0	<u> </u>		
• c The ho	ourses of lders of		a short-term basis s that are yet to be inclu s will ensure that the cou		
			inds of modules, a desc	ription of acquired a	kills cannot be given
				· · ·	Kills calliot de given.
	_		urs, language — if other than Ge		
			kly contact hours) and co		
		essment (type, scope, la e for bonus)	nguage — if other than German,	examination offered — if no	ot every semester, information on whether
		ation (60 minutes)			
	tion of p				
Additic	onal info	rmation			
Worklo	bad				
Teachi	ng cycle				
	0 0				
Referre	ed to in L	.POI (examination regula	ations for teaching-degree progra	ammes)	
Modul	e appeai	rs in			
			s Management and Ecor	10mics (2009)	
	-	-	s Management and Ecor	-	
	-		s Management and Ecor		
Bachel	or' degre	ee (1 major) Busines	s Management and Ecor	10mics (2010)	

Modul	e title				Abbreviation
Selecte	ed Topic	s from Other Faculties	5 4		12-APAF4-091-m01
Modul	e coordi	inator		Module offered by	<u>I</u>
Dean o mics	of the Fa	culty of Business Man	agement and Econo-	Faculty of Business	Management and Economics
ECTS	Metho	d of grading	Only after succ. con	npl. of module(s)	
5	numer	rical grade			
Duratio	on	Module level	Other prerequisites	i	
1 seme	ster	undergraduate			
Conter	its	0	1		
• c The ho	ourses lders of				ect-specific provisions) credit transfer.
				ription of acquired c	kills cannot be given
			nds of modules, a desc		kills cannot be given.
	_		rs, language — if other than Ge		
			ly contact hours) and co		
		essment (type, scope, lang le for bonus)	guage — if other than German,	examination offered — if no	ot every semester, information on whether
		nation (60 minutes)			
	tion of p				
Additic	nal info	ormation			
Worklo	ad				
Teachi	ng cycle				
		-			
Referre	ed to in	LPO I (examination regulat	ons for teaching-degree progra	ammes)	
		• (o.a			
Module	e appea	rs in			
			Management and Econ	10mics (2009)	
	-		Management and Econ	-	
Bachel	or' degr	ree (1 major) Business	Management and Econ	iomics (2008)	
Bachel	or' degr	ree (1 major) Business	Management and Econ	iomics (2010)	





Thesis (10 ECTS credits)

Module	e title				Abbreviation
Bachel	or-The	sis			12-BT-072-m01
Module	e coord	inator		Module offered by	
Dean o mics	f the Fa	aculty of Business Manag	ement and Econo-	Faculty of Business	Management and Economics
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)	
10	nume	rical grade			
Duratio	n	Module level	Other prerequisites		
1 seme	ster	undergraduate	Registration for ass supervisor.	essment on a contin	uous basis as agreed upon with
Conten	ts				
te on a analysi include	topic fi s and s a pres s, the p	rom the area of business structured presentation o sentation of the students	management and ec f the existing literatu ' own original achieve	onomics. This thesis re on a certain topic ements, e. g. new alg	e required to research and wri- s may either take the form of an or may, as is often the case, also gorithms developed by students, ther) development of a theoreti-
Intende	ed lear	ning outcomes			
The acc terature tically a	quisitio e. Stud analyze	n of specialized skills preents are able to understa	esupposes the recep and relevant contribunce to their own spec	tion of national and tions to research and ific questions. They o	scientific standards in writing. international (mainly english) li- d professional practice and to cri- can recognize and assess major
Course	S (type, r	number of weekly contact hours, I	anguage — if other than Ge	rman)	
no cou	rses as	signed			
		sessment (type, scope, langua le for bonus)	ge — if other than German,	examination offered — if no	ot every semester, information on whether
written Langua		ssessment: German or E	nglish		
Allocat	ion of p	olaces			
Additio	nal inf	ormation	<u>.</u>		
Worklo	ad				
Teachi	ng cycl	e			
Referre	d to in	LPO I (examination regulation	s for teaching-degree progra	ammes)	
Module				· ()	
	-	ree (1 major) Business M ree (1 major) Business M	-	-	
		ree (1 major) Business M ree (1 major) Business M			
	-	ree (1 major) Business M	-		
	-	ree (1 major) Business In	-		



Module Catalogue for the Subject Business Management and Economics Bachelor's with 1 major, 180 ECTS credits

Subject-specific Key Skills

(15 ECTS credits)

	e title				Abbreviation
Manag	ement	Case Studies			12-P&Ocase-F-082-m01
Module	e coord	linator		Module offered by	
holder	of the	Chair of Entrepreneurship	o and Strategy	Faculty of Business	Management and Economics
ECTS	Meth	od of grading	Only after succ. co	mpl. of module(s)	
5		rical grade		• • • •	
Duratio		Module level	Other prerequisites	5	
1 seme	ster	undergraduate		-	
Conten					
blems a lar emp plemen	and wi phasis ntation	ll provide students with a	an opportunity to app dents with skills in th	oly the management ne areas of strategic t	for the solution of practical pro- tools they were taught. A particu hinking and the operational im- e.
	-	able to solve case studie	s according to intern	ational standards.	
		number of weekly contact hours,			
		tion on SWS (weekly con			e)
module is	s creditat	of case studies and oral			ot every semester, information on whether
Allocat	ion of	places		chieù at the beginni	ig of the course)
		places		cined at the beginnin	ng of the course)
 Additio 	onal inf				ng of the course)
 Additio 	onal inf				ng of the course)
Allocat Additio Worklo Teachin	onal inf oad	ormation			ng of the course)
 Additio Worklo 	onal inf oad	ormation			ng of the course)
 Additio Worklo Teachii	onal inf oad ng cycl	ormation			
 Additio Worklo Teachii	onal inf oad ng cycl	ormation			
 Additio Worklo Teachin Referre 	onal inf oad ng cycl ed to in	e LPOI (examination regulation			ng of the course)
 Additio Worklo Teachin Referre Bachelo Bachelo Bachelo Bachelo Bachelo	enal inf pad ng cycl ed to in e appea or' deg or' deg or' deg or' deg or' deg or' deg	e LPOI (examination regulation	anagement and Ecor anagement and Ecor anagement and Ecor anagement and Ecor ematics (2009) ematics (2008)	ammes) nomics (2009) nomics (2008) nomics (2010)	ig of the course)

Module title Abbreviation						
Studen	it Teach	ning Assistant 1		12-Tut1-082-m01		
Module coordinator				Module offered by		
Dean of the Faculty of Business Management and Econo- mics			ement and Econo-	Faculty of Business Management and Economics		
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites	Other prerequisites		
1 seme	ster	undergraduate				
Conten	Its					
This mo and Ec		-	s in a tutorial offered	by a Chair at the Fac	ulty of Business Management	
Intend	ed lear	ning outcomes				
Studen	its have	e the ability to guide a gro	oup, to present conte	nt understandable a	nd to develop training materials	
		number of weekly contact hours, I	· · ·			
		rmation on SWS (weekly			able)	
module is	s creditab	le for bonus)			t every semester, information on whether	
		e specified by the respec		articipation or simila	r (method and length of the as-	
Allocat	ion of p	olaces				
Additio	onal inf	ormation				
Worklo	ad					
Teachi	ng cycl	e				
Referre	ed to in	LPOI (examination regulation	s for teaching-degree progra	immes)		
Module	e appea	ars in				
Bachel	or' deg	ree (1 major) Business M	anagement and Econ	omics (2009)		
	-	ree (1 major) Business M	-			
	-	ree (1 major) Business M	-	omics (2010)		
	-	ree (1 major) Economath		,		
Bachelor' degree (1 major) Business Information Systems (2009) Bachelor' degree (1 major) Business Information Systems (2008)						
Bachel	or' deg	ree (1 major) Business In	formation Systems (2	2008)		

Module title Abbreviation							
Student Teaching Assistant 2 12-Tut2-082-mo1							
Module coordinator				Module offered by	<u>I</u>		
Dean of the Faculty of Business Management and Econo- mics			gement and Econo-	Faculty of Business	Management and Economics		
ECTS	Metho	od of grading	Only after succ. cor	npl. of module(s)			
5	nume	rical grade					
Duratio	n	Module level	Other prerequisites	sites			
1 seme	ster	undergraduate					
Conten	ts						
This mo and Eco			s in a tutorial offered	by a Chair at the Fac	culty of Business Management		
Intende	ed lear	ning outcomes					
			oup, to present conte	ent understandable a	and to develop training materials.		
		number of weekly contact hours,	· · ·				
		rmation on SWS (weekly			able)		
prepara	ation of	^{ble for bonus)} f materials for exercises, be specified by the respec		participation or simila	ar (method and length of the as-		
Allocat	ion of _l	places					
			-				
Additio	nal inf	ormation					
Worklo	ad						
Teachi	ıg cycl	e					
Referre	d to in	LPOI (examination regulation	s for teaching-degree progra	ammes)			
Module	e appea	ars in					
Bachelor' degree (1 major) Business Management and Economics (2009)							
	-	ree (1 major) Business M	-				
	Bachelor' degree (1 major) Business Management and Economics (2010)						
Bachelor' degree (1 major) Business Information Systems (2009) Bachelor' degree (1 major) Business Information Systems (2008)							
Bachel	or' deg	ree (1 major) Business In	formation Systems (2	2008)			

Module title					Abbreviation			
SAP ERP Human Capital Management12-SAP-082-m01								
Module	e coord	inator		Module offered by				
holder Organis		Chair for Human Resource	e Management and	Faculty of Business	Management and E	conomics		
ECTS		od of grading	Only after succ. con	npl. of module(s)				
5		rical grade						
Duratio		Module level	Other prerequisites					
1 seme		undergraduate						
Conten			<u> </u>					
SAP Ent will firs then pr	terprise t acqui esent s	Il familiarise students no e Resource Planning Hun re the knowledge and sk students with an opportu the model company LIVE	nan Capital Managem ills that will serve as nity to apply what the	ent. In the theoretica a basis for the practi	al part of the course, ical part. This practic	, students cal part will		
Intende	ed lear	ning outcomes						
		ourse is to give students source Planning Human (
Course	S (type, r	number of weekly contact hours,	language — if other than Ge	rman)				
V + Ü (r	no infor	mation on SWS (weekly	contact hours) and co	ourse language avail	able)			
Method	l of ass	Sessment (type, scope, langua	age — if other than German,	examination offered — if no	t every semester, informati	ion on whether		
		le for bonus)						
		nation (approx. 60 minut	es)					
Allocat	ion of p	olaces						
Number of places: 24. Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject allocated by lot. Quota 3 (25% of places): allocation by lot. In this procedure, applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.								
Additio	nal inf	ormation						
Workload								
Teaching cycle								
Referred to in LPO I (examination regulations for teaching-degree programmes)								
Module appears in								
Bachelor' degree (1 major) Business Management and Economics (2009)								
	Bachelor' degree (1 major) Business Management and Economics (2008)							
Bachelor' degree (1 major) Business Management and Economics (2010)								
Bachelor's Economics		jor Business Management and		enerated 26-Aug-2024 • exam 80 ECTS) Wirtschaftswissens		page 178 / 182		

Modul	e title				Abbreviation	
DATEV	- Intro	duction to DATEV-Softwa	re for Tax Accounting	5	12-DAT-082-m01	
Module coordinator				Module offered by	Į.	
holder of the Chair of Business Management and Business Taxation			ement and Business	Faculty of Business	Management and Economics	
ECTS	Meth	od of grading	Only after succ. con	npl. of module(s)		
3	(not)	successfully completed				
Durati	on	Module level	Other prerequisites			
1 seme	ester	undergraduate				
Conter	nts	<u>.</u>				
counta ses an for the	nts. Stu d funct practic	udents will not only beco ionalities. In the theoretic al part. This practical par	me familiar with the l cal part, students wil t will present studen	basics, they will also l acquire the necess ts with an opportuni	used by tax consultants and ac- acquire insights into the proces- ary skills that will serve as a basis ty to apply their newly acquired any Müller & Thurgau GmbH.	
Intend	ed lear	ning outcomes				
Studer	nts acqu	uire practical knowledge	in using the DATEV so	oftware package for o	daily book-keeping and for pro-	
ducing	annua	l reports.		-		
Course	es (type, i	number of weekly contact hours,	anguage — if other than Ge	rman)		
V + Ü (no info	rmation on SWS (weekly	contact hours) and co	ourse language avail	able)	
		Sessment (type, scope, langua ele for bonus)	ge — if other than German,	examination offered — if no	t every semester, information on whether	
written	exami	nation (60 minutes)	-			
Allocat	tion of	places	-			
Additio	onal inf	ormation				
Worklo	ad					
Teachi	ng cycl	e				
Referre	ed to in	LPOI (examination regulation	s for teaching-degree progra	immes)		
Modul	e appea	ars in				
Bachel	lor' deg	ree (1 major) Business M	anagement and Econ	omics (2009)		
	-	ree (1 major) Business M	-	-		
	-	ree (1 major) Business M	-			
Bachelor' degree (1 major) Business Management and Economics (2010)						
Bachel	lor' deg	ree (1 major) Economath	ematics (2012)			

Startup Finand Module coord	cing					
				12-UFin-092-m01		
	inator		Module offered by			
holder of the (Management	Chair of Business Manage	ement and Industrial	Faculty of Business	Management and Economics		
ECTS Metho	od of grading	Only after succ. com	pl. of module(s)			
5 (not) s	successfully completed					
Duration	Module level	Other prerequisites				
1 semester	undergraduate					
Contents						
statements, sa ning, capital r	ales planning, human res equirements planning, bu capital, business angels	ource planning, inve udgeted balance she	stment planning/de et, case study: Xing /	blans. Financial planning: income preciation, taxes, liquidity plan- AG. Financing: debt, mezzanine start-ups, equity distribution, in-		
Intended learn	ning outcomes					
	ded learning outcomes av	vailable but not trans	lated yet.			
				im Zusammenhang mit der Fi- tellung von Finanzplanungen.		
	number of weekly contact hours, l					
	ion on SWS (weekly cont					
Method of ass module is creditab		ge — if other than German, e	examination offered — if no	t every semester, information on whether		
budget (appro	x. 10 to 15 pages) and pr	esentation (approx. 2	o to 30 minutes)			
Allocation of p	olaces					
Additional inf	ormation					
Workload						
Teaching cycle						
Referred to in LPO I (examination regulations for teaching-degree programmes)						
Module appears in						
Bachelor' degree (1 major) Business Management and Economics (2009)						
Bachelor' degree (1 major) Business Management and Economics (2007) Bachelor' degree (1 major) Business Management and Economics (2008)						
Bachelor' degree (1 major) Business Management and Economics (2000) Bachelor' degree (1 major) Business Management and Economics (2010)						

Module title					Abbreviation			
Econom	Economic and Business Ethics 12-WUE-092-m01							
Module coordinator				Module offered by				
holder o ting	of the C	Chair of Business Mana	gement and Accoun-	Faculty of Business Management and Economics				
ECTS	Metho	od of grading	Only after succ. con	pl. of module(s)				
5	numei	rical grade						
Duratio	ľ	Module level	Other prerequisites					
1 semes	ster	undergraduate						
Conten			<u> </u>					
terms a ced. The ses on f and sho	The aim of the seminar is to provide students with an overview of business ethics. First, basic philosophical terms are clarified and important philosophical theories such as utilitarianism or discourse ethics are introduced. The course discusses how business ethics can be justified and what purpose it can serve. The seminar focuses on the question of what ethical challenges companies face and to what extent companies are moral agents and should include ethical considerations in their actions. Afterwards, the seminar discusses the relationship between the free market and morality and the role of the state for the frame order.							
Intende	ed learr	ning outcomes						
After finishing this course, the studenst should be able by using common scientific methods to write a seminar paper dealing with a selected ethcial problem in business. They should be able to present a complex problem in an clear and understandable way and they should discuss the own position with convincing arguments with other participants in the class.								
Course	S (type, n	umber of weekly contact hours	, language — if other than Ger	man)				
S (no in	format	ion on SWS (weekly co	ntact hours) and cours	e language available)			
Method	l of ass	essment (type, scope, langu	uage — if other than German, o	examination offered — if no	t every semester, informati	on on whether		
module is	creditab	le for bonus)						
a) written examination (approx. 60 minutes) or b) presentation (approx. 20 minutes) and written elaboration (approx. 15 to 20 pages), weighted 1:2. The method of assessment will be specified at the beginning of each semi- nar.								
Allocation of places								
Additio	nal info	ormation						
Worklo	ad							
Teachir	ng cycle	e						
Referred to in LPO I (examination regulations for teaching-degree programmes)								
Module appears in								
Bachelor' degree (1 major) Business Management and Economics (2009)								
Bachelor' degree (1 major) Business Management and Economics (2007)								
Bachelor' degree (1 major) Business Management and Economics (2013)								
Bachelor' degree (1 major) Business Management and Economics (2008)								
Bachelor' degree (1 major) Business Management and Economics (2010)								
Bachelor' degree (1 major) Economathematics (2012) Bachelor' degree (1 major) Business Information Systems (2014)								
Bachelor' degree (1 major) Business Information Systems (2013) Bachelor's with 1 major Business Management and JMU Würzburg • generated 26-Aug-2024 • exam. reg. data re- page 181 / 182								
Economics				80 ECTS) Wirtschaftswissenso	-	,		



Bachelor' degree (1 major) Business Information Systems (2009)