

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: 2019 Responsible: Faculty of Management and Economics

JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record 82|184|-|-|H|2019

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International Money & Finance
Applied Business Cycle Analysis and Forecasting
Seminar: Business cycles, corporate finance and asset markets
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The subject is divided into

section / sub-section	ECTS credits	starting page
Compulsory Courses	100	9
Business Administration	30	10
Economics	30	23
Quantitative Methods	30	36
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Learning Outcomes

German contents and learning outcome available but not translated yet.

Der Bachelorstudiengang Wirtschaftswissenschaft wird von der Wirtschaftswissenschaftlichen Fakultät der JMU als grundlagenorientierter Studiengang mit dem Abschluss "Bachelor of Science" (B. Sc.) im Rahmen eines konsekutiven Bachelor- und Masterstudiums angeboten. Der Grad des Bachelor of Science stellt einen ersten berufsqualifizierenden Abschluss dar.

In Übereinstimmung mit den Qualitätszielen der Wirtschaftswissenschaftlichen Fakultät ist es das Ziel der Ausbildung in diesem Studiengang, den Studierenden Kenntnisse in den wichtigsten Teilgebieten der Wirtschaftswissenschaft zu vermitteln und eine analytische Denkweise zu schulen. Die Studierenden erwerben einen umfassenden Überblick über die verschiedenen Disziplinen der Betriebs- und Volkswirtschaftslehre und lernen, die zugrundeliegenden mathematischen, juristischen und theoretischen Methoden und Sichtweisen einzuordnen und anzuwenden.

In diesem Sinne werden die wirtschaftswissenschaftlichen Grundlagen, die in einer globalisierten Welt eng ineinandergreifen, erlernt und ein fundiertes Basiswissen erworben. Die Studierenden können zentrale ökonomische Fragestellungen und deren Analyse beschreiben und gewinnen Verständnis für die Fragestellungen, die sich in marktwirtschaftlich organisierten Wirtschaftssystemen sowohl für die Wirtschaftsordnung als auch für die Unternehmenspolitik ergeben. Dabei bildet die Integration ethischer und sozialer Aspekte die Fähigkeit der Studierenden, ökonomische Fragestellungen ethisch verantwortungsvoll zu beurteilen und gesellschaftliche oder ökologische Folgen abzuschätzen.

Im Studienverlauf und während der von der Fakultät geförderten Auslandsaufenthalte erwerben die Studierenden Schlüsselqualifikationen zur Förderung von Team- und Kommunikationsfähigkeit, interkultureller Sensibilität und Selbstorganisation. Sie erlangen die Fähigkeit, die später in der beruflichen Praxis an sie herangetragenen Aufgabenstellungen selbstständig zu bearbeiten. Durch die Ausbildung dieser Fähigkeiten erwerben sie zudem die für ein sich gegebenenfalls anschließendes postgraduales Studium, insbesondere im Rahmen eines konsekutiven Masterstudiums, erforderlichen Grundkenntnisse.

Durch die Abschlussarbeit zeigen die Studierenden, dass sie ihr Fach in angemessener Weise beherrschen und in einem thematisch und zeitlich eng begrenzten Umfang in der Lage sind, eine Aufgabe aus der Wirtschaftswissenschaft insbesondere nach den erlernten Methoden und wissenschaftlichen Gesichtspunkten unter Anleitung weitgehend selbstständig zu bearbeiten. Entsprechend den Qualitätszielen der Fakultät können die Studierenden insbesondere in diesem Zusammenhang die Regeln zur Sicherung guter wissenschaftlicher Praxis erlernen und anwenden.

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:

ASPO2015

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

15-May-2019 (2019-35) 17-Mar-2021 (2021-35) 31-Jan-2023 (2022-83) 22-Nov-2023 (2023-90)

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.

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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 title			Abbreviation			
Introdu	Introduction to Business Administration 12-EBWL-G-152-mo1					
Module coordinator Module offered by						
holder of the Chair for Human Resource Management and Faculty of Management and Economics						
Organis		d of anodina	Only offer even on			
ECTS		od of grading	Only after succ. con	npl. of module(s)		
5 Duratio		rical grade Module level	 Other prerequisites			
1 seme		undergraduate				
		undergraduate				
ContentsThis course introduces students to many relevant subject areas of business administration. Students acquire an overview of the different perspectives and main methodological and empirical methods necessary to analyse the behaviour of business enterprises. The course focuses on what companies or other organisations are, how they behave and in what form they are organised. For this purpose, the focus lies on the organisation of enterprises.Outline of syllabus1. What is business administration? 2. Why do organisations exist? 3. Organisational forms 4. Goals, strategies and organisation structures of enterprises 5. Strategic decisions of entrepreneurs 6. From the research questions to causal relationships 7. Empirical research in organisation - some selected examplesIntended learning outcomesAfter completing the module, students should be able to describe and understand the organisation of enterpri- 						
torium.		umber of weekly contact hours, I	language — if other than Ge	rman)		
V (2) +		under of weekly contact hours,		inian)		
Method	d of ass	s essment (type, scope, langua le for bonus)	age — if other than German,	examination offered — if no	t every semester, informati	ion on whether
written	examir	nation (approx. 60 minut	es)			
Allocat	ion of p	olaces				
840 places. (1) No restrictions with regard to available places for Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics) (BSc with 180 ECTS credits), Wirtschaftsmathematik (Mathematics for Economics) (BSc with 180 ECTS credits), Wirtschaftsinformatik (Business Information Systems) (BSc with 180 ECTS credits) as well as Bachelor's students with the minor Wirtschaftswissenschaft (Business Management and Economics) (60 ECTS credits). (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (2) and the number of applications exceeds the number of available places, places will be allocated according to the following quotas: a) Quota 1 (50 % of places): total number of ECTS credits al- ready achieved in the respective degree subject; among applicants with the same number of ECTS credits achie- ved, places will be allocated by lot. b) 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. c) Quo- ta 3 (25 % of places): lottery. Additional information						
	achelor's with 1 major Business Management and JMU Würzburg • generated 19-Apr-2025 • exam. reg. data re- conomics (2019) cord Bachelor (180 ECTS) Wirtschaftswissenschaft - 2019					

Workload

150 h

Teaching cycle

Teaching cycle: winter semester

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

Module appears in

Bachelor's degree (1 major) Mathematics (2015)

Bachelor's degree (1 major) Business Management and Economics (2015)

Bachelor's degree (1 major) Economathematics (2015)

Bachelor's degree (1 major) Business Information Systems (2015)

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)

Master's degree (1 major) China Business and Economics (2016)

Bachelor's degree (1 major) Business Information Systems (2016)

Bachelor's degree (1 major) Economathematics (2017)

Master's degree (1 major) China Business and Economics (2019)

Bachelor's degree (1 major) Business Information Systems (2019)

Bachelor's degree (1 major) Business Management and Economics (2019)

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)

	Module title Abbreviation					Abbreviation	
holder of the Chair of Business Administration and Marke- ting Faculty of Management and Faculty of Management and faculty of Management and faculty of Management and faculty of Management and faculty of Management and faculty of Management and faculty of Management and faculty of Management and faculty of Management and faculty faculty of Management faculty of Management and faculty of Management and faculty faculty of Management faculty in	Introduction to Market-Oriented Management					12-Mark-G-152-mo1	L
Method of grading Only after succ. compl. of module(s) 5 numerical grade Duration Module level Other prerequisites 1 semester undergraduate Contents Description n this module, students will acquire the theoretical foundations of market-oriented man plained and exemplified in the 5 classical steps: situation analysis, objectives, strategies ing. The course will focus not only on the behavioural approaches of consumer behaviou a purchasing behaviour. A case study introducing students to the fundamental principle sed on a conjoint analysis will provide students with deeper insights into the topic. Outline of syllabus: 1. Marketing, entrepreneurship and business management 2. Explanations of consumer behaviour 2. Fundamentals of market research 4. Strategic marketing; marketing tools 5. Corporate social responsibility versus creating shared value Reading: Momburg, Ch.: Grundlagen des Marketingmanagements: Einführung in Strategie, Instrum Unternehmensführung, ard ed., Wiesbaden, 2012. Homburg, Ch.: Grundlagen des Marketingmanagements: Einführung in Strategie, Instrum Unternehmensführung, ard ed., Wiesbaden, 2012. Morburg, Ch.: Grundlagen des Marketingmanagements: Einführung in Strategie, Instrum Unterneh	Module coordinator Module offere					d by	
numerical grade Duration Module level Other prerequisites 1 semester undergraduate Contents Description In this module, students will acquire the theoretical foundations of market-oriented man this module, students will acquire the theoretical foundations of market-oriented man exemplified in the 5 classical steps: situation analysis, objectives, strategies ling. The course will focus not only on the behavioural approaches of consumer behaviou al purchasing behaviour. A case study introducing students to the fundamental principle sed on a conjoint analysis will provide students with deeper insights into the topic. Outline of syllabus: 1. Marketing, entrepreneurship and business management 2. Explanations of consumer behaviour 3. Fundamentals of market research 4. Strategic marketing; marketing tools 5. Corporate social responsibility versus creating shared value Reading: Foscht, T. / Swoboda, B.: Käuferverhalten: Grundlagen Perspektiven Anwendungen, A Witesbaden 2011. Homburg, Ch.: Grundlagen des Marketingmanagements: Einführung in Strategie, Instrum Unternehmensführung, 3rd ed., Wiesbaden, 2012a. Kroeber-Riel, W. (Weinberg, P.: Konsumenthenverhalten, 9th ed., Munich 2009.	ha		hair of Business Admini	stration and Marke-	Faculty of Manager	nent and Economics	
Duration Module level Other prerequisites 1 semester undergraduate Contents Description In this module, students will acquire the theoretical foundations of market-oriented man Content: With the stakeholder approach as a starting point, the basic design of market-oriented m plained and exemplified in the 5 classical steps: situation analysis, objectives, strategies; ling. The course will focus not only on the behavioural approaches of consumer behaviou al purchasing behaviour. A case study introducing students to the fundamental principle sed on a conjoint analysis will provide students with deeper insights into the topic. Outline of syllabus: 1. 1. Marketing, entrepreneurship and business management 2. 2. Explanations of consumer behaviour 3. 3. Fundamentals of market research 4. 4. Storategic marketing; marketing tools 5. 5. Corporate social responsibility versus creating shared value Reading: 1. Foscht, T. / Swobda, B.: Käuferverhalten: Grundlagen Perspektiven Anwendungen, A Witerberg, P.: Konsumentenverhalten, 9th ed., Munich 2009. Meffert, H. / Burman, Ch / Kirchgeorg, M.: Marketing Grundlagen marktorientierter Unte zepte Instrumente Praxisbeispiele, 11th revised and exp. ed., Wiesbaden 2012. Meffert, H. / Burman, Ch / Becker, Ch.: Internationales Marketing-Management	d	rs Metho	od of grading	Only after succ. con	npl. of module(s)		
i semester undergraduate Contents Description In this module, students will acquire the theoretical foundations of market-oriented man Content: With the stakeholder approach as a starting point, the basic design of market-oriented man Description In this module, students will acquire the theoretical foundations of market-oriented man Content: With the stakeholder approach as a starting point, the basic design of market-oriented man Description In the stakeholder approach as a starting point, the basic design of market-oriented man Contents With the stakeholder approach as a starting point, the basic design of market-oriented man Description In the stakeholder approach as a starting point, the basic design of market-oriented man Contents Witesbaden actin A conjoint analysis will provide students with deeper insights into the topic. Outline of syllabus: 1. Marketing, entrepreneurship and business management 2. Explanations of consumer behaviour 3. Fundamentals of market research 4. Strategic marketing; marketing tools 5. Corporate social responsibility versus creating	ica	nume	rical grade				
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Description In this module, students will acquire the theoretical foundations of market-oriented man Content: With the stakeholder approach as a starting point, the basic design of market-oriented m plained and exemplified in the 5 classical steps: situation analysis, objectives, strategies ling. The course will focus not only on the behavioural approaches of consumer behaviou al purchasing behaviour. A case study introducing students to the fundamental principle sed on a conjoint analysis will provide students with deeper insights into the topic. Outline of syllabus: 1. Marketing, entrepreneurship and business management 2. Explanations of consumer behaviour 3. Fundamentals of market research 4. Strategic marketing; marketing tools 5. Corporate social responsibility versus creating shared value Reading: Foscht, T. / Swoboda, B.: Käuferverhalten: Grundlagen Perspektiven Anwendungen, <i>2</i> Wiesbaden 2011. Homburg, Ch.: Grundlagen des Marketingmanagements: Einführung in Strategie, Instrum Unternehmensführung, 4th revised and exp. ed., Wiesbaden 2012. Homburg, Ch.: Grundlagen des Marketingmanagements: Einführung in Strategie, Instrum Unternehmensführung, 3td ed., Wiesbaden, 2012a. Kroeber-Riel, W. /Weinberg, P.: Konsumentenverhalten, 9th ed., Munich 2009. Meffert, H. / Burman, Ch / Kirchgeorg, M.: Marketing Grundlagen marktorientierter Unte zepte Instrumente Praxisbeispiele, 11th revised and exp. ed., Wiesbaden 2012. Meffert, H. / Burman, Ch / Kerchgerg, M.: Marketing Grundlagen marktorientierter Unte zepte Instrumente Praxisbeispiele, 11th revised and exp. ed., Wiesbaden 2012. Meffert, H. / Burman, Ch / Kerchgerg, M.: Marketing Grundlagen marktorientierter Unte zepte Instrumente Praxisbeispiele, 11th revised and exp. ed., Wiesbaden 2012. Neffert, H. / Burman, Ch / Kerchgerg, M.: Marketing Grundlagen marktorientierter Unte zepte Instrumente Praxisbeispiele, 11th revised and exp. ed., Wiesbaden 2012. Neffert, H. / Burman, Ch / Kerchgerg, M.: Doptitive Advantage, New York 1985	u	emester	undergraduate				
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plained and exemplified in the 5 classical steps: situation analysis, objectives, strategies ling. The course will focus not only on the behavioural approaches of consumer behaviou al purchasing behaviour. A case study introducing students to the fundamental principle sed on a conjoint analysis will provide students with deeper insights into the topic. Outline of syllabus: 1. Marketing, entrepreneurship and business management 2. Explanations of consumer behaviour 3. Fundamentals of market research 4. Strategic marketing; marketing tools 5. Corporate social responsibility versus creating shared value Reading: Foscht, T. / Swoboda, B.: Käuferverhalten: Grundlagen Perspektiven Anwendungen, 4 Wiesbaden 2011. Homburg, Ch.: Grundlagen des Marketingmanagements: Einführung in Strategie, Instrum Unternehmensführung, 4th revised and exp. ed., Wiesbaden 2012. Homburg, Ch.: Grundlagen des Marketingmanagements: Einführung in Strategie, Instrum Unternehmensführung, 3rd ed., Wiesbaden, 2012a. Kroeber-Riel, W. /Weinberg, P.: Konsumentenverhalten, 9th ed., Munich 2009. Meffert, H. / Burman, Ch / Kirchgeorg, M.: Marketing Grundlagen marktorientierter Unte zepte Instrumente Praxisbeispiele, 11th revised and exp. ed., Wiesbaden 2012. Meffert, H. / Burman, Ch / Becker, Ch.: Internationales Marketing-Management Ein mar 4th ed., Stuttgart 2010. Meyer, M.: Ökonomische Organisation der Industrie: Netzwerkarrangements zwischen M. Wiesbaden 1995. Porter, M. E.: Wettbewerbsvorteile Spitzenleistungen erreichen und behaupten, 8th ed. New York 2014. (Original: Porter, M.: Competitive Advantage, New York 1985.) Simon, H. / Fassnacht, M.: Preismanagement, Strategie Analyse Entscheidung Ums baden 2009. Intended learning outcomes The students have a basic understanding of business management and are able to class matically. In addition, they can use the acquired knowledge solve and identify the conver- business management.		his module					t will be ex-
 Marketing, entrepreneurship and business management Explanations of consumer behaviour Fundamentals of market research Strategic marketing; marketing tools Corporate social responsibility versus creating shared value Reading: Foscht, T. / Swoboda, B.: Käuferverhalten: Grundlagen Perspektiven Anwendungen, <i>A</i> Wiesbaden 2011. Homburg, Ch.: Grundlagen des Marketingmanagements: Einführung in Strategie, Instrum Unternehmensführung, 4th revised and exp. ed., Wiesbaden 2012. Homburg, Ch.: Grundlagen des Marketingmanagements: Einführung in Strategie, Instrum Unternehmensführung, 3rd ed., Wiesbaden, 2012a. Kroeber-Riel, W. /Weinberg, P.: Konsumentenverhalten, 9th ed., Munich 2009. Meffert, H. / Burman, Ch / Kirchgeorg, M.: Marketing Grundlagen marktorientierter Unte zepte Instrumente Praxisbeispiele, 11th revised and exp. ed., Wiesbaden 2012. Meffert, H. / Burman, Ch / Becker, Ch.: Internationales Marketing-Management Ein mar 4th ed., Stuttgart 2010. Meyer, M.: Ökonomische Organisation der Industrie: Netzwerkarrangements zwischen M. Wiesbaden 1995. Porter, M. E.: Wettbewerbsvorteile Spitzenleistungen erreichen und behaupten, 8th ed. New York 2014. (Original: Porter, M.: Competitive Advantage, New York 1985.) Simon, H. / Fassnacht, M.: Preismanagement, Strategie Analyse Entscheidung Ums baden 2009. Intended learning outcomes The students have a basic understanding of business management and are able to class matically. In addition, they can use the acquired knowledge solve and identify the converbusiness management. 	ker le v be	ined and ex g. The cours purchasing	xemplified in the 5 classi se will focus not only on t behaviour. A case study	ical steps: situation a the behavioural appr introducing students	nalysis, objectives, baches of consumer to the fundamental	strategies, tools and behaviour but also principles of market	l control- on industri-
 Foscht, T. / Swoboda, B.: Käuferverhalten: Grundlagen Perspektiven Anwendungen, 2 Wiesbaden 2011. Homburg, Ch.: Grundlagen des Marketingmanagements: Einführung in Strategie, Instrum Unternehmensführung, 4th revised and exp. ed., Wiesbaden 2012. Homburg, Ch.: Grundlagen des Marketingmanagements: Einführung in Strategie, Instrum Unternehmensführung, 3rd ed., Wiesbaden, 2012a. Kroeber-Riel, W. /Weinberg, P.: Konsumentenverhalten, 9th ed., Munich 2009. Meffert, H. / Burman, Ch / Kirchgeorg, M.: Marketing Grundlagen marktorientierter Untezepte Instrumente Praxisbeispiele, 11th revised and exp. ed., Wiesbaden 2012. Meffert, H. / Burman, Ch / Becker, Ch.: Internationales Marketing-Management Ein mar 4th ed., Stuttgart 2010. Meyer, M.: Ökonomische Organisation der Industrie: Netzwerkarrangements zwischen M. Wiesbaden 1995. Porter, M. E.: Wettbewerbsvorteile Spitzenleistungen erreichen und behaupten, 8th ed. New York 2014. (Original: Porter, M.: Competitive Advantage, New York 1985.) Simon, H. / Fassnacht, M.: Preismanagement, Strategie Analyse Entscheidung Ums baden 2009. Intended learning outcomes The students have a basic understanding of business management and are able to class matically. In addition, they can use the acquired knowledge solve and identify the convertious in strategine. 	ent s c als ark	Marketing, e Explanation Fundamenta Strategic ma	entrepreneurship and bu is of consumer behaviou als of market research arketing; marketing tools	r	lue		
The students have a basic understanding of business management and are able to class matically. In addition, they can use the acquired knowledge solve and identify the converbusiness management.	11 G sfü G sfü V. uri ne uri ari 25 Ve	scht, T. / Sw esbaden 20 mburg, Ch.: ternehmens mburg, Ch.: ternehmens beber-Riel, V ffert, H. / B ote Instru ffert, H. / B ote Instru ffert, H. / B ote Stuttg yer, M.: Ök esbaden 19 ter, M. E.: V w York 2012 non, H. / Fa	911. c Grundlagen des Market sführung, 4th revised and c Grundlagen des Market sführung, 3rd ed., Wiesba N. /Weinberg, P.: Konsur urman, Ch / Kirchgeorg, mente Praxisbeispiele, urman, Ch / Becker, Ch.: gart 2010. onomische Organisation 95. Nettbewerbsvorteile Sp 4. (Original: Porter, M.: Co	ingmanagements: Ein d exp. ed., Wiesbade ingmanagements: Ein aden, 2012a. nentenverhalten, 9th M.: Marketing Grun 11th revised and exp Internationales Mark der Industrie: Netzw pitzenleistungen erre ompetitive Advantage	nführung in Strategie n 2012. nführung in Strategie ed., Munich 2009. dlagen marktorienti o. ed., Wiesbaden 20 keting-Management erkarrangements zw ichen und behaupte e, New York 1985.)	e, Instrumente, Umse e, Instrumente, Umse erter Unternehmens 12. Ein markenorientie ischen Markt und Ur n, 8th ed., Campus F	etzung und etzung und führung: Ko erter Ansat: nternehmur Frankfurt /
matically. In addition, they can use the acquired knowledge solve and identify the conver business management.	in		ning outcomes				
	nav dd	e students l tically. In a	nave a basic understandi ddition, they can use the				
	-		-	language — if other than Ge	rman)		
V(2) + T(2)							
Bachelor's with 1 major Business Management and JMU Würzburg • generated 19-Apr-2025 • exam. reg. data re	or F	elor's with 1 mai	or Business Management and	IMU Wiirzhurg ● g	enerated 10-Apr-2025 • exam	1. reg. data re-	page 13 / 34

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

620 places.

(1) No restrictions with regard to available places for Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics) (BSc with 180 ECTS credits), Wirtschaftsmathematik (Mathematics for Economics) (BSc with 180 ECTS credits), Wirtschaftsinformatik (Business Information Systems) (BSc with 180 ECTS credits) as well as Bachelor's students with the minor Wirtschaftswissenschaft (Business Management and Economics) (60 ECTS credits). (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (2) and the number of applications exceeds the number of available places, places will be allocated according to the following quotas: a) 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. b) 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. c) Quota 3 (25 % of places): lottery.

Additional information

Workload

150 h

Teaching cycle

Teaching cycle: summer semester

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

Module appears in

Bachelor's degree (1 major) Mathematics (2015)

Bachelor's degree (1 major) Business Management and Economics (2015)

Bachelor's degree (1 major) Economathematics (2015)

Bachelor's degree (1 major) Business Information Systems (2015)

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)

Master's degree (1 major) China Business and Economics (2016)

Bachelor's degree (1 major) Business Information Systems (2016)

Bachelor's degree (1 major) Economathematics (2017)

Master's degree (1 major) China Business and Economics (2019)

Bachelor's degree (1 major) Business Information Systems (2019)

Bachelor's degree (1 major) Business Management and Economics (2019)

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)

M - J. I - 4 ¹ 41 -					
Module title				Abbreviation	
Financial Accounting 12-ExtUR-G-152-m01				1	
Module coord	linator		Module offered by		
holder of the Taxation	Chair of Business Manag	ement and Business	Faculty of Managen	nent and Economics	
ECTS Meth	od of grading	Only after succ. con	npl. of module(s)		
5 nume	erical grade				
Duration	Module level	Other prerequisites			
1 semester	undergraduate				
Contents					
ble-entry boo	ffers an introduction to th k-keeping as well as the ty according to German co	fundamentals of reco			
Intended lear	ning outcomes				
	uire a basic unterstandin apply this knowledge, i.e				o arrange, re-
Courses (type,	number of weekly contact hours,	language — if other than Gei	rman)		
V (2) + T (2)					
Method of as module is credital	sessment (type, scope, langua ble for bonus)	age — if other than German,	examination offered — if no	ot every semester, informat	ion on whether
written exami	nation (approx. 60 minut	es)			
Allocation of	places				
840 places. (1) No restrictions with regard to available places for Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics) (BSc with 180 ECTS credits), Wirtschaftsmathematik (Mathematics for Economics) (BSc with 180 ECTS credits), Wirtschaftsinformatik (Business Information Systems) (BSc with 180 ECTS credits) as well as Bachelor's students with the minor Wirtschaftswissenschaft (Business Management and Economics) (60 ECTS credits). (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (2) and the number of applications exceeds the number of available places, places will be allocated according to the following quotas: a) Quota 1 (50 % of places): total number of ECTS credits al- ready achieved in the respective degree subject; among applicants with the same number of ECTS credits achie- ved, places will be allocated by lot. b) 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. c) Quo- ta 3 (25 % of places): lottery.					
Additional in	formation				
Workload					
150 h					
Teaching cycle					
Teaching cycle: winter semester					
Referred to in LPO I (examination regulations for teaching-degree programmes)					
 Module appe					
Bachelor's de Bachelor's de	egree (1 major) Computer egree (1 major) Mathemat egree (1 major) Business <i>I</i> egree (1 major) Economat	ics (2015) Management and Eco	nomics (2015)		
Bachelor's with 1 ma Economics (2019)	ajor Business Management and		enerated 19-Apr-2025 • exam 80 ECTS) Wirtschaftswissens	-	page 15 / 341

Julius-Maximilians-UNIVERSITÄT WÜRZBURG

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

Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Master's degree (1 major) China Business and Economics (2016) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Bachelor's degree (1 major) Computer Science (2017) Bachelor's degree (1 major) Computer Science (2019) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020)

Module title			Abbreviation		
Managerial Accounting			12-IntUR-G-152-m01		
Module coordinator Module offered by					
holder of the Chair of Business Management, Controlling and Accounting					nent 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		
1 semes	ster	undergraduate			
Content	ts				
	urse of	fers an introduction to ai	ms and methods of n	nanagerial accountin	g (cost accounting).
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:					
		n/Pedell: Kostenrechnur editions)	ng. Eine entscheidun	gsorientierte Einführ	ung.
Intende	ed learn	ning 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.					
		umber of weekly contact hours, la	anguage — if other than Ger	man)	
V (2) + T (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					
840 places. (1) No restrictions with regard to available places for Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics) (BSc with 180 ECTS credits), Wirtschaftsmathematik (Mathematics for Economics) (BSc with 180 ECTS credits), Wirtschaftsinformatik (Business Information Systems) (BSc with 180 ECTS credits) as well as Bachelor's students with the minor Wirtschaftswissenschaft (Business Management and Economics) (60 ECTS credits). (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (2) and the number of applications exceeds the number of available places, places will be allocated according to the following quotas: a) Quota 1 (50 % of places): total number of ECTS credits al-					

Bachelor's with 1 major Business Management and	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data re-	page 17 / 341
Economics (2019)	cord Bachelor (180 ECTS) Wirtschaftswissenschaft - 2019	

UNIVERSITÄT WÜRZBURG

ready achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. b) 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. c) Quota 3 (25 % of places): lottery. (4) A waiting list will be maintained and places re-allocated by lot as they become available.

Additional information

Workload

150 h

Teaching cycle

Teaching cycle: summer semester

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

-	-	

Module appears in

Bachelor's degree (1 major) Computer Science (2015) Bachelor's degree (1 major) Mathematics (2015)

Bachelor's degree (1 major) Business Management and Economics (2015)

Bachelor's degree (1 major) Economathematics (2015)

Bachelor's degree (1 major) Business Information Systems (2015)

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)

Master's degree (1 major) China Business and Economics (2016)

Bachelor's degree (1 major) Business Information Systems (2016)

Bachelor's degree (1 major) Economathematics (2017)

Bachelor's degree (1 major) Computer Science (2017)

Bachelor's degree (1 major) Computer Science (2019)

Master's degree (1 major) China Business and Economics (2019)

Bachelor's degree (1 major) Business Information Systems (2019)

Bachelor's degree (1 major) Business Management and Economics (2019)

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)

Module title			Abbreviation			
Investment and Finance. An Introduction				12-l&F-G-152-m01		
Module	coord	inator		Module offered by		
holder o Finance		Chair of Business Manage	ement and Corporate	Faculty of Managem	nent 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					
		rovides an overview of ne basics of finance, includ			ory. The students will be familia- ons.	
Structu	re:					
a. Finar b. Inves c. Inves d. Inves Part 2: I a. Form b. Capit	ncial Ma stments stments stments Financi s of fin tal stru		s debt financing)	and annuities		
		ning outcomes	inat intancing)			
After co	mpleti	ng the course "Investme	nts and Finance: An II	ntroduction", the stu	dents will be able to	
(ii) solv lues;	e inves		ans of dynamic appro		via capital plans and present va-	
		ze forms of financing and				
		umber of weekly contact hours, l	anguage — if other than Ger	man)		
V (2) +						
		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. 60 minut	es)			
Allocati	ion of p	olaces				
Allocation of places 620 places. (1) No restrictions with regard to available places for Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics) (BSc with 180 ECTS credits), Wirtschaftsmathematik (Mathematics for Economics) (BSc with 180 ECTS credits), Wirtschaftsinformatik (Business Information Systems) (BSc with 180 ECTS credits) as well as Bachelor's students with the minor Wirtschaftswissenschaft (Business Management and Economics) (60 ECTS credits). (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (2) and the number of applications exceeds the number of available places, places will be allocated according to the following quotas: a) Quota 1 (50 % of places): total number of ECTS credits al- ready achieved in the respective degree subject; among applicants with the same number of ECTS credits achie- ved, places will be allocated by lot. b) 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. c) Quo- ta 3 (25 % of places): lottery. (4) A waiting list will be maintained and places re-allocated by lot as they become available.						

Additional information

Workload

150 h

Teaching cycle

Teaching cycle: winter semester

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

Module appears in

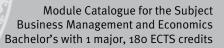
Bachelor's degree (1 major) Computer Science (2015) Bachelor's degree (1 major) Mathematics (2015) Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Master's degree (1 major) China Business and Economics (2016) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Bachelor's degree (1 major) Computer Science (2017) Bachelor's degree (1 major) Computer Science (2019) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020)

Module title				Abbreviation		
Supply, Pro	luction and Operations Ma	anagement. An Introd	luction	12-BPL-G-152-m01		
Module coo	dinator		Module offered by			
	Chair of Business Manag	ement and Industrial		nent and Economics		
Managemen	-					
ECTS Met	hod of grading	Only after succ. com	ompl. of module(s)			
	erical grade					
Duration	Module level	Other prerequisites				
1 semester	undergraduate					
Contents						
	will provide students with he related corporate funct					
Intended lea	rning outcomes					
rate procure	s will be able to describe a ment, production and logi and applying basic plannir	stics as well as their i	nterdependencies. F			
Courses (type	, number of weekly contact hours,	language — if other than Ger	man)			
V (2) + T (2)						
Method of a module is credit	ssessment (type, scope, langua able for bonus)	age — if other than German, e	examination offered — if no	t every semester, informati	on on whether	
	nination (approx. 60 minut	es)				
Allocation o	fplaces					
Managemen (BSc with 18 as well as B (60 ECTS cre allocated in will be alloc ready achiev ved, places applicant; a ta 3 (25 % o available.	tions with regard to availa t and Economics) (BSc wit o ECTS credits), Wirtschaft achelor's students with the dits). (2) The remaining pl accordance with (2) and th ated according to the follo red in the respective degree will be allocated by lot. b) mong applicants with the places): lottery. (4) A wait	h 180 ECTS credits), W tsinformatik (Busines e minor Wirtschaftswi aces will be allocated ne number of applicat wing quotas: a) Quota we subject; among app Quota 2 (25 % of plac same number of subje	Wirtschaftsmathema s Information Syster ssenschaft (Busines I to students of othe tions exceeds the nu a 1 (50 % of places): plicants with the san tes): number of subj ect semesters, place	tik (Mathematics for ns) (BSc with 180 EC s Management and r subjects. (3) When mber of available pl total number of ECTS ne number of ECTS c ect semesters of the s will be allocated b	Economics) TS credits) Economics) places are aces, places S credits al- redits achie- respective y lot. c) Quo-	
Additional i	formation					
Workload		-				
150 h						
Teaching cy						
	le: winter semester					
Referred to i	n LPO I (examination regulation	s for teaching-degree progra	mmes)			
	•					
Module app						
	egree (1 major) Computer egree (1 major) Mathemat	_				
Bachelor's with 1 r Economics (2019)	najor Business Management and		enerated 19-Apr-2025 • exam 80 ECTS) Wirtschaftswissens		page 21 / 341	



Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Master's degree (1 major) China Business and Economics (2016) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Bachelor's degree (1 major) Computer Science (2017) Bachelor's degree (1 major) Computer Science (2019) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major) Business Management and Economics (2019)





Economics (30 ECTS credits)

Module	e title				Abbreviation	
Introdu	uction t	o Economics			12-EVWL-G-152-m01	
Module	e coord	inator		Module offered by		
		Senior Professorship for E	conomics. Money		nent and Economics	
		nal Economic Relations				
ECTS Method of grading Only after succ			Only after succ. con	npl. of module(s)		
5	·	rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme		undergraduate				
Conten						
1. Econ 2. The o 3. The o 4. Mon 5. The o 6. The o 7. Gove 8. Envin 9. Obje 10How 11.The o 12How Intendo By com grasp r	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 10How do aggregate supply and demand come into equilibrium? 11.The role of fiscal policy 12How 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)					
		le for bonus)	- · ·			
		nation (approx. 60 minut	es)			
	ion of p	olaces				
840 places. (1) No restrictions with regard to available places for Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics) (BSc with 180 ECTS credits), Wirtschaftsmathematik (Mathematics for Economics) (BSc with 180 ECTS credits), Wirtschaftsinformatik (Business Information Systems) (BSc with 180 ECTS credits) as well as Bachelor's students with the minor Wirtschaftswissenschaft (Business Management and Economics) (60 ECTS credits). (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (2) and the number of applications exceeds the number of available places, places will be allocated according to the following quotas: a) 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. b) 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. c) Quota 3 (25 % of places): lottery.						
Additio	onal inf	ormation				
Worklo	ad					
150 h						

Teaching cycle

Teaching cycle: no courses offered

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

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Module appears in

Bachelor's degree (1 major) Mathematics (2015)

Bachelor's degree (1 major) Business Management and Economics (2015)

Bachelor's degree (1 major) Economathematics (2015)

Bachelor's degree (1 major) Business Information Systems (2015)

Master's degree (1 major) China Business and Economics (2016)

Bachelor's degree (1 major) Business Information Systems (2016)

Bachelor's degree (1 major) Economathematics (2017)

Master's degree (1 major) China Business and Economics (2019)

Bachelor's degree (1 major) Business Information Systems (2019)

Bachelor's degree (1 major) Business Management and Economics (2019)

Module	title				Abbreviation	
Microe	Microeconomics 1 12-Mik1-G-152-m01					
Module	coord	inator		Module offered by		
holder (formati		Chair for Economics, Cont nomics	tract Theory and In-	Faculty of Managem	nent and Economics	
ECTS	ECTS Method of grading Only after succ. compl. of module(s)					
5	nume	rical grade				
Duratio	n	Module level	Other prerequisites	i		
1 seme	ster	undergraduate				
Contents						
Microeconomic theory considers the behavior of individual economic agents and builds from this foundation to a theory of aggregate economic outcomes, which then can be applied for conducting welfare analysis and giving policy advice. This lecture addresses the core building block of this thought complex: individual decision making and behavior. Specifically, students will come to understand the determinants of demand and supply behavior in final-good markets, i.e., how households allocate their feasible income to different products and how firms determine which products to offer. Furthermore, it will be analyzed how this behavior changes in response to a change in the economic environment such as a change in a household's feasible income or in the market price of a product. Throughout the lecture, we will work with precise mathematical formalizations of the ideas that we want to think and talk about. In this regard, a solid understanding of the basics of differential calculus is required. Further ma- thematical knowledge is not required.						
• P	indyck	"Intermediate Microecon und Rubinfeld: "Microec a: "Microeconomics - An I	onomics"	ith Calculus"		
Intende	ed leari	ning outcomes				
• e: • a	xplain pply th	ng the course students w essential findings of mic e involved methods to gi e in which real life situat	roeconomic theory, ven stylized example			
Course	5 (type, n	umber of weekly contact hours, l	anguage — if other than Ge	rman)		
V (2) +	Г (2)					
module is	creditab	le for bonus)		examination offered — if no	t every semester, information on whether	
		nation (approx. 60 minut ssessment: German and				
			0			
(1) No r Manage (BSc wi as well (60 ECT allocate will be ready a	Language of assessment: German and/or English Allocation of places 840 places. (1) No restrictions with regard to available places for Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics) (BSc with 180 ECTS credits), Wirtschaftsmathematik (Mathematics for Economics) (BSc with 180 ECTS credits), Wirtschaftsmathematik (Mathematics for Economics) (BSc with 180 ECTS credits), Wirtschaftsinformatik (Business Information Systems) (BSc with 180 ECTS credits) as well as Bachelor's students with the minor Wirtschaftswissenschaft (Business Management and Economics) (60 ECTS credits). (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (2) and the number of applications exceeds the number of available places, places will be allocated according to the following quotas: a) 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. b) 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. c) Quota 3 (25 % of places): lottery.

Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: summer semester

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

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Module appears in

Bachelor's degree (1 major) Mathematics (2015) Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Master's degree (1 major) China Business and Economics (2016) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2020)

Module title	Module title Abbreviation						
Microecono				12-Mik2-G-152-mo1			
Module coor	dinator		Module offered by				
	Chair of Industrial Econor	nics		nent and Economics			
-	hod of grading	Only after succ. con					
	erical grade						
5 num	Module level	Other prerequisites					
1 semester	undergraduate						
Contents		<u> </u>					
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 eco-							
	dge will also be useful in th , number of weekly contact hours, l	· · · ·	•	es.			
V (2) + T (2)	, number of weekly contact hours, i						
		ge — if other than German,	examination offered — if no	ot every semester, information on whether			
	nination (approx. 60 minut assessment: German and						
Allocation of	fplaces						
620 places. (1) No restrictions with regard to available places for Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics) (BSc with 180 ECTS credits), Wirtschaftsmathematik (Mathematics for Economics) (BSc with 180 ECTS credits), Wirtschaftsinformatik (Business Information Systems) (BSc with 180 ECTS credits) as well as Bachelor's students with the minor Wirtschaftswissenschaft (Business Management and Economics) (60 ECTS credits). (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (2) and the number of applications exceeds the number of available places, places will be allocated according to the following quotas: a) Quota 1 (50 % of places): total number of ECTS credits al- ready achieved in the respective degree subject; among applicants with the same number of ECTS credits achie- ved, places will be allocated by lot. b) 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. c) Quo- ta 3 (25 % of places): lottery. Additional information							
	irormation						

Workload

150 h

Teaching cycle

Teaching cycle: winter semester

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

Module appears in

Bachelor's degree (1 major) Mathematics (2015) Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Master's degree (1 major) China Business and Economics (2016) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2020)



Module title					Abbreviation		
Macroe	econom	nics 1			12-Mak1-G-152-mo1		
Module	e coord	inator		Module offered by			
holder	ofthe	Chair of International Eco	nomics	nomics Faculty of Management and Economics			
ECTS	Meth	od of grading	Only after succ. con	Only after succ. compl. of module(s)			
5		rical grade					
Duratio	_	Module level	Other prerequisites				
1 seme		undergraduate					
Conten							
The course covers basic macroeconomic relationships, the explanation of employment, production, the interest rate, the current and capital accounts, nominal and real exchange rates, the price level and inflation both for the long-run where wages and prices are flexible and for the short-run which is characterized by nominal rigidities. The course teaches concepts which are of key importance in the globalized environment (e.g. interest rate arbitrage, purchasing power parity). These concepts are applied to current research questions (e.g. trade deficits, issues pertaining to the Euro-Zone, developments such as the great recession or the Covid-recession).							
Outline		nomic Issues and Variab	امد				
		mics – the key issues					
		economic activity					
	-	in the long-run					
	-	Il model: closed economy	,				
-		inflations	1				
		l model: open economy					
-	nploym						
		in the short-run					
	-	ion to fluctuations					
		l: closed economy					
		l: open economy					
		Supply and the Phillips-C	urve				
Literati	-						
		ns of:					
	Recent editions of: Gregory Mankiw: Macroeconomics						
Olivier Blanchard and David H. Johnson, Macroeconomics Prentice Hall							
	Michael Burda and Charles Wyplosz: Macroeconomics. A European Text.						
		velops several case stud					
	with 1 ma	jor Business Management and	JMU Würzburg • g	enerated 19-Apr-2025 • exam 80 ECTS) Wirtschaftswissens		page 30 / 341	

Intended learning outcomes

Students acquire the ability to critically understand key macroeconomic trends and developments such as the factors explaining production, employment and unemployment, and inflation. They are enabled to understand and defend the causes and consequences of the evolution of macroeconomies and of macroeconomic policies both analytically as well as in an intuitive manner. The acquire the scientific knowledge to evaluate macroeconomic issues and controversies (e.g. the trade deficit, unemployment, monetary policies, minimum wages).

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

V (2) + T (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) Language of assessment: German and/or English

Allocation of places

840 places.

(1) No restrictions with regard to available places for Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics) (BSc with 180 ECTS credits), Wirtschaftsmathematik (Mathematics for Economics) (BSc with 180 ECTS credits), Wirtschaftsinformatik (Business Information Systems) (BSc with 180 ECTS credits) as well as Bachelor's students with the minor Wirtschaftswissenschaft (Business Management and Economics) (60 ECTS credits). (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (2) and the number of applications exceeds the number of available places, places will be allocated according to the following quotas: a) 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. b) 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. c) Quota 3 (25 % of places): lottery.

Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: winter semester

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

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Module appears in

Bachelor's degree (1 major) Mathematics (2015)

Bachelor's degree (1 major) Business Management and Economics (2015)

Bachelor's degree (1 major) Economathematics (2015)

Bachelor's degree (1 major) Business Information Systems (2015)

Master's degree (1 major) China Business and Economics (2016)

Bachelor's degree (1 major) Business Information Systems (2016)

Bachelor's degree (1 major) Economathematics (2017)

Master's degree (1 major) China Business and Economics (2019)

Bachelor's degree (1 major) Business Information Systems (2019)

Bachelor's degree (1 major) Business Management and Economics (2019)



Module	title				Abbreviation	
Macroe	conom	ics 2			12-Mak2-G-152-mo	1
Module	coordi	nator		Module offered by		
holder	of the C	hair of Public Finance		Faculty of Management and Economics		
ECTS	Metho	d of grading	Only after succ. con	npl. of module(s)		
5	numer	ical grade				
Duratio	n	Module level	Other prerequisites			
1 semes		undergraduate				
Content						
	ture pro	ovides an introduction to	long run or dynamic	issues of macroecor	nomic theory and po	licy.
Content 1. Grow		ry and policy				
- The Sc	olow m	odell				
- Autom	ation,	employment, growth and	d income distribution			
- Ideas,	innova	ition and endogenous gr	rowth			
2. Micro	pecono	mic foundations of macr	roeconomics			
- Consu	mptior	and savings				
- Neocla	assical	investment theory				
3. Macr	oecono	omic policy				
- Public	debt a	nd intergenerational red	istribution			
- Public	debt a	nd pensions in the OLG	model			
Lecture	notes	to be provided by Chair.				
Intende	d learr	ing outcomes				
th theoi tertemp	ry, they ooral bu	ng the course "Macroecc know the microeconom udget constraint of the g ices of policy reforms by	ic foundations of moo overnment. Therefore	dern macroeconomic they are able to disc	theory and underst	and the in-
		umber of weekly contact hours,	anguage — if other than Ger	man)		
V (2) +]	. ,					
module is	creditab	essment (type, scope, langua e for bonus)		examination offered — if no	t every semester, informat	ion on whether
written examination (approx. 60 minutes) Language of assessment: German and/or English						
Allocati	ion of p	laces				
Manage (BSc wi	estrictio ement a th 180	ons with regard to availa and Economics) (BSc wit ECTS credits), Wirtschaft helor's students with the	h 180 ECTS credits), V sinformatik (Busines	Virtschaftsmathema s Information Syster	tik (Mathematics for ns) (BSc with 180 EC	Economics) TS credits)

UNIVERSITÄT WÜRZBURG

(60 ECTS credits). (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (2) and the number of applications exceeds the number of available places, places will be allocated according to the following quotas: a) 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. b) 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. c) Quota 3 (25 % of places): lottery.

Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: summer semester

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

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Module appears in

Bachelor's degree (1 major) Mathematics (2015) Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Master's degree (1 major) China Business and Economics (2016) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2020)

Module	e title				Abbreviation	
Public	Policy				 12-WiPo-G-192-mo:	1
		•				
Module				Module offered by		
-		Chair of Labour Economic		· · · · · · · · · · · · · · · · · · ·	nent and Economics	
ECTS		od of grading	Only after succ. com	ıpl. of module(s)		
5		rical grade				
Duratio	n	Module level	Other prerequisites			
1 seme		undergraduate				
Conten	ts					
This course provides an introduction into public economics/finance. Public finance studies the role of the gover- nment in the economy. It basically answers four questions: When should the government intervene? How might the government intervene? What is the effect of those interventions? Why do governments choose to intervene in the way that they do? The lecture will cover the following topics: 1. Introduction into public economics/finance 2. Theoretical toolkit 3. Empirical toolkit 4. Public goods 5. Cost Benefit Analysis Main reference for the lecture is Gruber, J. (2016): Public Finance and Public Policy, 5 th edition, Worth Publishers, New York. Intended learning outcomes The aim of the course is to provide students with and understanding of the public policy making process of the government and to endow them with the necessary skills to judge about and/or design public policies. Students will learn the core theoretical models of public economics as well as modern empirical methods of public fi-						
		public policy questions.		man)		
V (2) +						
Method	d of ass	sessment (type, scope, langua le for bonus)	ge — if other than German, e	examination offered — if no	ot every semester, informat	ion on whether
b) portf	folio (a	mination (approx. 60 mir pprox. 20 pages) ssessment: German and				
Allocat	ion of _l	olaces				
 620 places. (1) No restrictions with regard to available places for Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics) (BSc with 180 ECTS credits), Wirtschaftsmathematik (Mathematics for Economics) (BSc with 180 ECTS credits), Wirtschaftsinformatik (Business Information Systems) (BSc with 180 ECTS credits) as well as Bachelor's students with the minor Wirtschaftswissenschaft (Business Management and Economics) (60 ECTS credits). (2) Additional places will be allocated to students of other subjects. (3) When places are allocated in accordance with (2) and the number of applications exceeds the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (4) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (5) A waiting list will be maintained and places re-allocated by lot as they become available. 						
	iiut IIII					
Bachelor's Economics		or Business Management and		enerated 19-Apr-2025 • exam 80 ECTS) Wirtschaftswissens	-	page 34 / 341

Workload

150 h

Teaching cycle

Teaching cycle: winter semester

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

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Module appears in

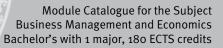
Bachelor's degree (1 major) Business Information Systems (2019)

Bachelor's degree (1 major) Business Management and Economics (2019)

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)

Bachelor's degree (1 major) Political and Social Studies (2020)





Quantitative Methods

(30 ECTS credits)

Modul	e title				Abbreviation
Mathe	matics	for Economists 1			10-M-MWW1-152-m01
Modul	e coord	inator		Module offered by	
Dean o	of Studi	es Mathematik (Mathema	atics)	Institute of Mathem	natics
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				
Theory	of real	valued functions in one	or two variables.		
		ning outcomes			
		earns the basic mathema ms in economical model		of analysis, and is a	ble to apply these methods to
Course	es (type, r	number of weekly contact hours,	anguage — if other than Ge	rman)	
V (2) +	T (2)				
		sessment (type, scope, langua le for bonus)	ge — if other than German,	examination offered — if no	ot every semester, information on whether
written	exami	nation (approx. 120 minu	ites)		
Allocat	tion of _l	olaces			
Additio	onal inf	ormation			
Worklo	bad				
150 h					
Teachi	ng cycl	e			
Referre	ed to in	LPO I (examination regulation	s for teaching-degree progra	ammes)	
Modul	e appea	ars in			
Bachel	lor's de	gree (1 major) Business N	Management and Eco	nomics (2015)	
Bachelor's degree (1 major) Business Information Systems (2015)					
Bachelor's degree (1 major) Business Information Systems (2016)					
		gree (1 major) Business I			
		gree (1 major) Business N			
Bachel	ior's de	gree (1 major) Business I	nformation Systems	(2020)	

Modul	e title				Abbreviation
Mathe	matics	for Economists 2			10-M-MWW2-152-m01
Modul	e coord	inator		Module offered by	<u> </u>
Dean o	of Studi	es Mathematik (Mathema	atics)	Institute of Mathem	natics
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				
Theory	of real	-valued functions in seve	ral variables and bas	ics in linear algebra.	
		ning outcomes		0	
The stu	udent d			irns basic linear alge	bra. He/She is able to apply the-
Course	es (type, r	number of weekly contact hours, l	anguage — if other than Gei	rman)	
V (2) +	T (2)				
		sessment (type, scope, langua ole for bonus)	ge — if other than German,	examination offered — if no	ot every semester, information on whether
writter	n exami	nation (approx. 120 minu	tes)		
Alloca	tion of _l	places			
Additi	onal inf	ormation			
Worklo	oad				
150 h					
Teachi	ing cycl	e			
Referre	ed to in	LPO I (examination regulations	s for teaching-degree progra	immes)	
Modul	e appea	ars in			
Bache	lor's de	gree (1 major) Business N	Nanagement and Eco	nomics (2015)	
Bachelor's degree (1 major) Business Information Systems (2015)					
Bachelor's degree (1 major) Business Information Systems (2016)					
		gree (1 major) Business li	•		
		gree (1 major) Business A	-	-	
Bache	ior's de	gree (1 major) Business li	ntormation Systems (2020)	

Module	e title				Abbreviation
Descrip	otive St	atistics and Introduction	to Probability		12-Stat-G-152-m01
Module	e coord	inator		Module offered by	
holder	of the C	Chair of Econometrics		Faculty of Managem	nent 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	l	undergraduate			
Conten					
ces stu nal dat mensio sed in t as well Syllabu 1. Basic 2. Frequ 3. Distr 4. Mult 5. Fund	odule d dents t a as we mal dat the sect as con as con s: terms uency c ibution i-dimer amenta	o common frequency dis Il as basic concepts and a. In addition, fundamen	tributions and fundar methodology necess ital terms of probabili this context, discrete	nental distributiona ary for the descriptio ty calculus and imp e distributions like b	nd probability calculus. It introdu- l characteristics of one-dimensio- on and interpretation of multi-di- ortant distributions are discus- inomial or Poisson distribution ntroduced.
Bambe Bohley, Hartung Hippma Leiner, Litz, H Mosler, Schaich	nacher, rg, G., I , P.: Sta g, J., Elp ann, H. B.: Eini P.: Sta , K., Sci h, E., Kö	W.: Deskriptive Statistik Baur, F.: Statistik, Oldenb atistik, Oldenbourg. Delt, B., Klösner, KH.: St D.: Statistik, Schäffer-Po Führung in die Statistik. tistische Methoden in de mmid, F.: Beschreibende Shle, B., Hartung, J.: Stati istische Methoden der V	oourg. atistik, Oldenbourg. eschel. n Wirtschafts- und So Statistik und Wirtscha stik I für Volkswirte, E	aftsstatistik, Springe Betriebswirte und So	-
Intende	ed learn	ning outcomes			
become analysi visual s and em nal cha concep	e famili s while side, th pirical racteris ts and	ar with the application a simultaneously learning is includes knowledge of distribution functions, w	nd interpretation of c how to competently the construction and hile on the formal sid sures. Additionally, s ulus as well as with ir	ommon visual and fo deal with economic l interpretation of his e students learn how tudents are familiar nportant distributior	
		umber of weekly contact hours, l	anguage — if other than Ger	man)	
V (2) +					
		essment (type, scope, langua le for bonus)	ge — if other than German, e	examination offered — if no	t every semester, information on whether
		nination (approx. 60 min nination (approx. 90 min			

c) written examination (approx. 120 minutes)

Allocation of places

840 places.

(1) No restrictions with regard to available places for Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics) (BSc with 180 ECTS credits), Wirtschaftsmathematik (Mathematics for Economics) (BSc with 180 ECTS credits), Wirtschaftsinformatik (Business Information Systems) (BSc with 180 ECTS credits) as well as Bachelor's students with the minor Wirtschaftswissenschaft (Business Management and Economics) (60 ECTS credits). (2) Additional places will be allocated to students of other subjects. (3) When places are allocated in accordance with (2) and the number of applications exceeds the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (4) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (5) A waiting list will be maintained and places re-allocated by lot as they become available.

Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: summer semester

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

Module appears in

Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Master's degree (1 major) China Business and Economics (2016) Bachelor's degree (1 major) Business Information Systems (2016) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2020)

Module	e title				Abbreviation	
Introdu	uction t	o Statistical Inference a	nd Regression Analys	is	12-QWF-G-152-m01	
Module	e coord	inator		Module offered by		
holder	ofthe	Chair of Econometrics		Faculty of Managen	nent and Economics	
ECTS	Meth	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					
methoo cal dist stics, ir	odule c ds of in tributio ncludin	leals with random variab ferential statistics. Firstly ns. Then, the course dea g interval estimation and introduction to simple ar	, the module introdu ls with the fundamen the construction, ap	ces important distrib tal concepts and tec plication and interp	oution parameters of hniques used in infe retation of hypothesi	theoreti- erential stati- is tests. Ad-
 Distr On tl Infer Inter Hypc 	Outline of syllabus: 1. Distribution parameters 2. On the importance of the normal distribution and Central limit theorems 3. Inferential statistics 4. Interval estimation 5. Hypothesis testing 6. Regression analysis					
Intende	ed lear	ning outcomes				
familia for thes able to standir	r with o se unkr apply ng of or	uire a basic knowledge o lifferent distribution para nown parameters, studer these to specific econom dinary least squares esti scientific questions.	ameters of theoretical its learn how to const ic or business questi	distributions. Apart ruct and interpret co ons. Additionally, st	from basic estimatic mmon statistical tes udents acquire a bas	on methods sts and are sic under-
Course	S (type, r	number of weekly contact hours,	language — if other than Ger	man)		
V (2) +	T (2)					
		sessment (type, scope, langua le for bonus)	age — if other than German, o	examination offered — if no	t every semester, information	on on whether
b) writt	en exa	mination (approx. 60 mir mination (approx. 90 mir mination (approx. 120 mi	nutes) or			
Allocat	ion of _l	olaces				
Manag (BSc wi as well (60 EC located will be le with and pla	restricti ement ith 180 as Bac TS cred I in acc allocat a restr aces re	ons with regard to availa and Economics) (BSc wit ECTS credits), Wirtschaft helor's students with the its). (2) Additional places ordance with (2) and the ed by lot among all appli icted number of places w allocated by lot as they b	h 180 ECTS credits), V tsinformatik (Busines e minor Wirtschaftswi s will be allocated to number of applicatio icants irrespective of vill be allocated in the	Virtschaftsmathema s Information Systen ssenschaft (Busines students of other sul ons exceeds the num their subjects. (4) Pla	tik (Mathematics for ns) (BSc with 180 EC s Management and E ojects. (3) When plac ber of available plac aces on all courses o	Economics) TS credits) Economics) ces are al- ces, places of the modu-
Bachelor's Economics		jor Business Management and		enerated 19-Apr-2025 • exam 80 ECTS) Wirtschaftswissens		page 41 / 341

Workload

150 h

Teaching cycle

Teaching cycle: winter semester

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

Module appears in

Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Master's degree (1 major) China Business and Economics (2016) Bachelor's degree (1 major) Business Information Systems (2016) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2020)

Module	e title				Abbreviation	
Introdu	iction t	o Business Informatics			12-Ewiinf-G-152-mc)1
Module	e coord	inator		Module offered by		
holder Informa		Chair of Business Manag /stems	ement and Business	Faculty of Managen	nent 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			
1 seme	ster	undergraduate				
Conten	ts					
The cor require process Outline 1. over 2. hard 3. datal 4. busin 5. conn 6. busin 7. softw	ntent ra ments s minin of syll view an ware, c bases a ness m ection ness so vare de	ovides a comprehensive inges from the history of and process modelling. I g and BPMN support a d abus: Id technological basics o omputer networks and th and blockchain odels, company structure between business admin oftware and process mini velopment nologies and current rese	information systems In addition to the lect eeper understanding If WI he internet e and organisation histration and informang	and business softwa ures, tutorials with p and application of t	are to business mod practical exercises in	els, technical h HTML, CSS,
	Grund	züge der Wirtschaftsinfo	rmatik.			
		ning outcomes				
 Appliand to and the complete to to gate analy praction of the structure of the	y funda terms o conent: implen in an o ysing b yse bus tical ex tical ex tical ex tical a tical a model ational uating t inform	Informatics" module air mentals: after completin if information systems ar s, various database type nent simple applications verview of the various fie usiness processes and s siness models and proce ercises. They know the b of business solutions: S nd process organisation s for operational challen processes. echnology trends: Partic atics, including artificial	ng the module, studen nd will be able to expl s or blockchain techn and apply what they elds of business infor system landscapes: A ss modelling and der asics of software dev tudents are able to u and new technologie ges. They have knowl ipants will be able to	nts will have an unde lain lecture elements hology. Thanks to the have learnt in practi- matics. fter completing the n nonstrate their skills relopment and are fa se learned knowledg s to develop realistic ledge of the integrati	erstanding of the ba a addressed, such as practical exercises, ce. The students we nodule, students wi by creating BPMN c miliar with ERP syste te about business so c solution strategies on of information sy	s hardware , they are ab- ere also able Il be able to diagrams in ems. oftware, and busi- ystems into nds in busi-
Course	S (type, n	umber of weekly contact hours,	language — if other than Gei	rman)		
V (2) +	T (2)					
		essment (type, scope, langua le for bonus)	age — if other than German,	examination offered — if no	t every semester, informat	ion on whether
b) writt	en exai	nination (approx. 60 mir mination consisting entir ssessment: German and	ely or partly of multip	ole choice questions	(approx. 60 minutes	5)
Bachelor's Economics		or Business Management and		enerated 19-Apr-2025 • exam 80 ECTS) Wirtschaftswissens	-	page 43 / 341

creditable for bonus

Allocation of places

840 places.

(1) No restrictions with regard to available places for Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics) (BSc with 180 ECTS credits), Wirtschaftsmathematik (Mathematics for Economics) (BSc with 180 ECTS credits), Wirtschaftsinformatik (Business Information Systems) (BSc with 180 ECTS credits) as well as Bachelor's students with the minor Wirtschaftswissenschaft (Business Management and Economics) (60 ECTS credits). (2) Additional places will be allocated to students of other subjects. (3) When places are allocated in accordance with (2) and the number of applications exceeds the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (4) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (5) A waiting list will be maintained and places re-allocated by lot as they become available.

Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: winter semester

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

Module appears in

Bachelor's degree (1 major) Computer Science (2015) Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Master's degree (1 major) China Business and Economics (2016) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Computer Science (2017) Bachelor's degree (1 major) Computer Science (2019) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2020)

Module	title				Abbreviation
eBusin	ess Fur	ndamentals			12-Ebus-F-192-mo1
Module	coord	inator		Module offered by	
holder	of the (Chair of Information Syste	ems Engineering	Faculty of Managem	nent and Economics
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				
models gration taught	. The fo and in are illu	ocus is on the use of info teraction with end custor strated with numerous e	rmation and commur ners as well as suppo	ication technologies orting services (e.g. p	es, value chains and business to redesign inter-company inte- bayment, logistics). The concepts ng sectors, among others.
Intende	ed learı	ning outcomes			
- Under	stand s	selected technological fo	undations of digitalis	ation	
- Apply	differe	nt concepts and framewo	orks for digital proces	ses and business m	odels
- Analys	se the l	ousiness drivers and barr	iers behind the use o	of digital technologie	s in organisations
Course	S (type, n	umber of weekly contact hours, l	anguage — if other than Ger	man)	
V (2) +	Ü (2)				
		s essment (type, scope, langua ₎ le for bonus)	ge — if other than German, e	examination offered — if no	t every semester, information on whether
b) Term c) Term	paper paper	mination (approx. 60 mir (approx. 15 pages) or (approx. 10 pages) and p ssessment: German and/	resentation (approx.	10 minutes); (weigh	ted 2:1) or
Allocat	ion of p	olaces			
Additio	nal inf	ormation			
Worklo	ad				
150 h					
Teachir	ng cycl	e			
Teachir	ng cycle	e: summer semester			
Referre	d to in	LPO I (examination regulations	s for teaching-degree progra	mmes)	
Module	appea	irs in			
		gree (1 major) Business Ir	•	-	
		gree (1 major) Business M gree (1 major, 1 minor) Bu	-	-	uor 2010)
Dachell	JI S UP	gree (1 major, 1 mmor) Bu	isiness management		101, 2019)



Law (10 ECTS credits)

Modul	e title				Abbreviation
Introd	uction t	o the German Legal Syst	em for Economists		02-EReWi-G-152-m01
Modul	e coord	inator		Module offered by	
Dean c	of the Fa	aculty of Law		Faculty of Law	
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			
Conter	nts				
of the j					aws, types of laws, organisation al system (private law, public law
Intend	ed lear	ning outcomes			
	_	ded learning outcomes a	vailable but not trans	lated yet.	
V (3) +	Ü (2)	number of weekly contact hours,			ot every semester, information on whether
		le for bonus)	age — If other than German,	examination offered — If h	ot every semester, information on whether
writter	exami	nation (approx. 120 minu	ıtes)		
Alloca	tion of _l	olaces			
Additio	onal inf	ormation			
Worklo	oad				
150 h					
Teachi	ng cycl	e			
Referre	ed to in	LPO I (examination regulation	s for teaching-degree progra	ummes)	
	e appea				
		gree (1 major) Business I	-		
васпе	ior s ae	gree (1 major) Business I	wanagement and Eco	nomics (2019)	

Module title				Abbreviation
Commercial ar	nd Business Law			02-G&Hre-G-152-m01
Module coordi	inator		Module offered by	
Dean of the Fa	culty of Law		Faculty of Law	
ECTS Metho	od of grading	Only after succ. com	pl. of module(s)	
5 numer	rical grade			
Duration	Module level	Other prerequisites		
1 semester	undergraduate			
Contents				
This module p	rovides an introduction t	o German and Europ	ean corporate and co	ommercial law.
Intended learn	ning outcomes			
Der/Die Studie schaftsformen		tnisse des Gesellsch ung, Gründung und A	afts- und Handelsred Auflösungen von Ges	chts, insbesondere über Gesell- sellschaften sowie über Grundla-
Courses (type, n	umber of weekly contact hours, l	anguage — if other than Ger	man)	
V (3) + Ü (2)				
Method of ass module is creditabl		ge — if other than German, e	examination offered — if no	t every semester, information on whether
written examir	nation (approx. 120 minu	tes)		
Allocation of p	olaces			
chelor's stude other subjects the number of dents of other lows: Students tial considerat	nts with the minor Privat . 10 of these will be alloc available places exceed subjects. Should there b s applying after not havir	recht (Private Law). A ated to students of th the number of applic be more than 10 appli ng successfully comp s will be allocated by	total of 20 places w ne Master's degree p cations, the remainin cations, the remaini leted assessment in	issenschaft (Law) as well as Ba- ill be allocated to students of programme Economics. Should ng places may be allocated to stu- ng places will be allocated as fol- past years will be given preferen- ill be maintained and places re-
Additional info	ormation			
Workload				
150 h				
Teaching cycle	9			
Referred to in	LPOI (examination regulations	s for teaching-degree progra	mmes)	
Module appea	rs in			
Bachelor's deg	gree (1 major) Computer S gree (1 major) Business N gree (1 major) Business N	Nanagement and Eco		



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



Business Administration

(10 ECTS credits)

Bachelor's with 1 major Business Management and Economics (2019)

holder of the Chair of Business Administration and Marketing Facult ECTS Method of grading Only after succ. compl. of u 5 numerical grade Duration Module level Other prerequisites 1 semester undergraduate Contents A key challenge for companies in a marketing context is to choose products and services to customers. In doing so, companies need and requirements to successfully manage company-customer related and requirements to successfully manage company-customer related this course focuses on classic and new approaches of sales and cular, it covers the set-up of sales systems in terms of offline chan (e.g., online shops or market places), their interplay (e.g., multi-che the sales force. Moreover, it focuses on different types of customer-firm interaction faction and loyalty, as well as on customer complaint managemen rience management. Intended learning outcomes The major goal of this class is to learn about and understand how management work and to be able to transfer respective concepts t Courses (type, number of weekly contact hours, language – if other than German, examinat module is creditable for bonus) a) Written examination (approx. 6o to 120 minutes) or b) Term paper (to be prepared by one candidate or in groups of 3 c c) oral examination in groups (groups of 3, approx. 10 minutes eac Language of assessment: German and/or English Additional information	Abbreviation
holder of the Chair of Business Administration and Marketing facult ECTS Methor of grading Only after succ. computed in the success of the succes of the success of the success of the success of the success of t	12-SCRM-211-m01
holder of the Chair of Business Administration and Marketing facult ECTS Method of grading Only after succ. compl. of i 5 numerical grade Duration Module level Other prerequisites 1 semester undergraduate Contents A key challenge for companies in a marketing context is to choose products and services to customers. In doing so, companies need and requirements to successfully manage company-customer related and requirements to successfully manage company-customer related and requirements to successfully manage company-customer related the sales force. Moreover, it focuses on classic and new approaches of sales and cultar, it covers the set-up of sales systems in terms of offline chan (e.g., online shops or market places), their interplay (e.g., multi-ch the sales force. Moreover, it focuses on different types of customer-firm interaction faction and loyalty, as well as on customer complaint managemen rience management. Intended learning outcomes Intended learning outcomes The major goal of this class is to learn about and understand how management work and to be able to transfer respective concepts to concepts to correst to the prepared by one candidate or in groups of 3 c c) oral examination (approx. 6o to 120 minutes) or b) Term paper (to be prepared by one candidate or in groups of 3 c c) oral examination in groups (groups of 3, approx. 10 minutes eac Language of assessment: German and/or English creditable for bonus Allocation of places	e offered by
ECTS Method of grading Only after succ. compl. of its numerical grade 5 numerical grade Duration Module level Other prerequisites 1 semester undergraduate Contents A key challenge for companies in a marketing context is to choose products and services to customers. In doing so, companies need and requirements to successfully manage company-customer relates and services on classic and new approaches of sales and c cular, it covers the set-up of sales systems in terms of offline chan (e.g., online shops or market places), their interplay (e.g., multi-ch the sales force. Moreover, it focuses on different types of customer-firm interaction faction and loyalty, as well as on customer complaint management rience management. Intended learning outcomes The major goal of this class is to learn about and understand how management work and to be able to transfer respective concepts t Courses (type, number of weekly contact hours, language – if other than German) V (2) + Ü (2) Module taught in: German and/or English Method of assessment (type, scope, language – if other than German, examinat module is creditable for bonus) a) Written examination (approx. 6o to 120 minutes) or b) Term paper (to be prepared by one candidate or in groups of 3 c c) or al examination in groups (groups of 3, approx. 10 minutes eac Language of assessment: German and/or English creditable for bonus <tr< td=""><td>y of Management and Economics</td></tr<>	y of Management and Economics
5 numerical grade Duration Module level Other prerequisites 1 semester undergraduate Contents A key challenge for companies in a marketing context is to choose products and services to customers. In doing so, companies need and requirements to successfully manage company-customer related to transfer respective (e.g., multi-ch the sales force. Moreover, it focuses on different types of customer-firm interactior faction and loyalty, as well as on customer complaint managemen rience management. Intended learning outcomes	nodule(s)
DurationModule levelOther prerequisites1 semesterundergraduateContentsA key challenge for companies in a marketing context is to choose products and services to customers. In doing so, companies need and requirements to successfully manage company-customer related this course focuses on classic and new approaches of sales and cular, it covers the set-up of sales systems in terms of offline chan (e.g., online shops or market places), their interplay (e.g., multi-ch the sales force.Moreover, it focuses on different types of customer-firm interaction faction and loyalty, as well as on customer complaint management rience management.Intended learning outcomesThe major goal of this class is to learn about and understand how management work and to be able to transfer respective concepts to courses (type, number of weekly contact hours, language – if other than German)V (2) + Ü (2)Module taught in: German and/or EnglishMethod of assessment (type, scope, language – if other than German, examination (approx. 6o to 120 minutes) or b) Term paper (to be prepared by one candidate or in groups of 3 c c) oral examination in groups (groups of 3, approx. 10 minutes eac Language of assessment: German and/or English creditable for bonusAllocation of placesMorkload150 hTeaching cycleTeaching cycle: summer semester	
1 semester undergraduate Contents A key challenge for companies in a marketing context is to choose products and services to customers. In doing so, companies need and requirements to successfully manage company-customer relates this course focuses on classic and new approaches of sales and cular, it covers the set-up of sales systems in terms of offline chan (e.g., online shops or market places), their interplay (e.g., multi-ch the sales force. Moreover, it focuses on different types of customer-firm interaction faction and loyalty, as well as on customer complaint managemen rience management. Intended learning outcomes The major goal of this class is to learn about and understand how smanagement work and to be able to transfer respective concepts t Courses (type, number of weekly contact hours, language – if other than German) V (2) + Ü (2) Module taught in: German and/or English Method of assessment (type, scope, language – if other than German, examinat module is creditable for bonus) a) Written examination (approx. 60 to 120 minutes) or b) Term paper (to be prepared by one candidate or in groups of 3 c c) oral examination in groups (groups of 3, approx. 10 minutes eac Language of assessment: German and/or English creditable for bonus Allocation of places Moditional information Additional information -	
Contents A key challenge for companies in a marketing context is to choose products and services to customers. In doing so, companies need and requirements to successfully manage company-customer relat This course focuses on classic and new approaches of sales and c cular, it covers the set-up of sales systems in terms of offline chan (e.g., online shops or market places), their interplay (e.g., multi-ch the sales force. Moreover, it focuses on different types of customer-firm interaction faction and loyalty, as well as on customer complaint managemen rience management. Intended learning outcomes The major goal of this class is to learn about and understand how management work and to be able to transfer respective concepts t Courses (type, number of weekly contact hours, language – if other than German) V (2) + Ü (2) Module taught in: German and/or English Method of assessment (type, scope, language – if other than German, examinat module is creditable for bonus) a) Written examination (approx. 60 to 120 minutes) or b) Term paper (to be prepared by one candidate or in groups of 3 c c) oral examination in groups (groups of 3, approx. 10 minutes eac Language of assessment: German and/or English creditable for bonus Allocation of places Workload 150 h Teaching cycle Teaching cycle: summer semester	
products and services to customers. In doing so, companies need and requirements to successfully manage company-customer relat This course focuses on classic and new approaches of sales and c cular, it covers the set-up of sales systems in terms of offline chan (e.g., online shops or market places), their interplay (e.g., multi-ch the sales force. Moreover, it focuses on different types of customer-firm interaction faction and loyalty, as well as on customer complaint managemen rience management. Intended learning outcomes The major goal of this class is to learn about and understand how is management work and to be able to transfer respective concepts t Courses (type, number of weekly contact hours, language – if other than German) V (2) + Ü (2) Module taught in: German and/or English Method of assessment (type, scope, language – if other than German, examinat module is creditable for bonus) a) Written examination (approx. 60 to 120 minutes) or b) Term paper (to be prepared by one candidate or in groups of 3 c c) oral examination in groups (groups of 3, approx. 10 minutes eac Language of assessment: German and/or English Allocation of places Moditional information Workload 150 h Teaching cycle Teaching cycle: summer semester	
module is creditable for bonus) a) Written examination (approx. 60 to 120 minutes) or b) Term paper (to be prepared by one candidate or in groups of 3 c c) oral examination in groups (groups of 3, approx. 10 minutes eac Language of assessment: German and/or English creditable for bonus Allocation of places Additional information Workload 150 h Teaching cycle Teaching cycle: summer semester	to carefully consider their customers' needs ionships. ustomer relationship management. In parti- nels (e.g., retail stores) and online channels annel management), or the management of us, on approaches of analyzing customer satis- re, cross-selling management or customer expe- sales management and customer relationship to real life / business practice.
Additional information Workload 150 h Teaching cycle Teaching cycle: summer semester	
 Workload 150 h Teaching cycle Teaching cycle: summer semester	
 Workload 150 h Teaching cycle Teaching cycle: summer semester	
150 h Teaching cycle Teaching cycle: summer semester	
150 h Teaching cycle Teaching cycle: summer semester	
Teaching cycle Teaching cycle: summer semester	
Referred to in LPO I (examination regulations for teaching-degree programmes)	
 Module appears in	
Bachelor's degree (1 major) Business Management and Economics	(2015)

JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftswissenschaft - 2019

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

Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020) Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)



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

Module	e title				Abbreviation			
Semina	ar: Mar	keting			12-SMA-211-m01			
Module	o coord	instar		Module offered by				
		Inator Chair of Business Admin	istration and Marko					
ting		chair of Busiliess Authin		Faculty of Managen				
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		•					
tured p	aper ai	students will acquire im nd to present the results ategic management.						
Readin will var	-	ding to topic						
Intende	ed lear	ning outcomes						
After co	ompleti	ng the course "Marketin	g Strategie", students	will be able to				
i unde	rstand	the fundamentals of scie	entific literature reviev	ws:				
		aborated content in a sc						
-		entations independently						
Course	S (type, r	number of weekly contact hours,	language — if other than Gei	rman)				
S (2) Module	e taugh	t in: German and/or Eng	lish					
		sessment (type, scope, langua le for bonus)	age — if other than German,	examination offered — if no	t every semester, informat	ion on whether		
		oprox. 15 pages) and pre ssessment: German and		minutes); (weighted	2:1)			
Allocat	ion of p	olaces						
Additio	nal inf	ormation						
Worklo	ad							
150 h								
Teachi	ng cvcl	e						
		e: each semester						
		LPOI (examination regulation	is for teaching-degree progra	mmes)				
				/				
Module	e appea	urs in						
Bachel	or's de	gree (1 major) Business I	Management and Eco	nomics (2015)				
		gree (1 major) Economat	-					
		gree (1 major) Business I		-	,			
		gree (1 major, 1 minor) B	-		10 r, 2015)			
		gree (1 major) Business gree (1 major) Economat		2016)				
		gree (1 major) Economat gree (1 major) Business I		2019)				
Bachelor's	with 1 ma	jor Business Management and	JMU Würzburg ● g	enerated 19-Apr-2025 • exam	-	page 53 / 341		
Economics	(2019)		cord Bachelor (1	80 ECTS) Wirtschaftswissens	chaft - 2019			



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

Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020) Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (2021) Bachelor's degree (1 major, 2021) Bachelor's degree (1 major) Economathematics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (2023)

Module	e title				Abbreviation	
Human	itarian	Supply Chain Manager	nent		12-HSCM-211-m01	
Module	e coord	inator		Module offered by	<u> </u>	
	of the (Chair of Business Mana	gement and Industrial		nent and Economics	
ECTS		od of grading	Only after succ. com	ıpl. of module(s)		
5		rical grade				
Duratio	n	Module level	Other prerequisites			
1 seme	ster	undergraduate				
Conten	ts					
tions an livered fective, point of traditio ficiently ons ofte of a hun se. Intende The cou fundam manital chain m	re relat throug cost-e f consunal bus y are fu en emp manita de learn urse will nental i rian org nanage	olidarity-based nature o ed to both, the design a h humanitarian supply fficient flow and storag imption in order to mee siness environment, the ndamentally comparab oloy business managers rian organization, there hing outcomes Il provide you with a ba nsights in managing the ganizations and the cha ment concepts that car mpact on the organizat	and the coordination of chains, systems conce e of materials, goods, a t the needs of the bence e requirements for man le to those of commerce to manage their busin fore, requires basic busin sic understanding of fa em efficiently and effect illenges they face. Furt a also be applied in the	f logistical processes rned with planning, and related informat eficiaries. While aid laging humanitarian cial supply chains. S ness processes. The siness knowledge th ectors influencing hu ctively. You will learr hermore, you will be humanitarian conte	s. Humanitarian assi executing, and contri ion from the point of organizations do not supply chains effect imilarly, humanitaria management of the nat will be addressed manitarian supply ch about the different introduced to gener	stance is de- rolling the ef- origin to the operate in a tively and ef- an organizati- supply chain d in this cour- hains and roles of hu- al supply
Course	S (type, r	umber of weekly contact hours	, language — if other than Ger	man)		
V (2) + Module		t in: English				
		s essment (type, scope, lang le for bonus)	uage — if other than German, e	examination offered — if no	ot every semester, informati	on on whether
b) term Langua	paper ge of a	nination (approx. 60 m (approx. 15 pages) ssessment: German an				
Allocat	ion of p	olaces				
Addítio	nal inf	ormation				
 Worklo						
150 h	au					
Teachir		٩				
		e: each semester				
		LPOI (examination regulation	ons for teaching-degree progra	mmes)		
Module	appea	irs in				
Bachel	or's de	gree (1 major) Business gree (1 major) Economa	-	nomics (2015)		

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

Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020) Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023) Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Economathematics (2024) Bachelor's degree (1 major) Business Management and Economics (2024) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2024) Bachelor's degree (1 major) Economathematics (2025)

Module	e title				Abbreviation	
Introduction to Risk Management 12-ERM-211-mo1						
Module	e coord	inator		Module offered by		
holder	of the (Chair of Business Manage	ement and Corporate	Faculty of Managen	nent and Economics	
Finance	j.	_				
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					
busine	ss cont	provides an overview of th ext. This risk managemen aggregation, risk manag	nt process consists o	f the process steps o		
This co	urse is	based on this process st	ructure and is structu	red accordingly:		
Risk ide Risk as Risk co Risk co Risk ma	entifica sessmo ntrol ntrol an anagen	iness motivation for risk Ition ent and aggregation nd reporting nent information systems I business motivation for	s (RMIS)			
ment si system conscio	nce the , the sy ous acc	utside the banking secto e KonTraG came into forc /stematic handling of risk /eptance of risks has a sig	e in 1998. In addition (s is also of interest f	to the legal obligati rom a business man	on to set up a risk m agement point of vie	anagement w, as the
M2 Ris	sk iden	tification				
fied, th Risk ide process	e more entifica s steps	tion involves systematica comprehensively approp tion is a fundamental tas , because only identified entify risks.	oriate countermeasur sk of risk managemer	res can be taken. nt, as it provides the	information basis fo	r all further
M3 Ris	sk asse	essment and aggregation				
for this bution	M3 Risk assessment and aggregation Once risks have been identified, they must be assessed. Both qualitative and quantitative methods are availabl for this purpose. The objective of risk assessment is to describe the risk in terms of appropriate statistical distri- bution functions. Once the relevant risks have been described by distribution functions, the next task is to deter mine the company's overall risk position by means of a so-called risk aggregation.					
M4 Ris	sk man	agement				
This module deals with the options for risk control. Risk management is strongly linked to a company's strategy, as this is also where the company's attitude towards risk is anchored (risk appetite). In addition, the risk covera- ge potential (=available equity capital) is of decisive and existential importance. Various strategies can be used to manage risks.						
M5 Ris	sk cont	rol and reporting				
probab	ility of	of early warning indicato risk occurrence can be m jor Business Management and	onitored and identifi		vever, risk control do	
Economics		joi Business management anu		80 ECTS) Wirtschaftswissens	-	puse 5/ / 341

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

monitor KRI, it is also used to control measures implemented as part of risk management and to evaluate them for efficiency and success.

As part of risk reporting, all findings from the individual risk management process phases are transferred to a risk report. The addressees of the risk report are risk officers, department heads, the Board of Management, the Supervisory Board or external parties such as auditors, shareholders or rating agencies. The scope and level of detail of the risk report depend on the recipient of the report.

M6 | Risk management information systems (RMIS)

A prerequisite for the company-wide and sustainable establishment of a risk management system is the software support provided by risk management information systems. Although known risks can be recorded and processed using standard tools such as Excel spreadsheets, they quickly reach their limits. As soon as additional users are to be integrated, an integrated software approach is required, as risk management information systems entail.

Intended learning outcomes

Students are taught the fundamentals of risk management. The students are able to identify, record and evaluate risks in a structured manner and furthermore express the scope of risk on a mathematical basis. The students are able to derive suitable risk measures and know how risks can be monitored.

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

V (2) + Ü (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

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Additional information

Workload

150 h

Teaching cycle

Teaching cycle: each semester

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

Module appears in

Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020) Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022)

Bachelor's with 1 major Business Management and	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data re-	page 58 / 341
Economics (2019)	cord Bachelor (180 ECTS) Wirtschaftswissenschaft - 2019	

Julius-Maximilians-UNIVERSITÄT WÜRZBURG

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

exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module	Module title Abbreviation					
Primer	in Data	a Science			12-PDS-211-m01	
Module	e coord	linator		Module offered by		
holder	ofthe	Chair of Business Analyti	CS	Faculty of Managem	nent and Economics	
ECTS	Meth	od of grading	Only after succ. con	npl. of module(s)		
5	5 numerical grade					
Duratio	on	Module level	Other prerequisites			
1 seme	ster	undergraduate				
Conten	its					
Data science is concerned with extracting knowledge and valuable insights from data assets. It is an emerging field that is currently in high demand in both academia and industry. This course provides a practical introduction to the full spectrum of data science techniques spanning data acquisition and processing, data visualization and presentation, creation and evaluation of machine learning models. The course focuses on the practical aspects of data science, with emphasis on the implementation and use of the above techniques. Students will complete programming homework assignments that emphasize practical						
		g of the methods describ				, practicat
Intende	ed lear	ning outcomes				
• C • g • t(Topics covered include: Data acquisition and processing graph and network models text analysis working with geospatial data Usage of machine learning models (supervised and unsupervised) 					
		number of weekly contact hours,		•		
V (2) +		it in: German and/or Eng	lich			
Metho	d of as	sessment (type, scope, langua		examination offered — if no	t every semester, informat	ion on whether
a) writt b) oral c) exero Langua	a) written examination (approx. 60 minutes) or b) oral examination (approx. 20 to 30 minutes) or c) exercises (approx. 6 pages) Language of assessment: German and/or English creditable for bonus					
Allocat	ion of	places				
Additio	onal inf	ormation				
Worklo	ad					
150 h						
Teachi	ng cycl	e				
Teachi	ng cycl	e: summer semester				
Referre	ed to in	LPOI (examination regulation	s for teaching-degree progra	mmes)		
Module	e appea	ars in				
		gree (1 major) Business I gree (1 major) Economat	-	nomics (2015)		
Bachelor's Economics		jor Business Management and		enerated 19-Apr-2025 • exam 80 ECTS) Wirtschaftswissens	-	page 60 / 341

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

Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020) Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module	Module title Abbreviation				
Data M	anager	nent and Analysis			12-DM-F-202-m01
Module	e coord	inator		Module offered by	
holder	of the (Chair of Business Analytic	CS	Faculty of Managem	nent and Economics
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)	
5	nume	rical grade			
Duration Module level Other prerequisites					
1 semester undergraduate					
Conten	ts				
The module teaches on the one hand basics and concepts of modeling data and querying and manipulating da- tabases. Additionally, fundamentals of data analysis as well as data analysis processes are introduced. Focal points are:					
 Fundamentals and application of semantic data modelling Fundamentals and application of the relational data model Fundamentals and application of data query languages Hypothesis-driven and model-building data analysis Data analysis processes and their comparison Supervised and unsupervised learning processes 					
Intende	ed learı	ning outcomes			
 to design good conceptual and logical data models; to transform conceptual data models into physical data schemas; to formulate complex database queries; to design different applications with databases perform and interpret hypothesis testing on real data understand the basics of supervised and unsupervised machine learning 					
	-	umber of weekly contact hours, l	anguage — if other than Ger	man)	
	d of ass	s essment (type, scope, langua le for bonus)	ge — if other than German, o	examination offered — if no	t every semester, information on whether
a) Writt	ten exa	mination (approx. 60 mir	nutes) or		
 b) term paper (approx. 15 pages) or c) term paper (approx. 10 pages) and presentation (approx. 10 minutes); (weighted 2:1) or d) oral examination in groups (groups of up to 3; approx. 10 minutes per candidate) Language of assessment: German and/or English creditable for bonus 					
Allocat	ion of p	olaces			
Allocation of places 50 places. (1) No restrictions with regard to available places for Bachelor's students of Wirtschaftsinformatik (Business In- formation Systems) (BSc with 180 ECTS credits). (2) Additional places will be allocated to students of other subjects provided there is enough capacity. These ad- ditional places will be allocated by lot among all applicants irrespective of their subjects. (3) Places on all courses of the module with a restricted number of places will be allocated in the same procedu- re. (4) A waiting list will be maintained and places re-allocated by lot as they become available. (4) A waiting list will be maintained and places re-allocated by lot as they become available.					
Additio	onal info	ormation			
·					

Workload

150 h

Teaching cycle

Teaching cycle: summer semester

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

Module appears in

Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Bachelor's degree (1 major) Economathematics (2017) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020) Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022)

Module	e title				Abbreviation	
Entrep	reneurs	ship, Competition and	Strategy		12-U&UF-F-152-m01	
Module	e coord	inator		Module offered by	Module offered by	
Dean o mics	f the Fa	aculty of Business Ma	nagement and Econo-	· · ·	nent and Economics	
ECTS	Meth	od of grading	Only after succ. cor	npl. of module(s)		
5	1	rical grade		•		
Duratio	on	Module level	Other prerequisites	5		
1 seme	ster	undergraduate				
Conten	lts					
manag govern The the compa course stence 0utline 1. Busi 2. Busi 3. Stak 4. Stak Intendo	ement ance. I eory of ny will will foo of com e of syll ness ar ness p eholde eholde ed lear	(stakeholder and shar n addition, aspects of Chester Barnard with help students develop cus on the developme panies. abus: nd strategy in econom lan as a strategy conc or management and re or value, shareholder v ning outcomes	reholder value approach responsible leadership the idea of creating a co o an in-depth understan nt of business plans for ic theory ept sponsible leadership value and creating share	n) as well as an oven will be discussed. omplex economic inc ding of typical mana the successful estal	to the approaches of corpo view of market-oriented co entive contribution baland gement tasks. In addition blishment and the continu	orporate ce in the , the , ied exi-
rate ma	anagen	nent. Furthermore the	students will get an ove	rview of the main to	ols to create a business pl	
Course		number of weekly contact hou	urs, language — if other than Ge	rman)		
Metho	d of as	sessment (type, scope, lan ole for bonus)	nguage — if other than German,	examination offered — if n	ot every semester, information on	whether
written	exami	nation (approx. 60 mi	nutes)			
Allocat	ion of	places				
 Additic	onal inf	ormation				
Worklo	ad					
150 h						
Teachi	ng cycl	e				
Teachi	ng cycl	e: no courses offered				
Referre	ed to in	LPO I (examination regula	tions for teaching-degree progra	ammes)		
		•				
Module			ss Management and Eco	onomics (2015)		
Bachel	or's de	gree (1 major) Econom	-	_		

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

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Master's degree (1 major) China Business and Economics (2016) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020) Master's degree (1 major) Business Information Systems (2020) Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (2021) Bachelor's degree (1 major, 2021)

Module	Module title Abbreviation						
Interna	International Marketing 12-INMA-192-m01						
Module	coord	inator		Module offered by			
Dean of mics	the Fa	culty of Business Manag	ement and Econo-	Faculty of Managem	nent and Economics		
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)			
5		rical grade		•			
Duratio		Module level	Other prerequisites				
1 semes		undergraduate					
Conten		undergraduite	L				
practice the dyn markets mulatio	es in ar amic e s, oppo n, imp	eks to familiarize student n international environme nvironment of internation ortunities and threats on lementation and control managerial issues related	ent. They will learn th nal trade, culture, po global markets and c of international mark	e scope and challen litical, legal, and bus levelop decision-mal seting strategies. In p	ges of international i iness systems of glo king skills for the suc	marketing, obalizing ccessful for-	
Intende	d learı	ning outcomes					
Student	ts are r	equired to study and pre nsify their knowledge and					
Courses	5 (type, n	umber of weekly contact hours, l	anguage — if other than Ge	rman)			
V (2) + ĺ	Ü (2)						
		Sessment (type, scope, langua le for bonus)	ge — if other than German,	examination offered — if no	t every semester, informati	on on whether	
b) Term c) Term d) oral e	paper paper examin	mination (approx. 60 mir (15 to 20 pages) or (10 to 15 pages) and pres ation (approx. 20 minute ssessment: German and,	sentation (approx. 2c es)	o minutes); (weighted	d 2:1) or		
Allocati	-						
Additio	nal inf	ormation	·				
Worklo	ad						
150 h							
Teachin		٥					
		e: no courses offered					
				`			
Referre	a to in	LPO I (examination regulation:	s for teaching-degree progra	immes)			
Module	appea	urs in					
		gree (1 major) Business N	Aanagement and Eco	nomics (2015)			
		gree (1 major) Business li	-				
		gree (1 major, 1 minor) Bu	-		10r, 2015)		
		gree (1 major) Business li	•				
		gree (1 major) Business II	•	-			
		gree (1 major) Business N gree (1 major, 1 minor) Bı	-	-	or 2010)		
		gree (1 major, 1 minor) Bu gree (1 major) Business li	-		101, 2019)		
		or Business Management and		enerated 19-Apr-2025 • exam	. reg. data re-	page 66 / 341	
Economics				80 ECTS) Wirtschaftswissens			

ning Module cor holder of th Manageme ECTS Me 5 Nur Duration 1 semester Contents This modul on and Log be analyser Intended le The studen gistics as w ment. In ad procedures Courses (typ V (2) + Ü (2) Method of a module is cred	e Chair of Business Managent thod of grading merical grade Module level undergraduate e builds on the course "Bes istics - Basics"). Selected ta d in detail and related plann arning outcomes ts are able to analyze the ar- rell as their interdependence dition, they are able to deve to the planning problems. e, number of weekly contact hours, land assessment (type, scope, langua itable for bonus) mination (approx. 60 minut	ement and Industrial Only after succ. con Other prerequisites schaffung, Produktion asks and processes, in ning and control mod reas of responsibility ies in an integrated p elop models in the do language — if other than German, a	Module offered by Faculty of Managem npl. of module(s) und Logistik - Grund n particular in the ard els and methods will of the functions of p perspective and evalu omain of materials m	dlagen" ("Procurement, Producti- ea of materials management, will
Module con holder of th Manageme ECTS Me 5 nur Duration 1 1 semester Contents This modul on and Log be analysed Intended left The studen gistics as w ment. In ad procedures Courses (typ) V (2) + Ü (2) Method of at module is cred written exa	e Chair of Business Managent thod of grading merical grade Module level undergraduate e builds on the course "Bes istics - Basics"). Selected ta d in detail and related plann arning outcomes ts are able to analyze the ar- rell as their interdependence dition, they are able to deve to the planning problems. e, number of weekly contact hours, land assessment (type, scope, langua itable for bonus) mination (approx. 60 minut	Only after succ. con Other prerequisites schaffung, Produktion asks and processes, in ning and control mod reas of responsibility ies in an integrated p elop models in the do language — if other than German, of age — if other than German, of	Faculty of Manager apl. of module(s) und Logistik - Grund n particular in the ard els and methods will of the functions of p perspective and evalu pmain of materials m man)	dlagen" ("Procurement, Producti- ea of materials management, will l be developed. rocurement, production and lo- uate concepts for their manage- anagement and apply solution
holder of th Manageme ECTS Me 5 nur Duration 1 semester Contents This modul on and Log be analysed Intended le The studen gistics as w ment. In ad procedures Courses (typ V (2) + Ü (2) Method of a module is cred	e Chair of Business Managent thod of grading merical grade Module level undergraduate e builds on the course "Bes istics - Basics"). Selected ta d in detail and related plann arning outcomes ts are able to analyze the ar- rell as their interdependence dition, they are able to deve to the planning problems. e, number of weekly contact hours, land assessment (type, scope, langua itable for bonus) mination (approx. 60 minut	Only after succ. con Other prerequisites schaffung, Produktion asks and processes, in ning and control mod reas of responsibility ies in an integrated p elop models in the do language — if other than German, of age — if other than German, of	Faculty of Manager apl. of module(s) und Logistik - Grund n particular in the ard els and methods will of the functions of p perspective and evalu pmain of materials m man)	dlagen" ("Procurement, Producti- ea of materials management, will l be developed. rocurement, production and lo- uate concepts for their manage- anagement and apply solution
Manageme ECTS Me 5 nur 5 nur 1 semester Contents This modul on and Log be analyser Intended leg The studen gistics as we ment. In ad procedures Courses (type) V (2) + Ü (2) Method of a module is cred written example Intended stresser	nt thod of grading merical grade Module level undergraduate e builds on the course "Bes istics - Basics"). Selected ta d in detail and related plann arning outcomes ts are able to analyze the ar rell as their interdependenc dition, they are able to deve to the planning problems. e, number of weekly contact hours, I assessment (type, scope, langua itable for bonus) mination (approx. 60 minut	Only after succ. con Other prerequisites schaffung, Produktion asks and processes, in ning and control mod reas of responsibility ies in an integrated p elop models in the do language — if other than German, of age — if other than German, of	npl. of module(s) nund Logistik - Grund n particular in the arr els and methods will of the functions of p perspective and evalu omain of materials m	dlagen" ("Procurement, Producti- ea of materials management, will l be developed. rocurement, production and lo- uate concepts for their manage- anagement and apply solution
Management ECTS Ment 5 num 5 num 1 semester Contents This modul on and Log be analyser Intended leg The studen gistics as we ment. In ad procedures Courses (type V (2) + Ü (2) Method of a module is cred written example Intended leg	nt thod of grading merical grade Module level undergraduate e builds on the course "Bes istics - Basics"). Selected ta d in detail and related plann arning outcomes ts are able to analyze the ar rell as their interdependenc dition, they are able to deve to the planning problems. e, number of weekly contact hours, I assessment (type, scope, langua itable for bonus) mination (approx. 60 minut	Only after succ. con Other prerequisites schaffung, Produktion asks and processes, in ning and control mod reas of responsibility ies in an integrated p elop models in the do language — if other than German, of age — if other than German, of	npl. of module(s) nund Logistik - Grund n particular in the arr els and methods will of the functions of p perspective and evalu omain of materials m	dlagen" ("Procurement, Producti- ea of materials management, will l be developed. rocurement, production and lo- uate concepts for their manage- anagement and apply solution
5 nur Duration 1 semester Contents This modul on and Log be analysed Intended le The studen gistics as w ment. In ad procedures Courses (typ V (2) + Ü (2) Method of a module is cred	merical grade Module level undergraduate e builds on the course "Bes istics - Basics"). Selected ta d in detail and related plant arning outcomes ts are able to analyze the ar rell as their interdependence dition, they are able to deve to the planning problems. e, number of weekly contact hours, I assessment (type, scope, langua itable for bonus) mination (approx. 60 minut	 Other prerequisites cchaffung, Produktion asks and processes, in ning and control mod reas of responsibility ies in an integrated p elop models in the do language — if other than German, of age — if other than German, of	und Logistik - Grund n particular in the arc els and methods will of the functions of p erspective and evalu omain of materials m	ea of materials management, will l be developed. rocurement, production and lo- uate concepts for their manage- anagement and apply solution
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be analysed Intended left The studen gistics as w ment. In ad procedures Courses (typ V (2) + Ü (2) Method of a module is cred written exa	d in detail and related plann arning outcomes ts are able to analyze the an rell as their interdependence dition, they are able to deve to the planning problems. e, number of weekly contact hours, la assessment (type, scope, langua itable for bonus) mination (approx. 60 minut	ning and control mod reas of responsibility ies in an integrated p elop models in the do language — if other than Ger age — if other than German, o	els and methods will of the functions of p erspective and evalu omain of materials m man)	l be developed. rocurement, production and lo- uate concepts for their manage- anagement and apply solution
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gistics as w ment. In ad procedures Courses (typ V (2) + Ü (2) Method of module is cred written exa	ell as their interdependence dition, they are able to deve to the planning problems. e, number of weekly contact hours, I assessment (type, scope, langua itable for bonus) mination (approx. 60 minut	ies in an integrated p elop models in the do language — if other than Ger age — if other than German, o	erspective and evalution of materials m	uate concepts for their manage- anagement and apply solution
ment. In ad procedures Courses (typ V (2) + Ü (2) Method of module is cred written exa	dition, they are able to deve to the planning problems. e, number of weekly contact hours, l assessment (type, scope, langua itable for bonus) mination (approx. 60 minut	elop models in the do language — if other than Ger age — if other than German, o	omain of materials m	anagement and apply solution
Procedures Courses (typ V (2) + Ü (2) Method of module is cred written exa	to the planning problems. e, number of weekly contact hours, l assessment (type, scope, langua itable for bonus) mination (approx. 60 minut	language — if other than Ger age — if other than German, o	man)	
V (2) + Ü (2) Method of a module is cred written exa) assessment (type, scope, langua itable for bonus) mination (approx. 60 minut	age — if other than German, d		t every semester, information on whether
V (2) + Ü (2) Method of a module is cred written exa) assessment (type, scope, langua itable for bonus) mination (approx. 60 minut	age — if other than German, d		t every semester, information on whether
Method of a module is cred written exa	assessment (type, scope, langua itable for bonus) mination (approx. 60 minut		examination offered — if no	t every semester, information on whether
module is cred written exa	_{itable for bonus)} mination (approx. 60 minut			
		es)		
	n places			
Additional	information	-		
Additionat				
Workload				
150 h	•			
Teaching cy				
	cle: summer semester			
Referred to	in LPO I (examination regulation	s for teaching-degree progra	immes)	
Module app	pears in			
Bachelor's	degree (1 major) Business M	Management and Eco	nomics (2015)	
Bachelor's	degree (1 major) Economath	hematics (2015)		
	degree (1 major) Business I	•	-	
	degree (1 major, 1 minor) Bu			10r, 2015)
	egree (1 major) China Busine			
	degree (1 major) Business l degree (1 major) Economati	•	2016)	
	degree (1 major) Economatł gree (1 major) China Busine		2010)	
	degree (1 major) Business I		-	
	degree (1 major) Business I degree (1 major) Business I		-	
	degree (1 major, 1 minor) Bu	-	-	10r. 2019)
		nformation Systems (··· , -··)
Bachelor's with 1	degree (1 major) Business i			

Module	title				Abbreviation	
Semina	r: Sup	ply, Production and Lo	gistics Management		12-BPL-FS-152-m01	
		•				
Module				Module offered by		
holder Manage		Chair of Business Man	agement and Industrial	Faculty of Managen	nent 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			
1 seme	ster	undergraduate				
Conten			I			
gement this wil pare sy	t. Stude l be lar stemat	ents will independentl gely literature based v ic evaluations. In indi	oblems in the areas of p y work on the respective with students learning h vidual cases, students r lents will be required to	e problem and write ow to carry out struc nay also conduct em	a seminar (term) par tured literature anal pirical research of t	per. Usually, yses and pre-
Intende	ed lear	ning outcomes				
			dvanced problems on th l results and discuss rel			r) paper.
Course	S (type, r	number of weekly contact hou	ırs, language — if other than Ger	rman)		
S (2)		-				
Method		sessment (type, scope, lan le for bonus)	guage — if other than German, o	examination offered — if no	ot every semester, informat	ion on whether
		,	d presentation (approx.	an minutos) woight	ind and or	
b) term	paper	(approx. 15 pages) an (approx. 20 to 25 pag ssessment: German a	es)	20 minutes), weight	eu 2:1 01	
Allocat	ion of p	olaces				
by lot a numbe	mong a r of pla	all applicants irrespec	applications exceed the tive of their subjects. (2) n the same procedure. (le.) Places on all cours	es of the module wit	h a restricted
	·	ormation				
Worklo	ad					
150 h		•				
Teachir						
		e: each semester				
Referre	d to in	LPOI (examination regula	tions for teaching-degree progra	mmes)		
Module						
			s Management and Eco	nomics (2015)		
		gree (1 major) Econom		× 、		
			s Information Systems (-	,	
			Business Management		10 r, 2015)	
			siness and Economics (2			
			s Information Systems (2016)		
		gree (1 major) Econom	athematics (2017) siness and Economics (2	2010)		
		jor Business Management and		enerated 19-Apr-2025 • exam	n. reg. data re-	page 68 / 341
Economics		<u>j</u> e e e an <u>-</u>		80 ECTS) Wirtschaftswissens		

Julius-Maximilians-UNIVERSITÄT WÜRZBURG

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

Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020)

Module	e title				Abbreviation	
Moderr	1 Appro	oaches in Logistics			12-AAL-221-m01	
Module coordinator Module of					<u> </u>	
holder	ofthe	Chair of Business Manag	ement and Industrial		nent and Economics	S
Manag	ement	_	F			
ECTS	Meth	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	<u> </u>			
Conten	ts					
In this I	module	e theoretical models and	applied problems in	the field of logistics	are addressed.	
Intende	ed lear	ning outcomes				
		are gaining knowledge re problems, find solution p				
	· ·	number of weekly contact hours,	- · ·	· ·		
V (2) +		in the second contact nouls,	anguage in other than der			
• •	• •	t in: German and/or Eng	lish			
Method	d of ass	Sessment (type, scope, langu	age — if other than German, e	examination offered — if no	ot every semester, informa	tion on whether
		le for bonus)				
e) Portf Langua	olio (19 ge of a ment o	nation (approx. 20 minut 5 to 20 pages) ssessment: German and ffered: yearly, to be anno bonus	/or English			
Allocat	ion of _l	places				
among (2) Plac re.	uld the all app ces on a	number of applications plicants irrespective of th all courses of the module ist will be maintained an	eir subjects. e with a restricted nun	nber of places will b	e allocated in the s	
		ormation		, ,		
Module	e can b	e taught in form of E Lea	rning course, seminar	, block event etc.		
Worklo		-				
150 h						
Teachi	ng cycl	e				
		e: no courses offered				
		LPO I (examination regulation	ns for teaching-degree progra	mmes)		
Module	e appea	ars in				
Bachel	or's de	gree (1 major) Business	Management and Eco	nomics (2015)		
		gree (1 major) Economat				
		gree (1 major) Business groe (1 major, 1 minor) B	•	-	or 2015)	
		gree (1 major, 1 minor) B	_		-	
sachelor's	with 1 ma (2019)	jor Business Management and		enerated 19-Apr-2025 • exam 80 ECTS) Wirtschaftswissens	-	page 70 / 341

Julius-Maximilians-UNIVERSITÄT WÜRZBURG

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

Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major, 2021) Bachelor's degree (1 major, 2021) Bachelor's degree (1 major, 2021)

Module title				Abbreviation		
Foundations	s of transport logistics			12-GT-221-m01		
Module coordinator			Module offered by			
holder of the Managemer	e Chair of Business Manag ht	ement and Industrial		nent and Economics		
ECTS Met	hod of grading	Only after succ. con	npl. of module(s)			
5 num	nerical grade		-			
Duration	Module level	Other prerequisites	Other prerequisites			
1 semester	undergraduate					
Contents		_				
The module cal exercise	focuses on baisic models s.	in the field of transpo	ort logistics. The cont	ents are trained via	mathemati-	
Intended lea	arning outcomes					
	s gain knowledge regardin lutions mathematically.	g essentials models i	n the field of transpo	ort logistics. They are	e able to	
	e, number of weekly contact hours,	language — if other than Ger	man)			
V (2) + Ü (2) Module tauş	ght in: German and/or Eng	lish				
Method of a module is credit	ssessment (type, scope, langu table for bonus)	age — if other than German, o	examination offered — if no	t every semester, informat	ion on whether	
e) Portfolio Language of Assessment	nination (approx. 20 minut (15 to 20 pages) f assessment: German and c offered: yearly, to be ann	l/or English				
creditable for Allocation o						
30 places. (1) Should tl among all a (2) Places o re. (3) A waiting	he number of applications pplicants irrespective of th n all courses of the module g list will be maintained an	neir subjects. e with a restricted nur	nber of places will b	e allocated in the sa		
Additional i			black avant ata			
Workload	be taught in form of E Lea	innig course, seminar	, DIOCK EVENT ELC.			
150 h						
Teaching cy	cle	-				
	cle: no courses offered					
	in LPO I (examination regulation	ns for teaching-degree progra	mmes)			
	- (,			
Module app	ears in					
Bachelor's o Bachelor's o	degree (1 major) Business degree (1 major) Economat degree (1 major) Business	hematics (2015)	_			
Bachelor's with 1 i Economics (2019)	major Business Management and		enerated 19-Apr-2025 • exam 80 ECTS) Wirtschaftswissens		page 72 / 341	

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

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020) Bachelor's degree (1 major) Business Information Systems (2020) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major, 2021)



Module	e title				Abbreviation	
Digital	Scienc	e 1			12-DS1-222-m01	
Module				Module offered by	l	
			and Lease	Faculty of Management and Economics		
Dean of mics	i the Fa	culty of Business Mana	igement and Econo-	Faculty of Managen	ient and Economics	
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
5	nume	rical grade				
Duratio		Module level	Other prerequisites	6		
1 seme	ster	undergraduate				
Conten	ts		- I			
• c • a • c	ourses ddition ourses	erves the purpose of tra taken at other German al courses offered on a offered by new Chairs t the respective Chairs v	or non-German univer short-term basis hat are yet to be inclu	sities ded in the FSB (subje		ns)
Intende	ed learr	ning outcomes				
As a res	sult of a	accrediting multiple kin	ds of modules, a desc	ription of acquired sl	kills cannot be giver	۱.
Course	S (type, n	umber of weekly contact hours	, language — if other than Ge	rman)		
V (2) +	Ü (2)					
a) Writt b) Term c) Term	en exa 1 paper 1 paper	le for bonus) mination (approx. 60 m (approx. 15 pages) or (10 to 15 pages) and pro ssessment: German and	esentation (approx. 10	minutes); (weighted	1 2:1)	
Allocat						
Allocut						
Additio	nalinf	ormation				
Auditio						
Worklo						
150 h						
Teachir						
		e: no courses offered				
Referre	d to in	LPOI (examination regulation	ons for teaching-degree progra	ammes)		
Module	e appea	rs in				
Bachelo Bachelo Bachelo Bachelo Bachelo Bachelo Bachelo	or's deg or's deg or's deg or's deg or's deg or's deg or's deg or's deg	gree (1 major) Business gree (1 major) Economa gree (1 major) Business gree (1 major, 1 minor) E gree (1 major) Business gree (1 major) Economa gree (1 major) Business gree (1 major) Business gree (1 major, 1 minor) E gree (1 major) Business	thematics (2015) Information Systems Business Management Information Systems thematics (2017) Information Systems Management and Eco Business Management	(2015) : and Economics (Mir (2016) (2019) nomics (2019) : and Economics (Mir	-	
	with 1 maj	or Business Management and	JMU Würzburg • g	enerated 19-Apr-2025 • exam 80 ECTS) Wirtschaftswissens	-	page 74 / 341

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

Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (2023)



Module	e title				Abbreviation	
Digital	Scienc	e 2			12-DS2-222-m01	
Module	coord	inator		Module offered by		
			erement and France	Faculty of Management and Economics		
Dean of mics	r the Fa	culty of Business Mana	gement and Econo-	Faculty of Manager	ient and Economics	•
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
5	nume	rical grade				
Duratio		Module level	Other prerequisites			
1 seme	ster	undergraduate				
Conten	ts	U	•			
• c • a • c	ourses ddition ourses	erves the purpose of tra taken at other German al courses offered on a offered by new Chairs t the respective Chairs v	or non-German univer short-term basis hat are yet to be inclu	sities ded in the FSB (subje		ns)
Intende	ed learr	ning outcomes				
As a res	sult of a	accrediting multiple kin	ds of modules, a desc	ription of acquired sl	kills cannot be giver	۱.
Course	S (type, n	umber of weekly contact hours	, language — if other than Ge	rman)		
V (2) +	Ü (2)					
module is a) Writt b) Term c) Term	ereditab en exa paper paper	eessment (type, scope, langu le for bonus) mination (approx. 60 m (approx. 15 pages) or (10 to 15 pages) and pro ssessment: German and	inutes) or esentation (approx. 10			
Allocat						
Allocat		haces				
 Additio	nal inf	ormation				
Additio	natimo	ormation				
Worklo	ad					
150 h						
Teachi	ng cycl	9				
Teachir	ng cycle	e: no courses offered				
Referre	d to in	LPO I (examination regulatio	ns for teaching-degree progra	ummes)		
Module	e appea	rs in				
Bachele Bachele Bachele Bachele Bachele Bachele Bachele	or's deg or's deg or's deg or's deg or's deg or's deg or's deg or's deg	gree (1 major) Business gree (1 major) Economa gree (1 major) Business gree (1 major, 1 minor) E gree (1 major) Business gree (1 major) Economa gree (1 major) Business gree (1 major) Business gree (1 major, 1 minor) E gree (1 major) Business	thematics (2015) Information Systems Business Management Information Systems thematics (2017) Information Systems Management and Eco Business Management	(2015) and Economics (Mir (2016) (2019) nomics (2019) and Economics (Mir	-	
Bachelor's Economics		or Business Management and		enerated 19-Apr-2025 • exam 80 ECTS) Wirtschaftswissens	-	page 76 / 341

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

Bachelor's degree (1 major) Business Information Systems (2021)
Bachelor's degree (1 major) Economathematics (2021)
Bachelor's degree (1 major) Business Management and Economics (2021)
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)
Bachelor's degree (1 major) Economathematics (2022)
Bachelor's degree (1 major) Business Information Systems (2023)
Bachelor's degree (1 major) Economathematics (2023)
Bachelor's degree (1 major) Business Management and Economics (2023)
Bachelor's degree (1 major) Business Management and Economics (2023)
Bachelor's degree (1 major) Business Management and Economics (2023)



Module	e title				Abbreviation	
Digital	Scienc	e 3			12-DS3-222-m01	
Module	coord	inator		Module offered by	<u> </u>	
			noment and France	Faculty of Management and Economics		
Dean of mics	r the Fa	culty of Business Mana	gement and Econo-	Faculty of Managen	nent 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		
1 seme	ster	undergraduate				
Conten	ts					
• c • a • c	ourses dditior ourses	erves the purpose of tra taken at other German al courses offered on a offered by new Chairs t the respective Chairs w	or non-German univer short-term basis hat are yet to be inclu	sities ded in the FSB (subje		ns)
Intende	ed lear	ning outcomes				
As a res	sult of a	accrediting multiple kine	ds of modules, a desc	ription of acquired s	kills cannot be giver	ı .
Course	S (type, r	umber of weekly contact hours,	, language — if other than Ge	rman)		
S (2)						
module is a) Term b) Term	creditab paper paper	eessment (type, scope, langu le for bonus) (approx. 15 pages) and (20 to 25 pages) ssessment: German and	presentation (approx.			ion on whether
Allocat						
			_			
Additio	nal inf	ormation				
Worklo	ad					
	au					
150 h			_			
Teachin			_			
	<u> </u>	e: no courses offered				
Referre	d to in	LPO I (examination regulatio	ns for teaching-degree progra	ammes)		
Module	e appea	ins in				
		gree (1 major) Business	-	nomics (2015)		
		gree (1 major) Economat				
		gree (1 major) Business	•	-	201 2015)	
		gree (1 major, 1 minor) E gree (1 major) Business			101, 2015)	
		gree (1 major) Busiliess gree (1 major) Economat	•	(2010)		
		gree (1 major) Business		(2019)		
		gree (1 major) Business	•	-		
		gree (1 major, 1 minor) E	-	-	10r, 2019)	
Bachel	or's de	gree (1 major) Business	Information Systems	(2020)		
Bachel	or's de	gree (1 major) Business	Information Systems	(2021)		
Bachelor's Economics		or Business Management and		enerated 19-Apr-2025 • exam 80 ECTS) Wirtschaftswissens	-	page 78 / 341

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

Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023)



Module	title				Abbreviation	
Digital	Scienc	e 4			12-DS4-222-m01	
Module	coord	inator		Module offered by	<u></u>	
		culty of Business Mana	gement and Econo-	-	nent and Economics	
mics	i the ru	cutty of Busiliess Mana				
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
5		rical grade		• • • •		
Duratio		Module level	Other prerequisites	i		
1 semes		undergraduate				
Conten						
		erves the purpose of tra				
		taken at other German				
		al courses offered on a				
		offered by new Chairs t				ns)
		the respective Chairs w	ill ensure that the cou	urses are eligible for	credit transfer.	
Intende	ed learı	ning outcomes				
As a res	sult of a	accrediting multiple kine	ds of modules, a desc	ription of acquired s	kills cannot be giver	۱.
Course	S (type, n	umber of weekly contact hours,	, language — if other than Ge	rman)		
S (2)						
Method	d of ass	essment (type, scope, langu	age — if other than German,	examination offered — if no	ot every semester, informat	ion on whether
module is	creditab	le for bonus)				
		(approx. 15 pages) and	presentation (approx.	. 20 minutes); (weigh	nted 2:1) or	
		(20 to 25 pages)				
		ssessment: German and	d/or English			
Allocat	ion of p	olaces				
Additio	nal inf	ormation	_			
Worklo	ad					
150 h						
Teachir	ng cycl	e				
Teachir	ng cycle	e: no courses offered				
	<u> </u>	LPO I (examination regulatio	ns for teaching-degree progra	ammes)		
Module	annea	rs in				
		gree (1 major) Business	Management and Eco	nomics (2015)		
		gree (1 major) Economat	-	(2015)		
		gree (1 major) Business	-	(2015)		
		gree (1 major, 1 minor) B	,		10 r, 2015)	
Bachelo	or's de	gree (1 major) Business	Information Systems	(2016)	-	
		gree (1 major) Economat	•			
		gree (1 major) Business		(2019)		
		gree (1 major) Business	•	-		
		gree (1 major, 1 minor) E	-	-	10 r, 2019)	
		gree (1 major) Business			-	
		gree (1 major) Business	•			
Bacheloric	with 1 mai	or Business Management and	IMIT Mürzburg 🕈 a	enerated 19-Apr-2025 • exam	reg data re-	page 80 / 341
Economics		or Business management and		180 ECTS) Wirtschaftswissens	-	page 00 / 341

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

Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title	e			Abbreviation	
Financial A	ccounting and Auditing 1 -	Financial Statements	(German GAAP,	12-Wipr1-F-152-mo1	L
IFRS)					
Module coo	ordinator		Module offered by		
holder of th ting	e Chair of Business Manag	ement and Accoun-	Faculty of Manager	ment and Economics	
ECTS Me	thod of grading	Only after succ. con	npl. of module(s)		
5 nur	nerical grade				
Duration	Module level	Other prerequisites	;		
1 semester	undergraduate				
Contents					
Companies mercial Coc medium-siz ting princip	cal role of financial account in Germany are generally of de (HGB). These national ac zed enterprises (SMEs). Thi les. In addition to covering abilities, and the profit and	bbliged to prepare and counting rules are es s module offers a sys accounting principle	nual financial staten sential for non-capi tematic approach ar s under HGB, recogr	nents following the G tal market-oriented a nd interpretation of tl	erman Com- nd small and hese accoun-
Intended le	arning outcomes	_			
	nderstand the key concept of the steps necessary to p				
Courses (typ	e, number of weekly contact hours,	language — if other than Ge	rman)		
V (2) + Ü (2))				
module is credi written exa	assessment (type, scope, langu itable for bonus) mination (approx. 60 minu	tes)	examination offered — if n	ot every semester, informat	ion on whether
	f assessment: German and	I/or English			
Allocation	of places				
Additional	information				
Workload					
150 h		_			
Teaching cy					
	/cle: summer semester				
Referred to	in LPO I (examination regulation	ns for teaching-degree progra	ammes)		
Module app					
	degree (1 major) Business		nomics (2015)		
	degree (1 major) Economat	-			
	degree (1 major) Business degree (1 major, 1 minor) B	•	-	nor 2015)	
	egree (1 major, 1 minor) B	_		1101, 2015)	
	degree (1 major) Business				
	degree (1 major) Economat	•			
Master's de	egree (1 major) China Busin	ess and Economics (a	•		
	degree (1 major) Business	•	-		
	degree (1 major) Business	-			
Bachelor's with 1 Economics (2019	major Business Management and)		enerated 19-Apr-2025 • exar 180 ECTS) Wirtschaftswissen	-	page 82 / 341



Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020)

Module	e title				Abbreviation
		ounting and Auditing 2 - (Consolidated Financi	al Statements (Ger-	12-Wipr2-F-152-m01
man G/					
Module	e coord	inator		Module offered by	
holder ting	of the (Chair of Business Manage	ement and Accoun-	Faculty of Managen	nent 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				
de a gle wide. T nancia in-dept ground core bu	obal fir his mo l Repor th know l of inte usiness	ancial reporting frameword dule introduces the prince ting Standards). It provid vledge of relevant interna rnational accounting, the transactions. In addition	ork that ensures the e tiples and rules for in es students with a sy tional accounting sta principles driving re n, various problems c	efficient flow of inforn ternational accounti ystematic approach t andards. Students ge porting under IFRS, a	ational accounting aims to provi- mation in capital markets world- ng under IFRS (International Fi- o international accounting and et to know the institutional back- and specific standards covering ion of information by companies
		by investors are discusse ning outcomes	2d.		
ting Sta statem vant ac Course	andard ents fo countin s (type, r	s). They also have an in-c	lepth knowledge of th ounting rules. Studer tically evaluate finan	ne steps necessary to nts know the instituti cial statements.	International Financial Repor- o prepare and interpret financial ional framework, can solve rele-
V (2) +					
		sessment (type, scope, langua le for bonus)	ge — if other than German,	examination offered — if no	t every semester, information on whether
		nation (approx. 60 minut ssessment: German and,			
Allocat	ion of j	olaces			
Additio	onal inf	ormation			
Worklo	ad				
150 h					
Teachi	ng cycl	e			
Teachi	ng cycle	e: winter semester			
Referre	ed to in	LPO I (examination regulation	s for teaching-degree progra	mmes)	
Module	annes	ars in			
Bachel Bachel Bachel	or's de or's de or's de	gree (1 major) Business M gree (1 major) Economath gree (1 major) Business II gree (1 major, 1 minor) Bu	nematics (2015) nformation Systems ((2015)	10r, 2015)

Bachelor's with 1 major Business Management and	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data re-	page 84 / 341
Economics (2019)	cord Bachelor (180 ECTS) Wirtschaftswissenschaft - 2019	

Master's degree (1 major) China Business and Economics (2016) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020)

Module	e title				Abbreviation	
Financi	al Acco	ounting and Auditing 3 -	Auditing		12-Wipr3-F-152-mo	1
Module	e coord	inator		Module offered by	<u>I</u>	
holder ting	of the (Chair of Business Manag	gement and Accoun-	· · · ·	nent and Economics	5
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
5	1	rical grade				
Duratio		Module level	Other prerequisites			
1 seme	ster	undergraduate	 			
Conten			1			
statem extract nancia nerates	ents. Th value-r l data to s value	investing involves valua nis module provides a b relevant information fror o value corporations. Th in a corporation.	asic understanding of n financial statements	[;] financial statement s, carry out financial	analysis, particular statement analysis	ly on how to , and use fi-
		ning outcomes				
vant in ques to	formati o evalua	understand publicly trac on in financial statemer ate financial statements Students can apply valu	its, and use this inform and understand the f	mation for valuation. undamental role of f	They know the rele	vant techni- 1 in the valua
Course	S (type, n	umber of weekly contact hours,	language — if other than Ge	rman)		
V (2) +	Ü (2)					
		s essment (type, scope, langu le for bonus)	age — if other than German,	examination offered — if no	ot every semester, informa	tion on whether
		nation (approx. 60 minu ssessment: German and				
Allocat	ion of p	olaces				
			_			
Additio	nal inf	ormation	_			
 Worklo	ad					
150 h			_			
Teachi		P	_			
		e: winter semester				
		LPOI (examination regulation	as for toaching dogree are	ummoc)		
Module	3 30000	ore in				
		gree (1 major) Business	Management and Eco	nomics $(201r)$		
		gree (1 major) Busiliess gree (1 major) Economat	-	1011103 (2015)		
		gree (1 major) Business		(2015)		
		gree (1 major, 1 minor) B	•	-	10r, 2015)	
	-	ee (1 major) China Busin				
		gree (1 major) Business	•	(2016)		
		gree (1 major) Economat				
	-	ee (1 major) China Busin gree (1 major) Business		•		
Duchel	51 5 46	Bree (1 major) Dusiness	monnation Systems	(2013)		
		or Business Management and	JMU Würzburg • g			



Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020)

Modul	e title				Abbreviation	
Semina	ar: Fina	ncial Accounting and A	uditing		12-Wipr-FS-152-mo	1
Modul	e coord	inator		Module offered by		
		Chair of Business Mana	agement and Accoun-		nent and Economics	
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
5	1	rical grade				
Duratio		Module level	Other prerequisites			
1 seme		undergraduate				
Conter		undergraduate				
This m using t	odule is he relev	vant academic literatur	the seminar is to critic re and discuss results v			accounting
Intend	ed lear	ning outcomes				
			nts will be able to use s tions. They can present			sues in finan-
Course	S (type, r	number of weekly contact hour	s, language — if other than Ge	rman)		
S (2)						
		sessment (type, scope, lang le for bonus)	guage — if other than German,	examination offered — if no	ot every semester, informat	ion on whether
term pa	aper (ai					
		ssessment: German ar	resentation (approx. 20 1d/or English	o minutes), weighted	2:1	
Langua Allocat	age of a t ion of p	ssessment: German ar blaces	nd/or English	-		
Langua Allocat 15 plac by lot a numbe	tion of pla	ssessment: German ar blaces Should the number of a all applicants irrespect	applications exceed the ive of their subjects. (2 the same procedure. (e number of available) Places on all cours	e places, places will es of the module wit	th a restricted
Langua Allocat 15 plac by lot a numbe cated b	age of a tion of p ces. (1) s among a er of pla by lot as	ssessment: German ar blaces Should the number of a all applicants irrespect ces will be allocated in	applications exceed the ive of their subjects. (2 the same procedure. (e number of available) Places on all cours	e places, places will es of the module wit	th a restricted
Langua Allocat 15 plac by lot a numbe cated b	age of a tion of p ces. (1) s among a er of pla by lot as	ssessment: German ar blaces Should the number of a all applicants irrespect ces will be allocated in s they become availabl	applications exceed the ive of their subjects. (2 the same procedure. (e number of available) Places on all cours	e places, places will es of the module wit	th a restricted
Langua Allocat 15 plac by lot a numbe cated b	age of a tion of p tes. (1) s among a ter of pla by lot as onal info	ssessment: German ar blaces Should the number of a all applicants irrespect ces will be allocated in s they become availabl	applications exceed the ive of their subjects. (2 the same procedure. (e number of available) Places on all cours	e places, places will es of the module wit	th a restricted
Langua Allocat 15 plac by lot a numbe cated b Additio	age of a tion of p tes. (1) s among a ter of pla by lot as onal info	ssessment: German ar blaces Should the number of a all applicants irrespect ces will be allocated in s they become availabl	applications exceed the ive of their subjects. (2 the same procedure. (e number of available) Places on all cours	e places, places will es of the module wit	th a restricted
Langua Allocat 15 plac by lot a numbe cated h Additio Worklo 150 h	age of a tion of p tes. (1) s among a ter of pla by lot as onal info	ssessment: German ar blaces Should the number of a all applicants irrespect ces will be allocated in s they become availabl ormation	applications exceed the ive of their subjects. (2 the same procedure. (e number of available) Places on all cours	e places, places will es of the module wit	th a restricted
Langua Allocat 15 plac by lot a numbe cated h Additio Worklo 150 h Teachi	age of a tion of p tes. (1) s among a er of pla by lot as onal inf oad	ssessment: German ar blaces Should the number of a all applicants irrespect ces will be allocated in they become availabl ormation e	applications exceed the ive of their subjects. (2 the same procedure. (e number of available) Places on all cours	e places, places will es of the module wit	th a restricted
Langua Allocat 15 plac by lot a numbe cated h Additio Worklo 150 h Teachi Teachi	age of a tion of p tes. (1) s among a er of pla by lot as onal inf onal inf oad	ssessment: German ar places Should the number of a all applicants irrespect ces will be allocated in s they become availabl ormation e e: each semester	nd/or English applications exceed the ive of their subjects. (2 o the same procedure. (e.	e number of available) Places on all cours (3) A waiting list will	e places, places will es of the module wit	th a restricted
Langua Allocat 15 plac by lot a numbe cated h Additio Worklo 150 h Teachi Teachi	age of a tion of p tes. (1) s among a er of pla by lot as onal inf onal inf oad	ssessment: German ar places Should the number of a all applicants irrespect ces will be allocated in s they become availabl ormation e e: each semester	applications exceed the ive of their subjects. (2 the same procedure. (e number of available) Places on all cours (3) A waiting list will	e places, places will es of the module wit	th a restricted
Langua Allocat 15 plac by lot a numbe cated b Additio Worklo 150 h Teachi Teachi Referre	age of a tion of p tes. (1) s among a er of pla by lot as onal info pad ng cycle ed to in	ssessment: German ar places Should the number of a all applicants irrespect ces will be allocated in s they become availabl ormation e e: each semester LPO I (examination regulati	nd/or English applications exceed the ive of their subjects. (2 o the same procedure. (e.	e number of available) Places on all cours (3) A waiting list will	e places, places will es of the module wit	th a restricted
Langua Allocat 15 plac by lot a numbe cated h Additio Worklo 150 h Teachi Teachi Teachi Referre	age of a tion of p tes. (1) t among a er of pla by lot as onal info oad ng cycle ed to in e appea	ssessment: German ar places Should the number of a all applicants irrespect ces will be allocated in s they become availabl ormation e e: each semester LPO I (examination regulati ars in	nd/or English applications exceed the ive of their subjects. (2 of the same procedure. (e.	e number of available) Places on all cours (3) A waiting list will ammes)	e places, places will es of the module wit	th a restricted
Langua Allocat 15 plac by lot a numbe cated h Additio Worklo 150 h Teachi Teachi Referre Bachel	age of a tion of p tes. (1) s among a er of pla oy lot as onal info onal info oad ng cycle ed to in e appea or's des	ssessment: German ar places Should the number of a all applicants irrespect ces will be allocated in s they become availabl ormation e e: each semester LPO I (examination regulati ars in gree (1 major) Business	applications exceed the ive of their subjects. (2 the same procedure. (e. ons for teaching-degree progra	e number of available) Places on all cours (3) A waiting list will ammes)	e places, places will es of the module wit	th a restricted
Langua Allocat 15 plac by lot a numbe cated h Additio Worklo 150 h Teachi Teachi Referre Bachel Bachel Bachel	age of a tion of p tes. (1) s among a er of pla by lot as onal info pad ng cycle ed to in e appea lor's de or's de	ssessment: German ar places Should the number of a all applicants irrespect ces will be allocated in s they become availabl ormation e e: each semester LPO I (examination regulati ars in gree (1 major) Business gree (1 major) Economa	applications exceed the ive of their subjects. (2 o the same procedure. (e. ons for teaching-degree progra s Management and Eco athematics (2015)	e number of available) Places on all cours (3) A waiting list will ammes)	e places, places will es of the module wit	th a restricted
Langua Allocat 15 plac by lot a numbe cated h Additic Worklo 150 h Teachi Teachi Teachi Bachel Bachel Bachel Bachel	age of a tion of p tes. (1) s among a er of pla by lot as onal info pad ng cycle ad to in e appea or's de or's de or's de	ssessment: German ar places Should the number of a all applicants irrespect ces will be allocated in 5 they become available ormation e e: each semester LPO I (examination regulation gree (1 major) Business gree (1 major) Business gree (1 major) Business	applications exceed the ive of their subjects. (2 o the same procedure. (e. ons for teaching-degree progra s Management and Eco athematics (2015) s Information Systems	e number of available) Places on all cours (3) A waiting list will ammes) onomics (2015) (2015)	e places, places will es of the module wit be maintained and p	th a restricted
Langua Allocat 15 plac by lot a numbe cated h Additic Worklo 150 h Teachi Teachi Teachi Bachel Bachel Bachel Bachel Bachel	age of a tion of p tes. (1) s among a er of pla by lot as onal info pad ng cycle ad to in e appea or's de or's de or's de or's de or's de	ssessment: German ar places Should the number of a all applicants irrespect ces will be allocated in 5 they become availabl ormation e e: each semester LPO I (examination regulati ars in gree (1 major) Business gree (1 major) Business gree (1 major, 1 minor)	applications exceed the ive of their subjects. (2 of the same procedure. (e. ons for teaching-degree progra s Management and Eco athematics (2015) s Information Systems Business Management	e number of available) Places on all cours (3) A waiting list will ammes) enomics (2015) (2015) : and Economics (Min	e places, places will es of the module wit be maintained and p	th a restricted
Langua Allocat 15 plac by lot a numbe cated h Additic Worklo 150 h Teachi Teachi Referre Bachel Bachel Bachel Bachel Master	age of a tion of p tes. (1) s among a er of pla by lot as onal info pad ng cycle ed to in e appea or's de or's de or's de or's de or's de	ssessment: German ar places Should the number of a all applicants irrespect ces will be allocated in s they become available ormation e e: each semester LPO I (examination regulati ars in gree (1 major) Businesse gree (1 major) Businesse gree (1 major, 1 minor) ee (1 major) China Busi	applications exceed the ive of their subjects. (2 of the same procedure. (e. ons for teaching-degree progra s Management and Eco athematics (2015) s Information Systems Business Management iness and Economics (2	e number of available) Places on all cours (3) A waiting list will ammes) (2015) and Economics (Min 2016)	e places, places will es of the module wit be maintained and p	th a restricted
Langua Allocat 15 plac by lot a numbe cated h Additic Worklc 150 h Teachi Teachi Teachi Bachel Bachel Bachel Bachel Bachel Bachel Bachel	age of a tion of p tess. (1) s among a er of pla by lot as onal info pad ng cycle ad to in e appea lor's deg or's deg or's deg or's deg or's deg	ssessment: German ar places Should the number of a all applicants irrespect ces will be allocated in s they become available ormation e e e: each semester LPO I (examination regulating gree (1 major) Businesses gree (1 major) Businesses gree (1 major) Businesses gree (1 major) China Busing gree (1 major) Businesses gree (1 major) China Busing gree (1 major) Businesses gree (1 major) Busineses gree (1 maj	applications exceed the ive of their subjects. (2 o the same procedure. (e. ons for teaching-degree progra s Management and Eco athematics (2015) s Information Systems Business Management iness and Economics (2 s Information Systems)	e number of available) Places on all cours (3) A waiting list will ammes) (2015) and Economics (Min 2016)	e places, places will es of the module wit be maintained and p	th a restricted
Langua Allocat 15 plac by lot a numbe cated h Additic Worklo 150 h Teachi Teachi Teachi Bachel Bachel Bachel Bachel Bachel Bachel Bachel Bachel Bachel Bachel Bachel Bachel Bachel	age of a tion of p tess. (1) s among a er of pla by lot as onal info bad ng cycle ad to in e appea or's deg or's deg or's degrior's degr	ssessment: German ar places Should the number of a all applicants irrespect ces will be allocated in 5 they become available ormation e e: each semester LPO I (examination regulation gree (1 major) Business gree (1 major) Business	applications exceed the ive of their subjects. (2 of the same procedure. (e. ons for teaching-degree progra s Management and Eco athematics (2015) s Information Systems Business Management iness and Economics (2 s Information Systems athematics (2017)	e number of available) Places on all cours (3) A waiting list will ammes) (2015) and Economics (Min 2016) (2016)	e places, places will es of the module wit be maintained and p	th a restricted
Langua Allocat 15 plac by lot a numbe cated h Additic Worklo 150 h Teachi Teachi Teachi Bachel Bachel Bachel Bachel Bachel Bachel Bachel Bachel Bachel Bachel Bachel Bachel Bachel Bachel Bachel Bachel Bachel Bachel	age of a ion of p ies. (1) s among a er of pla by lot as onal info bad ng cycle ad ng cycle ed to in e appea lor's de; lor's de; l	ssessment: German ar places Should the number of a all applicants irrespect ces will be allocated in 5 they become availabl ormation e e: each semester LPO I (examination regulati ars in gree (1 major) Business gree (1 major) Business gree (1 major) Business gree (1 major) Business gree (1 major) China Busi gree (1 major) Economa gree (1 major) Economa gree (1 major) China Busi gree (1 major) China Busi	applications exceed the ive of their subjects. (2 of the same procedure. (e. ons for teaching-degree progra s Management and Eco athematics (2015) s Information Systems Business Management iness and Economics (2 s Information Systems athematics (2017) iness and Economics (2	e number of available) Places on all cours (3) A waiting list will ammes) (2015) (2015) (2016) (2019)	e places, places will es of the module wit be maintained and p	th a restricted
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Bachelor's degree (1 major) Business Information Systems (2020)



Module	title				Abbreviation
Decisio	n Theo	ry			12-l&F-F-192-m01
Module	coord	inator		Module offered by	
holder o Finance		Chair of Business Manage	ement and Corporate	Faculty of Managem	nent 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				
		decision theory under cer ions of the expected utilit			ision theory under uncertainty in
Syllabu	s:				
1. Fishe 2. Revea	r mode aled pr	ns under certainty e eferences relations			
1. The b 2. Risk 3. Inten	basic m prefere sity of nastic o	nces risk aversion dominance	pected Utility Theory		
1. Intro 2. Relat	ductior ion to o cation	ns under uncertainty: μ - ι expected utility theory in Portfolio Theory & Tob			
Intende	d learr	ning outcomes			
		acquire knowledge about earned concepts.	how to describe app	ropriate decision sit	uations and how to solve them
Courses	5 (type, n	umber of weekly contact hours, la	anguage — if other than Ger	man)	
V (2) + ĺ	Ü (2)				
		s essment (type, scope, languag le for bonus)	ge — if other than German, e	examination offered — if no	t every semester, information on whether
written	examir	nation (approx. 60 minute	es)		
Allocati	ion of p	olaces			
Additio	nal inf	ormation			
Worklo	ad				
150 h					
Teachin	ig cycl	e			
Teachin	ig cycle	e: summer semester			

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

Module appears in

Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020) Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023)

Module title)			Abbreviation
Seminar: In	vestment and Finance			12-I&F-FS-192-m01
Module coo	rdinator		Module offered by	
	e Chair of Business Manag	ement and Corporate	•	nent and Economics
Finance			·	
	hod of grading	Only after succ. com	pl. of module(s)	
	nerical grade			
Duration	Module level	Other prerequisites		
1 semester	undergraduate			
Contents		-		
lyze a selec	ed topic and to write a sen The seminar may be largel	ninar thesis. Moreove	r, they are required t	required to independently ana- to present, discuss and defend based on independent work with
Intended le	arning outcomes			
	ll gain in-depth knowledge eir knowledge in a written s			t and finance. They are able to d it in a final talk.
Courses (typ	e, number of weekly contact hours, l	anguage — if other than Ger	man)	
S (2)				
Method of a module is credi		ge — if other than German, e	examination offered — if no	t every semester, information on whether
term paper	(approx. 15 pages) and oral	examination (appro>	<. 25 minutes); (weig	hted 3:2)
Allocation o	f places			
among all a (2) Places o re.	pplicants irrespective of th	eir subjects. with a restricted nun	nber of places will b	laces will be allocated by lot e allocated in the same procedu- ne available.
Additional i	nformation			
Workload				
150 h				
Teaching cy	cle			
Teaching cy	cle: each semester			
Referred to	in LPO I (examination regulation	s for teaching-degree progra	mmes)	
Module app	ears in			
Bachelor's o Bachelor's o	legree (1 major) Business I legree (1 major) Business M legree (1 major, 1 minor) Bu legree (1 major) Business I	Nanagement and Eco usiness Management	nomics (2019) and Economics (Mir	nor, 2019)

	e title			Abbreviation	
Busine	ss Valuation between Financia	Mathematics and Da	ta on Capital Mar-	12-UBW-F-152-m01	
ket					
Module	e coordinator		Module offered by		
holder Finance	of the Chair of Business Manag e	ement and Corporate	Faculty of Managen	nent and Economics	
ECTS	Method of grading	Only after succ. com	pl. of module(s)		
5	numerical grade				
Duratio	on Module level	Other prerequisites			
1 seme	ster undergraduate				
Conten	its				
count r Outline 1. Intro- 2. Unce 3. Estin 4. Risk 5. The r vestme 6. Diffe Intende After cc studen (i) unde (ii) exan	erent discounted cash flow value ed learning outcomes ompletion of the module "Busin ts can erstand the modern process of mine submitted reviews accord	ture of the DCF metho n the valuation of a co nd consistency ler certainty applying he relevant risk and it ation methods: forma ess valuation betwee objectified business v ing to consistent appl	ods. ompany different interest rate is equivalence for va l foundations and ec n Financial Mathema raluation theory; lication of these met	e structures luation object and a conomic principles atics and capital ma	lternative in-
	d of assessment (type, scope, langu	age — if other than German, e	examination offered — if no	t every semester, informati	on on whether
	s creditable for bonus) examination (approx. 60 minu	 tes)			
	ion of places	,			
	nal information				
muntio					
 Worklo	ad				
 Worklo 150 h	ad				
150 h	ng cycle				
150 h Teachi i					
150 h Teachii Teachir	ng cycle	s for teaching-degree progra	mmes)		
150 h Teachii Teachir	ng cycle ng cycle: after announcement	is for teaching-degree progra	mmes)		
150 h Teachir Teachir Referre 	ng cycle ng cycle: after announcement	is for teaching-degree progra	mmes)		
150 h Teachir Teachir Referre Module Bachele Bachele	ng cycle ng cycle: after announcement ed to in LPO I (examination regulation	Management and Eco hematics (2015)	nomics (2015)		

UNIVERSITÄT WÜRZBURG

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

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Master's degree (1 major) China Business and Economics (2016) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020) Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title					Abbreviation	
Business Taxation 1: An Introduction to Tax Law & Tax Plan				ning	12-St1-F-152-m01	
Module coordinator				Module offered by		
holder of the Chair of Business Management and Business Taxation						
ECTS	Meth	od of grading	Only after succ. compl. of module(s)			
5	nume	rical grade				
Duratio	n	Module level	Other prerequisites	her prerequisites		
1 seme	ster	undergraduate				
Conten	ts					
		vill introduce students to nalyse tax effects on eco				
Intende	ed lear	ning outcomes				
fect of t	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 for	
Course	S (type, r	number of weekly contact hours, l	language — if other than Ger	rman)		
V (2) +	Ü (2)					
		Sessment (type, scope, langua le for bonus)	ge — if other than German, e	examination offered — if no	ot every semester, informat	ion on whether
written credita		nation (approx. 60 minut bonus	es)			
Allocat	ion of _l	olaces				
			-			
Additio	nal inf	ormation	-			
			-			
Worklo	ad					
150 h						
Teachi	ng cycl	e	-			
		e: summer semester				
		LPO I (examination regulation	s for teaching-degree progra	mmes)		
Module	e appea	ars in				
Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Master's degree (1 major) China Business and Economics (2016) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major) Business Management and Economics (2019)						
Bachel	or's de	gree (1 major) Business I	nformation Systems ((2020)		
Bachelor's Economics		jor Business Management and		enerated 19-Apr-2025 • exam 80 ECTS) Wirtschaftswissens		page 95 / 341

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 (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022)

Module title					Abbreviation	
Business Taxation 2: The Taxation of Income in Germany					12-St2-F-152-m01	
Module coordinator				Module offered by		
holder of the Chair of Business Management and Business Taxation			anagement and Business	Faculty of Management and Economics		
ECTS	Meth	od of grading	Only after succ. cor	Only after succ. compl. of module(s)		
5	nume	erical grade				
Duration Module level Other p		Other prerequisites	;			
1 semester undergraduate						
Contents						

Contents

In this module, students will acquire an in-depth knowledge of the system of income taxation in Germany which consists of personal income tax, corporate income tax and trade tax, a special income tax on business income.

1 INCOME TAX (EStG)

1.1 Income concepts and legal definitions of income

1.2 Determining income in accordance with the EStG

2 CORPORATE INCOME TAX (KStG)

2.1 Basic principles

- 2.2 Determination of income
- 2.3 Loss offset rules
- 2.4 Special issues with equity capital for tax purposes

2.5 Treatment of shareholdings

3 TRADE TAX (GewStG)

3.1 Basic principles

3.2 Loss offset rules

3.3 Group taxation in the trade tax

4 CASE STUDY PROFIT CALCULATION UNDER COMMERCIAL AND TAX LAW

Intended learning outcomes

Students acquire in-depth knowledge of the system of income taxation in Germany. They are able to solve practical problems of medium to high complexity in this filed by means of the tax code, other legal texts and secondary literature.

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

V (2) + Ü (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) creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: winter semester

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

Module appears in

Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Master's degree (1 major) China Business and Economics (2016) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020) Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title					Abbreviation	
Business Taxation 3: Introduction to VAT				12-St3-F-152-m01		
Module coordinator			Module offered by			
holder of the Chair of Business Management and Business Taxation			· · · · · · · · · · · · · · · · · · ·			
ECTS	Metho	od of grading	Only after succ. compl. of module(s)			
5		rical grade				
Duratio	n	Module level	Other prerequisites			
1 seme	semester undergraduate					
Conten	ts	0	<u>.</u>			
		o German value added ta	X.			
		ning outcomes				
Studen	ts acqu	ire a thorough knowledg / by using the tax code it:			ve VAT problems of	low to medi-
Courses	S (type, n	umber of weekly contact hours, l	anguage — if other than Ger	man)		
V (2) +	Ü (2)					
		s essment (type, scope, langua le for bonus)	ge — if other than German, (examination offered — if no	t every semester, informati	on on whether
	examin . 30 mi			ninutes, groups of 2:	approx. 20 minutes	, groups of 3
Allocat	ion of p	olaces				
Additio	nal inf	ormation				
Worklo	ad					
150 h						
Teachir	ng cycl	e				
Teachir	ng cycle	e: summer semester				
		LPO I (examination regulations	s for teaching-degree progra	mmes)		
				-		
Module	e appea	rs in				
		gree (1 major) Business N	Nanagement and Eco	nomics (2015)		
		gree (1 major) Economath	-			
		gree (1 major) Business li	,			
		gree (1 major, 1 minor) Bu	•		10 r, 2015)	
	-	ee (1 major) China Busine				
Bachelor's degree (1 major) Business Information Systems (2016)						
Bachelor's degree (1 major) Economathematics (2017)						
Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019)						
		gree (1 major) Business N gree (1 major, 1 minor) Bu			or 2010)	
Bachelo	or's de	gree (1 major) Business In ee (1 major) China Busine	nformation Systems ((2020)	101, 2019)	
Bachelor's Economics		or Business Management and		enerated 19-Apr-2025 • exam 80 ECTS) Wirtschaftswissens	-	page 99 / 341

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

Bachelor's degree (1 major) Business Information Systems (2021)
Bachelor's degree (1 major) Economathematics (2021)
Bachelor's degree (1 major) Business Management and Economics (2021)
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)
Bachelor's degree (1 major) Economathematics (2022)
exchange program Business Management and Economics (2022)
Bachelor's degree (1 major) Business Information Systems (2023)
Bachelor's degree (1 major) Economathematics (2023)
Bachelor's degree (1 major) Business Management and Economics (2023)
Bachelor's degree (1 major) Business Management and Economics (2023)
Bachelor's degree (1 major) Business Management and Economics (2023)

Selecte	e title				Abbreviation					
Selected Topics in Business Taxation - Lecture				12-StAP-V-152-m01						
Module coordinator			Module offered by							
holder of the Chair of Business Management and Business Faculty of Management and Economics Taxation					;					
ECTS										
5	numerical grade									
Duratio	on 🗌	Module level	e level Other prerequisites							
1 seme	semester undergraduate									
	Contents									
		als with colocted pro	blems and issues of bu	cinocs taxation						
		· · ·								
		ing outcomes								
			solve selected probler		iness.					
Course	S (type, nu	mber of weekly contact hou	rs, language — if other than Ge	rman)						
V (2) +	Ü (2)									
		e ssment (type, scope, lan e for bonus)	guage — if other than German,	examination offered — if no	ot every semester, informat	ion on whether				
Langua Assess quent s	age of as ment of semeste	sessment: German a fered: Only when ann r		r in which the course	s are offered and in	approx. 30 minutes) Language of assessment: German and/or English Assessment offered: Only when announced in the semester in which the courses are offered and in the subse- quent semester creditable for bonus				
			Allocation of places							
Additio	Additional information									
	onal info	rmation								
 Worklo		rmation								
		rmation								
150 h	ad									
150 h Teachi i	ad ng cycle									
150 h Teachi Teachin	ng cycle	after announcement		ummec)						
150 h Teachi i Teachii	ng cycle	after announcement	t tions for teaching-degree progra	ammes)						
150 h Teachin Teachin Referre	ng cycle ng cycle ng cycle ed to in l	after announcement		ammes)						
150 h Teachin Teachin Referre Module	ng cycle ng cycle ed to in l e appear	after announcement POI (examination regulat	tions for teaching-degree progra							
150 h Teachin Teachin Referre Module Bachel	ng cycle ng cycle ed to in l e appear or's deg	after announcement POI (examination regulat s in ree (1 major) Busines	tions for teaching-degree progra							
150 h Teachin Referre Bachel Bachel	ad ng cycle ng cycle ed to in L e appear or's deg or's deg	after announcement POI (examination regulat s in ree (1 major) Busines ree (1 major) Econom	tions for teaching-degree progra s Management and Eco athematics (2015)	nomics (2015)						
150 h Teachin Referre Bachel Bachel Bachel	ad ng cycle ng cycle ed to in l e appear or's deg or's deg or's deg	after announcement PO I (examination regulation) s in ree (1 major) Busines ree (1 major) Econom ree (1 major) Busines	tions for teaching-degree progra s Management and Eco athematics (2015) is Information Systems	nomics (2015) (2015)						
150 h Teachin Teachin Referre Module Bachel Bachel Bachel Bachel	ng cycle ng cycle ed to in l e appear or's deg or's deg or's deg or's deg	s after announcement PO I (examination regulat s in ree (1 major) Busines ree (1 major) Busines ree (1 major) Busines ree (1 major, 1 minor)	tions for teaching-degree progra s Management and Eco athematics (2015) s Information Systems Business Management	nomics (2015) (2015) : and Economics (Mi	nor, 2015)					
150 h Teachin Teachin Referre Bachel Bachel Bachel Bachel Bachel Master	ng cycle ng cycle ed to in l e appeal or's deg or's deg or's deg 's degre	s after announcement PO I (examination regulat rs in ree (1 major) Busines ree (1 major) Econom ree (1 major) Busines ree (1 major, 1 minor) e (1 major) China Bus	tions for teaching-degree progra s Management and Eco athematics (2015) s Information Systems Business Management iness and Economics (2	nomics (2015) (2015) : and Economics (Mi 2016)	nor, 2015)					
150 h Teachin Referre Bachel Bachel Bachel Bachel Bachel Bachel Bachel Bachel	ad ng cycle ng cycle ed to in l e appear or's deg or's deg or's deg or's deg or's deg or's degre or's degre	e after announcement PO I (examination regulat s in ree (1 major) Busines ree (1 major) Econom ree (1 major) Busines ree (1 major, 1 minor) e (1 major) China Bus ree (1 major) Busines	tions for teaching-degree progra as Management and Eco athematics (2015) as Information Systems Business Management iness and Economics (2 as Information Systems	nomics (2015) (2015) : and Economics (Mi 2016)	nor, 2015)					
150 h Teachin Referre Bachel Bachel Bachel Bachel Bachel Bachel Bachel Bachel Bachel Bachel	ad ng cycle ng cycle ed to in l e appeau or's deg or's deg or's deg r's degre or's deg or's deg or's deg	e after announcement PO I (examination regulation) ree (1 major) Busines ree (1 major) Econom ree (1 major) Busines ree (1 major) Ausines ree (1 major) China Bus ree (1 major) Busines ree (1 major) Econom	tions for teaching-degree progra s Management and Eco athematics (2015) is Information Systems Business Management siness and Economics (2 is Information Systems athematics (2017)	nomics (2015) (2015) : and Economics (Mi 2016) (2016)	nor, 2015)					
150 h Teachin Teachin Referre Bachel Bachel Bachel Bachel Bachel Bachel Bachel Bachel Bachel Bachel Bachel Bachel	ng cycle ng cycle ed to in l e appear or's deg or's deg or's degre or's degre or's degre or's degre or's degre	after announcement PO I (examination regulat rs in ree (1 major) Busines ree (1 major) Busines ree (1 major) Busines ree (1 major) China Bus ree (1 major) Busines ree (1 major) Busines ree (1 major) Busines ree (1 major) China Bus	tions for teaching-degree progra s Management and Eco athematics (2015) s Information Systems Business Management siness and Economics (2 s Information Systems athematics (2017) siness and Economics (2	nomics (2015) (2015) : and Economics (Mi 2016) (2016) 2019)	nor, 2015)					
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Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020)

Module title					Abbreviation	
Selected Topics in Business Taxation - Seminar				12-StAP-S-152-m01		
Module coordinator			Module offered by			
holder of the Chair of Business Management and Business Faculty of Management and Economics						
Taxation						
ECTS	Metho	od of grading	Only after succ. con	compl. of module(s)		
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites			
1 semester undergraduate						
Contents						
		eals with selected pro	blems and issues of bu	siness taxation		
		ning outcomes				
					· · · · · · · · · · · · · · · · · · ·	
			solve selected problem		iness taxation.	
	S (type, n	umber of weekly contact hour	rs, language — if other than Ger	man)		
S (2)						
		e ssment (type, scope, lang le for bonus)	guage — if other than German,	examination offered — if no	ot every semester, informati	ion on whether
 b) term paper (approx. 10 to 15 pages) and presentation (approx. 20 minutes), weighted 2:1 or c) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) Language of assessment: German and/or English Assessment offered: Only when announced in the semester in which the courses are offered and in the subse- 						
quent s credita						
Allocat	ion of p	olaces				
by lot a numbe	imong a r of pla	all applicants irrespect	applications exceed the live of their subjects. (2) in the same procedure. (le.) Places on all cours	es of the module wit	h a restricted
	. •	ormation				
Worklo	ad					
150 h						
Teachi	ng cycl	9				
		e: each semester				
			ions for teaching-degree progra	mmoc)		
				inities)		
Module	e appea	irs in				
Bachel	or's de	gree (1 major) Busines	s Management and Eco	nomics (2015)		
Bachelor's degree (1 major) Economathematics (2015)						
Bachel	or's de	gree (1 major) Busines	s Information Systems ((2015)		
			Business Management		10 r, 2015)	
			iness and Economics (2			
			s Information Systems ((2016)		
		gree (1 major) Econom		、 、		
	-	ee (1 major) China Bus	iness and Economics (2	2019) enerated 19-Apr-2025 • exam	n reg data ro	nage 100 / 011
	(2019)	or Business Management and		80 ECTS) Wirtschaftswissens		page 103 / 341

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

Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020)

Module title					Abbreviation	
Integra	Integrated Business Processes 12-GP-G-152-mo1					
Module	coord	inator		Module offered by		
holder of the Chair of Business Management and Business Information Systems				Faculty of Management and Economics		
ECTS	Metho	Method of grading Only after succ. compl. of module(s)				
5	numerical grade					
Duratio	n	Module level	Other prerequisites			
1 semes	1 semester undergraduate					
Conten	ts					
senscha parts. In sis for t quired I text, the alt with The cou the exa cesses Intende After co 1. reflec 2. unde 3. perfo	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 S4/HANA on case studies on the model company Almika. In this con- text, the human resources, purchasing, sales, service, project management and finance departments will be de- alt with. The course will introduce students to business processes of an ERP system (Enterprise Resource Planning) using the example of SAP S/4HANA. In addition to the basic principles, students will also become familiar with the pro- cesses 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, 2. understand the functionality of ERP systems and 3. perform and understand business processes within the ERP system SAP Business ByDesign.					nto two ve as a ba- eir newly ac- In this con- s will be de- nning) using
V (2) + l		umber of weekly contact hours,	language — II other than Ger	llidil)		
Method	l of ass	essment (type, scope, langu	age — if other than German, o	examination offered — if no	t every semester, informati	on on whether
a) writte b) term c) term	module is creditable for bonus) a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) or c) term paper (approx. 10 to 15 pages) and presentation (approx. 10 minutes); (weighted 2:1) creditable for bonus					
Allocati	ion of p	olaces				
15 places. (1) The number of places is not restricted for students of the Bachelor's degree subject Wirtschafts- informatik (Business Information Systems) (BSc with 180 ECTS credits). (2) Additional places will be allocated to students of other subjects provided there is enough capacity. These additional places will be allocated by lot among all applicants irrespective of their subjects. (3) Places on all courses of the module with a restricted num- ber of places will be allocated in the same procedure. (4) A waiting list will be maintained and places re-alloca- ted by lot as they become available.						
Additional information						
Worklo	ad					
150 h						
Teachin	ig cycl	9				
Teachin	ıg cycle	e: summer semester				
Referre	Referred to in LPO I (examination regulations for teaching-degree programmes)					
Bachelor's v Economics (or Business Management and		enerated 19-Apr-2025 • exam 80 ECTS) Wirtschaftswissenso		page 105 / 341

Module appears in

Bachelor's degree (1 major) Computer Science (2015) Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Master's degree (1 major) Media Communication (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Master's degree (1 major) China Business and Economics (2016) Bachelor's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Media Communication (2016) Bachelor's degree (1 major) Economathematics (2017) Bachelor's degree (1 major) Computer Science (2017) Master's degree (1 major) Media Communication (2018) Bachelor's degree (1 major) Computer Science (2019) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Master's degree (1 major) Media Communication (2019) Bachelor's degree (1 major) Business Information Systems (2020) Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) Bachelor's degree (1 major) Artificial Intelligence and Data Science (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Artificial Intelligence and Data Science (2023) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title				Abbreviation	
Forward and Reverse Business Engineering				12-FRBE-F-152-m01	
Module coordinator			Module offered by		
	holder of the Chair of Business Management and Business Faculty of Management and Economics Information Systems				
ECTS	ECTS Method of grading Only after succ. compl. of module(s)				
5 numerical grade					
Duration Module level Other prerequisites					
1 seme	ster undergraduate				
Conten	ts				
cess m cess ar ments a ny. The formati The cou ject tea	age. "Forward" refers to design methods (such as situation analysis, requirements analysis and business pro- cess modelling) that help implement a new solution. "Reverse" refers to approaches (such as the use and pro- cess analysis) that make it possible to improve or re-design existing structures and processes. Market require- ments and technological innovation potential are typical reasons for the continuous transformation of a compa- ny. The resulting change needs to be implemented into the organisational structure, business processes and in- formation systems. The course traces the implementation cycle of enterprise software from the point of view of a member of a pro- ject team. In addition to acquainting students with the theoretical basis of adaptation, the course will also dis-				
	amples from practical proje ed learning outcomes				
1. Stud appl 2. Mast and pract 3. Stud le co	 The "Forward und Reverse Business Engineering" module aims to achieve the following learning outcomes: Students acquire profound expertise in the process of adapting business software libraries and learn how to apply this knowledge to practical scenarios. Mastery of forward engineering methods such as situation analysis, requirements analysis, process modeling, and business blueprinting, as well as reverse engineering methods like reverse business engineering and their practical implementation in corresponding tools. Students develop interdisciplinary methodological skills that enable them to independently and flexibly tackle complex challenges. This includes, in particular, the application of the aforementioned methods of forward and reverse engineering 				
Course	S (type, number of weekly contact ho	urs, language — if other than Gei	rman)		
V (2) +	Ü (2)				
module is	d of assessment (type, scope, la creditable for bonus) en examination (approx. 60		examination offered — if no	t every semester, information on whether	
b) term c) term	paper (approx. 15 pages) or paper (approx. 10 to 15 pag ble for bonus	- -	prox. 10 minutes); (v	veighted 2:1)	
Allocation of places					
50 places. 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) (BSc with 180 ECTS cre- dits) will be given preferential consideration. (2) The remaining places will be allocated to students of other sub- jects. (3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group. (4) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (5) A waiting list will be maintained and places re-allocated by lot as they become available. Additional information					

Workload

150 h

Teaching cycle

Teaching cycle: winter semester

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

Module appears in

Bachelor's degree (1 major) Computer Science (2015) Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Master's degree (1 major) Media Communication (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Master's degree (1 major) China Business and Economics (2016) Bachelor's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Media Communication (2016) Bachelor's degree (1 major) Economathematics (2017) Bachelor's degree (1 major) Computer Science (2017) Master's degree (1 major) Media Communication (2018) Bachelor's degree (1 major) Computer Science (2019) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Master's degree (1 major) Media Communication (2019) Bachelor's degree (1 major) Business Information Systems (2020) Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) Bachelor's degree (1 major) Artificial Intelligence and Data Science (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Artificial Intelligence and Data Science (2023) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title Abbreviation							
Seminar: Information Technologies 12-Wiinf-FS-152-mo1						1	
Module coordinator Module offered by							
holder o Informa		Chair of Business Manag /stems	gement and Business	Faculty of Managen	nent 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				
1 semes	ster	undergraduate					
Conten	ts						
tured te	erm pap	students will acquire in per and to present the re ad enterprise systems.					
Reading will var		ding to topic					
Intende	ed learn	ning outcomes					
1. unde 2. integ	rstand rate ela	ng the course "Wirtscha the fundamentals of sc aborated content in a sc entations independently	ientific literature revie cientific thesis;		ble to		
Courses	5 (type, n	umber of weekly contact hours,	, language — if other than Ge	rman)			
S (2)							
		e essment (type, scope, langu le for bonus)	age — if other than German,	examination offered — if no	t every semester, informati	on on whether	
	ge of a	oprox. 20 pages) and pr ssessment: German and bonus		o minutes), weighted	2:1		
Allocati	ion of p	olaces	_				
15 places. 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) (BSc with 180 ECTS credits) 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 (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group. (4) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (5) A waiting list will be maintained and places re-allocated by lot as they become available.							
Additio	nal inf	ormation					
Worklo	ad						
150 h							
Teachir	Teaching cycle						
Teachir	ng cycle	e: each semester					
Referre	d to in	LPOI (examination regulatio	ns for teaching-degree progra	ammes)			
Module	appea	in in					
Bachelo	or's deg	gree (1 major) Business	Management and Eco	nomics (2015)			
		or Business Management and		enerated 19-Apr-2025 • exam		page 109 / 341	
Economics	(2019)		cora Bachelor (1	80 ECTS) Wirtschaftswissens	cilait - 2019		

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

Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Master's degree (1 major) China Business and Economics (2016) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020)

Mouul	Module title Abbreviation				
Human Resource Management & Organizational Theory					12-P&O-F-152-m01
Module coordinator Module offered by					
		Chair for Human Resourc	re Management and	-	nent and Economics
Organi					
ECTS	Meth	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	nts	·			
technic Syllabu 1. Hum 2. The o 3. Ince 4. Chal 5. Infor 6. Dem Intendo The ain empirio teratur V (2) + Methoo module is	ques ar us ian Res econon ntive au lenges rmation ograph ed lear n of the cal resu e. es (type, n Ü (2) d of ass	nd empirical results from ource Management in en nic drivers of employers nd remuneration system for the management of as a driving force of pen nic challenges of human ning outcomes e lecture is to enable stu ults in the areas personn number of weekly contact hours, sessment (type, scope, language for bonus)	n the area of personne nterprises and employees s teams rsonnel management resource managemen dents to understand a lel economics and ma , language — if other than Ge	el economics and hur nt and apply basic theo nagement on the bas rman)	ses basic theories, estimation nan resource management. ries, estimation techniques and sis of text books and scientifc li-
		nation (approx. 60 minu	ites)		
Allocat	tion of	places			
Additio	onal inf	ormation			
Worklo	bad				
150 h					
Taril	ng cvcl	A			
Teachi					
Teachi	ng cycl	e: summer semester		<u>`</u>	
Teachi	ng cycl		ns for teaching-degree progra	ammes)	
Teachin Referre 	ng cycl ed to in	e: summer semester LPO I (examination regulatio	ns for teaching-degree progra	ammes)	
Teachin Referre	ng cycle ed to in e appea	e: summer semester LPO I (examination regulatio			
Teachin Referre Module Bachel	ng cycla ed to in e appea or's de	e: summer semester LPO I (examination regulatio ars in gree (1 major) Business	Management and Ecc		
Teachin Referre Module Bachel Bachel	ng cycle ed to in e appea or's de or's de	e: summer semester LPO I (examination regulation ars in gree (1 major) Business gree (1 major) Economat	Management and Eco thematics (2015)	nomics (2015)	
Teachin Referre Bachel Bachel Bachel	ed to in e appea or's de or's de or's de	e: summer semester LPO I (examination regulatio ars in gree (1 major) Business	Management and Eco thematics (2015) Information Systems	nomics (2015)	
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Teachin Referre Bachel Bachel Bachel Master Bachel	ng cycli ed to in e appea or's de or's de or's de r's degr or's de	e: summer semester LPO I (examination regulatio ars in gree (1 major) Business gree (1 major) Economat gree (1 major) Business ee (1 major) Media Com	Management and Eco thematics (2015) Information Systems munication (2015) Business Management	nomics (2015) (2015) t and Economics (Mir	nor, 2015)

Bachelor's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Media Communication (2016) Bachelor's degree (1 major) Economathematics (2017) Master's degree (1 major) Media Communication (2018) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (2019) Master's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Master's degree (1 major) Media Communication (2019) Bachelor's degree (1 major) Business Information Systems (2020)

Modul	e title				Abbreviation	
Seminar: Human Resource Management & Organizational				Theory	12-P&O-FS-152-mo	1
Module coordinator				Module offered by		
holder of the Chair for Human Resource Management and Faculty of Management and Economics Organisation						
ECTS	1	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						
Studer source	nts will s mana	write a seminar paper o gement and organisatio		d discuss current iss	ues in the field of hu	ıman re-
Intend	ed lear	ning outcomes				
The stu	udents	learn to handle, formula	ite in own words, pres	ent, and discuss cur	rent research literatu	ure.
Course	es (type, i	number of weekly contact hours	, language — if other than Ge	rman)		
S (2)						
Metho		s essment (type, scope, langu ole for bonus)	uage — if other than German,	examination offered — if no	ot every semester, informat	ion on whether
term paper (approx. 15 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German and/or English						
-	sment o		-			
Assess Allocat	tion of	ffered: Once a year, win places	ter semester			
Assess Allocat 15 plac by lot a numbe	tion of ces. (1) among er of pla	ffered: Once a year, win	pplications exceed the ve of their subjects. (2 the same procedure. (2) Places on all cours	es of the module wit	h a restricted
Assess Allocat 15 plac by lot a numbe cated b	tion of ces. (1) among er of pla by lot a	offered: Once a year, win places Should the number of a all applicants irrespection loces will be allocated in	pplications exceed the ve of their subjects. (2 the same procedure. (2) Places on all cours	es of the module wit	h a restricted
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Assess Allocat 15 plac by lot a numbe cated b Additic Worklo 150 h Teachi Teachi Referre Bachel	tion of f ces. (1) among er of pla by lot a onal inf onal inf onal ong ong cycl ang cycl ed to in e appea lor's de	offered: Once a year, win places Should the number of a all applicants irrespecti- aces will be allocated in s they become available formation e e: each semester LPO I (examination regulation ars in gree (1 major) Business	pplications exceed the ve of their subjects. (2 the same procedure. (2. ins for teaching-degree progra Management and Eco) Places on all cours (3) A waiting list will ammes)	es of the module wit	h a restricted
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Assess Allocat 15 plac by lot a numbe cated b Additic Worklo 150 h Teachi Teachi Teachi Referre Bachel Bachel Bachel	tion of ces. (1) among er of pla by lot a onal inf oad ng cycl ed to in e appea lor's de lor's de lor's de	offered: Once a year, win places Should the number of a all applicants irrespecti- icces will be allocated in s they become available formation e e: each semester LPO I (examination regulation ars in gree (1 major) Business gree (1 major) Business	ter semester pplications exceed the ve of their subjects. (2 the same procedure. (Places on all cours (3) A waiting list will (3) A waiting list will (3) A waiting list will (2015) 	es of the module wit be maintained and p	h a restricted
Assess Allocat 15 plac by lot a numbe cated b Additic Worklo 150 h Teachi Teachi Teachi Referre Bachel Bachel Bachel Bachel Bachel	tion of f ces. (1) among er of pla by lot a onal inf oad ng cycl ng cycl ed to in e appea lor's de lor's de lor's de lor's de	offered: Once a year, win places Should the number of a all applicants irrespecti- icces will be allocated in s they become available formation e e: each semester LPO I (examination regulation ars in gree (1 major) Business gree (1 major) Business gree (1 major, 1 minor) E	ter semester pplications exceed the ve of their subjects. (2 the same procedure. (2) Places on all cours (3) A waiting list will ammes) onomics (2015) (2015) t and Economics (Mi	es of the module wit be maintained and p	h a restricted
Assess Allocat 15 plac by lot a numbe cated b Additic Worklo 150 h Teachi Teachi Referre Bachel Bachel Bachel Bachel Master	tion of particles (1) among er of pla by lot a onal inf onal inf onal of a onal of a of a of a of a of a of a of a of a	e e e e e e e e e e e e e e e e e e e	ter semester pplications exceed the ve of their subjects. (2 the same procedure. (2 ms for teaching-degree progra Management and Eco thematics (2015) Information Systems Business Management ness and Economics (2	 Places on all cours (3) A waiting list will (2) A waiting list will (3) A waiting list will (4) A waiting list will (5) A waiting list will (6) A waiting list will (7) A waiting list will (7) A waiting list will (8) A waiting list will (9) A waiting list will (9) A waiting list will (1) A waiting list will (2) A waiting list will (3) A waiting list will (4) A waiting list will (5) A waiting list will (5) A waiting list will (6) A waiting list will (7) A waiting list will (7) A waiting list will (7) A waiting list will (7	es of the module wit be maintained and p	h a restricted
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Assess Allocat 15 plac by lot a numbe cated b Additic Worklo 150 h Teachi Teachi Teachi Teachi Bachel	tion of ces. (1) among er of pla by lot a onal inf oad ng cycl ad to in e appea lor's de lor's de lor's de r's degr lor's de lor's de	e e e e e e e e e e e e e e e e e e e	ter semester pplications exceed the ve of their subjects. (2 the same procedure. (2 ms for teaching-degree progra Management and Eco thematics (2015) Information Systems Business Management ness and Economics (2 Information Systems thematics (2017) ness and Economics (2 Information Systems Management and Eco	 Places on all cours (3) A waiting list will (2) A waiting list will (3) A waiting list will (4) A waiting list will (5) A waiting list will (6) A waiting list will (7) A waiting list will (8) A waiting list will (9) A waiting list will (1) A waiting list will (2) A waiting list will (2) A waiting list will (3) A waiting list will (4) A waiting list will (5) A waiting list will (7) A waiting list will<td>nor, 2015)</td><td>h a restricted</td>	nor, 2015)	h a restricted
Assess Allocat 15 plac by lot a numbe cated b Additic Worklo 150 h Teachi Teachi Teachi Bachel	tion of f ces. (1) among er of pla by lot a onal inf onal inf onal inf onal inf onal inf onal inf e appea lor's de lor's de	e e e e e e e e e e e e e e e e e e e	ter semester pplications exceed the ve of their subjects. (2 the same procedure. (2 the same procedure. (2 the same procedure. (2 the same procedure. (2 ms for teaching-degree progra Management and Eco thematics (2015) Information Systems Business Management thematics (2017) ness and Economics (2 Information Systems thematics (2017) ness and Economics (2 Information Systems thematics (2017) ness and Economics (2 Information Systems Management and Eco Business Management	 Places on all cours (3) A waiting list will (2) A waiting list will (3) A waiting list will (4) A waiting list will (5) A waiting list will (6) A waiting list will (7) A waiting list will (8) A waiting list will (9) A waiting list will (1) A waiting list will (2) A waiting list will (2) A waiting list will (3) A waiting list will (4) A waiting list will (5) A waiting list will (7) A waiting list will<td>nor, 2015)</td><td>h a restricted</td>	nor, 2015)	h a restricted



Module title					Abbreviation	
Strategic and Innovation Management					12-IM-192-m01	
Module coordinator				Module offered by		
holder	of the (Chair of Entrepreneurship	and Strategy		nent and Economics	
ECTS	Metho	od of grading	Only after succ. com	pl. of module(s)		
5		rical grade				
Duratio		Module level	Other prerequisites			
1 seme		undergraduate				
		d and practice-oriented n	nodule equips you wi	th essential knowled	lge in the areas of st	rategic ma-
		l innovation managemen				
Strateg	ic man	agement				
(1) Intro	oductio	n				
(2) Stra	tegic a	nalysis				
(3) Busi	iness s	trategy				
(4) Corp	oorate	strategy				
(5) Stra	tegy in	plementation				
(6) Stra	tegic le	eadership				
(7) Inte	rnation	alization, corporate gove	ernance, and corporat	te social responsibil	ity	
Innovat	tion ma	nagement				
(8) Intro	oductio	on				
(9) Sou	rces of	technology and innovati	on			
(10) Dev	velopir	ng new products and serv	vices			
(11) Intr	oducir	ng new products and serv	ices			
(12) Teo	hnolo	gy and innovation strateg	Σ Υ			
(13) Op	en inno	ovation				
(14) Wra	ap-up a	and Q&A				
Intende	ed lear	ning outcomes				
• U • C	nderst nderst ritically	ims and the role of strategic a and theoretical concepts y appraise alternative ap e the boundaries and risk	related to strategic a proaches to strategic	and innovation mana and innovation mar	agement	
Learnin	g outc	omes				
On successful completion of this module you will be able to:						
Create and evaluate concepts related to strategic and innovation management						
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- Assess the role of strategic and innovation management for creating and sustaining competitive advantage
- Make judgements about the organizational and managerial implications of strategic and innovation management
- Systematically choose between different routes of action

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

V (2) + Ü (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)

a) written examination (approx. 60 minutes) or

b) term paper (10 to 15 pages) or

- c) oral examination in groups of up to 3 candidates (approx. 10 minutes per candidate)
- Language of assessment: German and/or English

Allocation of places

Additional information

Workload

150 h

Teaching cycle

Teaching cycle: summer semester

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

Module appears in

Bachelor's degree (1 major) Business Information Systems (2019)

Bachelor's degree (1 major) Business Management and Economics (2019)

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)



Module	e title				Abbreviation
Entrepreneurship					12-EPS-192-m01
Module coordinator				Module offered by	
holder	of the (Chair of Entrepreneurship	and Strategy	Faculty of Managem	nent and Economics
ECTS	Metho	od of grading	Only after succ. com	pl. of module(s)	
5		rical grade			
Duratio		Module level	Other prerequisites		
1 seme		undergraduate			
This the	eory-leo reers a:	s entrepreneurs or in entr			concepts and theories to sup- ture capital or public entrepre-
(1) Intro	oductio	n			
(2) Who	o becor	nes an entrepreneur?			
(3) Opp	ortunit	y identification & exploit	ation entrepreneursh	ір	
(4) The	busine	ess model			
(5) The	busine	ss plan			
(6) Enti	reprene	eurial strategies			
(7) Fina	ince for	entrepreneurs			
(8) Mar	keting	for entrepreneurs			
(9) Enti	reprene	eurial networks			
(10) Dig	gital str	ategy and digital transfo	rmation		
(11) Ent	repren	eurial leadership and tea	m		
(12) En	trepren	eurial exit and failure			
(13) Co	rporate	entrepreneurship and in	novation		
(14) Wr	ap-up a	and Q&A			
		ning outcomes			
 Educational aims Clarify the role of entrepreneurship Explain theoretical concepts and mechanisms behind entrepreneurship Enable students to critically appraise alternative approaches to entrepreneurship Enable students to evaluate the boundaries and risks of entrepreneurship 					
Learning outcomes					
On successful completion of this module you will be able to:					
• C • N	Treate a Nake ju	alternative options for cre nd evaluate concepts rel dgements about the orga atically choose between o	ated to entrepreneur inizational and mana	ship gerial implications c	age of startups of entrepreneurial decisions

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Economics (2019)	cord Bachelor (180 ECTS) Wirtschaftswissenschaft - 2019	

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

V (2) + Ü (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)

a) written examination (approx. 60 minutes) or

b) term paper (10 to 15 pages) or

c) oral examination in groups of up to 3 candidates (approx. 10 minutes per candidate) Language of assessment: German and/or English

Allocation of places

Additional information

Workload

150 h

Teaching cycle

Teaching cycle: winter semester

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

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Module appears in

Bachelor's degree (1 major) Business Information Systems (2019)

Bachelor's degree (1 major) Business Management and Economics (2019)

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)

Module title					Abbreviation	
Research Seminar					12-RES-192-m01	
Module	coord	inator		Module offered by		
holder o	of the C	hair of Entrepreneurship	and Strategy	Faculty of Managem	ient 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				
Content	s					
		lop seminar papers on va le key insights from their		omain of entreprene	urship, strategy, and innovation	
Intende	d learr	ning outcomes				
 Educational aims Raise students' awareness of research positioning and theoretical modelling Familiarize students with systematic literature search Enable students to develop a well-structured, academic manuscript Learning outcomes On successful completion of this module students will be able to: Formulate an adequate research question Effectively search the literature Structure and write-down an academic manuscript 						
		and explain their researc umber of weekly contact hours, la		man)		
S (2)		· · · · ·				
Method		essment (type, scope, languag le for bonus)	ge — if other than German, e	examination offered — if no	t every semester, information on whether	
date)		o to 15 pages) and preser ssessment: German and/		up to three candidate	es, approx. 10 minutes per candi-	
Allocation of places 15 places. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Applicants who have already achieved a total of 90 ECTS credits or more will be given preferential consideration. (2) When places are allocated in accordance with (1) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken so far; among applicants with the same average grade, places will be allocated by lot.						
Additio	nal info	ormation				
Workloa	ad					
150 h						
Teachin	g cycl	9				
Teachin	g cycle	e: each semester				
Referre	d to in	LPO I (examination regulations	for teaching-degree progra	mmes)		
Module	appea	rs in				
Bachelo	Bachelor's degree (1 major) Business Management and Economics (2015)					

Bachelor's with 1 major Business Management and
Economics (2019)

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

Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020)

Module title					Abbreviation	
Business Simulation					12-BUS-192-m01	
Module coordinator				Module offered by		
holder	of the C	hair of Entrepreneurship	and Strategy	Faculty of Managem	nent and Economics	
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				
Conten	ts					
of up to cision n strategy	four st naking /, finan	tudents, student compet . Participants act as a bo	e in a business simul ard of directors to de staffing, and innovati	lation that covers crit velop the business b on. This provides a u	Management" (12-IM). In teams tical elements of managerial de- by making decisions related to inique opportunity to directly ap- am.	
Intende	d learr	ning outcomes				
• R • P • S <i>Learnin</i>	 Educational aims Raise students' situational awareness in managerial decision making Promote students' ability to make informed managerial decisions in complex situation 					
• U • U fi	ndersta ndersta nance,	completion of this modu and how management th and the interconnectivity and innovation anagerial group decision	eories can be applied of managerial decisio	d in 'real-life' decisio ons in different areas	of a company, e.g., marketing,	
Courses	5 (type, n	umber of weekly contact hours, l	anguage — if other than Ger	rman)		
S (2)						
		essment (type, scope, langua le for bonus)	ge — if other than German, e	examination offered — if no	t every semester, information on whether	
date)		o to 15 pages) and preser ssessment: German and		up to three candidate	es, approx. 10 minutes per candi-	
Allocati	ion of p	olaces				
 15 places. WB4 Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Applicants who have already achieved a total of 90 ECTS credits or more will be given preferential consideration. (2) When places are allocated in accordance with (1) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken so far; among applicants with the same average grade, places will be allocated by lot. 						
Additio	nal info	ormation				
Worklo	Workload					

150 h

Teaching cycle

Teaching cycle: each semester

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

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Module appears in

Bachelor's degree (1 major) Business Management and Economics (2015)

Bachelor's degree (1 major) Business Information Systems (2015)

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)

Bachelor's degree (1 major) Business Information Systems (2016)

Bachelor's degree (1 major) Business Information Systems (2019)

Bachelor's degree (1 major) Business Management and Economics (2019)

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)

Module	title				Abbreviation	
Business Plan Seminar					12-BPS-192-m01	
Module	coord	inator		Module offered by		
holder	of the (Chair of Entrepreneurship	and Strategy	Faculty of Managem	nent and Economics	
ECTS	Metho	od of grading	Only after succ. con	ıpl. of module(s)		
5		rical grade				
Duratio	n	Module level	Other prerequisites			
1 seme		undergraduate				
	ts work	in teams of up to three s	students to develop a	ı business model and	d a business plan for an own	
Intende	ed learı	ning outcomes				
 C E n E 	larify tl nable s ing nable s	students to evaluate the l	ed to business mode raise alternative appr	ls and business plan oaches to business	is modelling and business plan- ng and business planning	
Learnin	g outc	omes				
On suce	cessful	completion of this modu	ile you will be able to	:		
• N • C	lake ju reate a	the role of business mode dgements about the desi and evaluate concepts rel atically choose between c	gn of business mode ated to business mo	els and business plar dels and business pl	ıs	
Course	S (type, n	umber of weekly contact hours, l	anguage — if other than Ger	man)		
S (2)						
		essment (type, scope, langua le for bonus)	ge — if other than German, o	examination offered — if no	t every semester, information on whether	
date)		o to 15 pages) and preser ssessment: German and,		up to three candidate	es, approx. 10 minutes per candi-	
	-					
Allocation of places 15 places. WB4 Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Applicants who have already achieved a total of 90 ECTS credits or more will be given preferential considerati- on. (2) When places are allocated in accordance with (1) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken so far; among ap- plicants with the same average grade, places will be allocated by lot.						
Additio	nal inf	ormation				
Worklo	ad					
150 h		•				
reachir	Teaching cycle					

Teaching cycle: each semester

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

Module appears in

Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020)

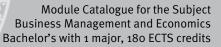
Module title Abbreviation						
Managerial Accounting: cost-based decision-making and				ontrol	12-KR-152-m01	
Module coordinator Module offered by						
holder and Ac		Chair of Business Manag	ement, Controlling	Faculty of Managen	nent and Economics	
ECTS	1	od of grading	Only after succ. con	npl. of module(s)		
5		rical grade		• • • • •		
Duratio		Module level	Other prerequisites			
1 seme		undergraduate				
Conten		undergraduate				
perforn	nance a (short-	lule will discuss basic pri accounting in the context term production plannin lyses).	of decision-making.	The course will then	focus on decision-m	naking pro-
Intende	ed lear	ning outcomes				
countir dents v and co cal thir	ng with will be a ntrol as nking an	rovides competences in regard to decision-makir able to understand and a well as be able to apply nd problem-solving abilit	ng and internal contro ssess the theoretical them to examples fr ies by analyses of co	ol processes. After co principles and inter om corporate practic mplex problem struc	ompleting the course relationships in deci e. The goal is to pro	e unit, stu- ision-making
Course	S (type, r	number of weekly contact hours, I	anguage — if other than Ge	rman)		
V (2) +	Ü (2)					
module is	s creditab	sessment (type, scope, langua le for bonus)		examination offered — if no	ot every semester, informat	ion on whether
written	exami	nation (approx. 60 minut	es)			
Allocat	ion of _l	olaces				
Additio	onal inf	ormation				
Worklo	ad					
150 h			-			
Teachi	ng cvcl	e				
		e: winter semester				
		LPO I (examination regulation	c for toaching doorse are	mmoc)		
			s for teaching-degree progra	anniles)		
		•				
Module				• ()		
		gree (1 major) Business M	-	nomics (2015)		
Bachelor's degree (1 major) Economathematics (2015)						
Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)						
Master's degree (1 major) China Business and Economics (2016)						
Bachelor's degree (1 major) Business Information Systems (2016)						
		gree (1 major) Economath	•			
Master's degree (1 major) China Business and Economics (2019)						
		gree (1 major) Business I gree (1 major) Business N	•	-		
	achelor's with 1 major Business Management and JMU Würzburg • generated 19-Apr-2025 • exam. reg. data re- cord Bachelor (180 ECTS) Wirtschaftswissenschaft - 2019					page 125 / 341

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Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020) Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (2021) Bachelor's degree (1 major, 2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023)

Modul	e title				Abbreviation	
Aspects of Managerial Accounting and Control					12-AAC-152-m01	
Modul	e coord	inator		Module offered by	<u> </u>	
holder	of the (Chair of Business Manage	ement, Controlling	· · · ·	nent and Economics	
	countir					
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				
Conter	nts					
In this	semina	r. students will acquire in	nportant knowledge	and skills that will e	nable them to prepare a well-	
					ts of cost accounting and control.	
Intend	ed lear	ning outcomes				
			will be able to work	on simple questions	from the field of cost accounting	
and co	ontrol at	a scientific level. They ca	an conduct basic scie	entific literature resea	arch and understand its contents	
integra	ate obta	ined results into scientifi	c papers and indepe	ndently prepare pres	sentations and lectures.	
Course	es (type, r	number of weekly contact hours, l	anguage — if other than Ge	rman)		
S (2)						
Metho	d of ass	Sessment (type, scope, langua	ge — if other than German,	examination offered — if no	ot every semester, information on whether	
		le for bonus)				
term p	aper (a	pprox. 12 pages) and pres	sentation (approx. 20	o minutes), weighted	2:1	
Alloca	tion of _l	olaces				
Additio	onal inf	ormation				
Worklo	oad					
150 h						
-	ing cycl	e				
		e: each semester				
		LPOI (examination regulation:	fortoophing dogroo progr			
Kelein			s for teaching-degree progra	annies)		
Madul						
	e appea		As a second second free			
		gree (1 major) Business N gree (1 major) Economath	•	nomics (2015)		
			-	(2015)		
	Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)					
	Master's degree (1 major) China Business and Economics (2016)					
	Bachelor's degree (1 major) Business Information Systems (2016)					
	Bachelor's degree (1 major) Economathematics (2017)					
		ee (1 major) China Busine		2019)		
	-	gree (1 major) Business li		•		
		gree (1 major) Business N				
		gree (1 major, 1 minor) Bu			10r, 2019)	
	lar's da	gree (1 major) Business li	nformation Systems	(2020)		

Module title				Abbreviation		
Web Program	ming			12-WebP-F-152-m01	L	
Module coord	inator		Module offered by	Nodule offered by		
holder of the (Information Sy	Chair of Business Mana /stems	gement and Business	Faculty of Managen	nent and Economics		
ECTS Metho	od of grading	Only after succ. con	npl. of module(s)			
5 nume	rical grade					
Duration	Module level	Other prerequisites				
1 semester	undergraduate					
Contents						
 The "Web Programming" course combines the theoretical foundations of web programming from both backend and frontend architecture with the practical application of various techniques and methods. The course emphasizes a strong practical approach, with homework and exercises being consistently present. It is aimed primarily at beginners but also accommodates students with programming experience. Our goal is to encourage programming through the course, applicable to students with or without prior knowledge. Course Structure: Fundamental understanding of databases, data modeling, and backend development (ERM, SQL/NoSQL DB, Python) Understanding the basics of frontend development and the application of HTML, CSS, and JavaScript Distinguishing between programming languages and frameworks (SQL, Python, Flask, HTML, CSS, JavaScript, React) in frontend and backend Recognizing and understanding application architecture Visualizing data through practical application of the D3.js library Recognizing and understanding design patterns and current trends 						
	ing backend and fronte nening modeling and pr					
	ning outcomes					
 The "Web Programming" module aims to achieve the following learning outcomes: 1. Fundamentals of Web Technologies: Students acquire basic knowledge of HTML, CSS, and JavaScript to develop simple web applications. They also learn to distinguish between various programming languages and frameworks such as Python, Flask, and React, gaining insights into different aspects of web development and their applications. 2. Integration of Frontend and Backend: Through practical projects, students gain a deep understanding of the connection between frontend and backend. They analyze and implement data modeling, databases (SQL/NoSQL), and server-side programming, combining these with user interfaces. 3. Development of User-Centered Web Applications: Students use their knowledge of web technologies to create user-friendly and functional web applications. There is a strong focus on technical and visual implementation. Regular exercises support the deepening and application of the acquired knowledge. 4. Evaluation of Web Trends: Participants critically assess current and future trends in web development, particularly in the areas of usability and new web design techniques. They discuss their impact on practice, recognizing and understanding design patterns and current trends. 						
Courses (type, r	umber of weekly contact hours	, language — if other than Ger	rman)			
V (2) + Ü (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)						
b) oral examir approx. 30 mi	mination (approx. 60 m lation (one candidate e nutes) or of programming exercis	ach: approx. 10 to 15 m			-	
Bachelor's with 1 ma Economics (2019)	or Business Management and		enerated 19-Apr-2025 • exam 80 ECTS) Wirtschaftswissens	-	page 128 / 341	



Language of assessment: German and/or English

Allocation of places

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Additional information

Workload

150 h

Teaching cycle

Teaching cycle: each semester

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

Module appears in

Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020) Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module	Module title Abbreviation					
Advanced Web Engineering 12-AWE-152-mo1						
Module	e coord	inator		Module offered by		
holder	of the (Chair of Information Syste	ems Engineering	Faculty of Managem	nent and Economics	
ECTS	Metho	od of grading	Only after succ. con	pl. of module(s)		
5	nume	rical grade		· · · · · ·		
Duratio		Module level	Other prerequisites			
	1 semester undergraduate					
Conten		undergraduate	l			
		rovidos on introduction te	a the development of	web based applicat	ions based on surro	nt davalan
ment s	The module provides an introduction to the development of web-based applications based on current develop- ment systems, software components and frameworks.					
Intend	ed lear	ning outcomes				
- Undei	rstand 1	the technological founda	tions of web applicat	ions		
- Desig	ning th	e architecture and data n	nodel of an applicatio	n system		
Desig	ining th			Jir System		
- Imple	mentin	g with the help of SW cor	mponents and frame	works		
Course	S (type, r	number of weekly contact hours, l	anguage — if other than Gei	man)		
V (2) +	Ü (2)					
Metho	d of ass	Sessment (type, scope, langua	ige — if other than German,	examination offered — if no	t every semester, informati	on on whether
module is	s creditab	le for bonus)				
		mination (approx. 60 min				
		nation (one candidate ead	ch: approx. 10 to 15 m	inutes; groups of 2:	approx. 20 minutes	; groups of 3:
		nutes) or of programming exercise	es (annrox 20 hours)	and written examina	ation (approx 60 mir	nutes)
weight		or programming exercise	(approx: 20 mours)			luco),
•		ssessment: German and	/or English			
Allocat	ion of p	olaces				
Additio	onal inf	ormation				
Worklo	ad		-			
150 h						
Teachi		0				
		e: summer semester				
Referre	ed to in	LPO I (examination regulation	s for teaching-degree progra	mmes)		
Module						
		gree (1 major) Business N		nomics (2015)		
		gree (1 major) Economath		(2015)		
		gree (1 major) Business II gree (1 major, 1 minor) Bu			or 2015)	
		gree (1 major, 1 minor) Bu gree (1 major) Business li	-		101, 2013/	
		gree (1 major) Economath		2010)		
		gree (1 major) Economati gree (1 major) Business li		2010)		
		gree (1 major) Business N		-		
		gree (1 major, 1 minor) Bu	-	-	10r. 2019)	
		jor Business Management and		enerated 19-Apr-2025 • exam	-	page 130 / 341
Economics				80 ECTS) Wirtschaftswissens	-	, , , , , , , , , , , , , , , , , , , ,

Bachelor's degree (1 major) Business Information Systems (2020) Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022)

Module title					Abbreviation		
E-Busi	ness Pr	roject			12-EBP-152-m01		
Modul	e coord	inator		Module offered by	<u> </u>		
		Chair of Information Syst	tems Engineering	Faculty of Management and Economics			
ECTS	1	od of grading	Only after succ. cor				
5	·	rical grade					
Duratio	on	Module level	Other prerequisites	5			
1 seme	ester	undergraduate					
Contents							
ness. T	In this course, students will acquire the technical, organisational and social skills necessary for a real e-busi- ness. The principal distinguishing feature of this course is its high practical relevance. The project work - evol- ving from the conceptual design to status presentations and final report - will be completed in small groups.						
Intend	ed lear	ning outcomes					
• 4	Apply th	and challenges of real e ne acquired knowledge t the developed results					
Course	es (type, r	number of weekly contact hours,	language — if other than Ge	rman)			
V (2) +	Ü (2)						
Metho	d of as	sessment (type, scope, langu	age — if other than German,	examination offered — if no	ot every semester, informat	tion on whether	
		ole for bonus)			,		
c) term d) enti Langua	i paper rely or j	(approx. 20 pages) or (approx. 10 to 20 pages) partly computerised writ assessment: German and places	ten examination (app		eighted 2:1 or		
Additio	onal inf	ormation					
Worklo	bad						
150 h							
	ng cycl	e	-				
	<u> </u>	e: winter semester					
Kelent		LPO I (examination regulation		ammes)			
Modul	e appea	arc in					
		gree (1 major) Business	Management and Ecc	nomics (2015)			
		gree (1 major) Economat	-	monnes (2015)			
		gree (1 major) Economia gree (1 major) Business		(2015)			
		gree (1 major, 1 minor) B	•	-	10r. 2015)		
		ee (1 major) China Busin	_		···, -·· ,		
	-	gree (1 major) Business					
		gree (1 major) Economat	•				
		ee (1 major) China Busin		2019)			
	-	gree (1 major) Business		-			
1		gree (1 major) Business	•	-			
Bachelor's Economics		jor Business Management and		enerated 19-Apr-2025 • exam 180 ECTS) Wirtschaftswissens	-	page 132 / 341	

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020) Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (2023)

Module	e title				Abbreviation	
Business Intelligence Fundamentals					12-BIF-192-m01	
Module	Module coordinator			Module offered by		
holder	of the (Chair of Information Syst	ems Engineering	Faculty of Managem	nent and Economics	
ECTS		od of grading	Only after succ. con	· · ·		
5		rical grade				
Duratio		Module level	Other prerequisites			
1 seme	ster	undergraduate				
Conten	Its					
Technologies and methods of "Business Intelligence" are aimed at supporting managerial decision-making pro- cesses by analyzing and presenting large amounts of data. The module provides an overview of the correspon- ding analytical information systems, their technical architecture and areas of application. In the practical exerci- ses, the concepts taught are practically demonstrated and applied by the example of a state-of-the-art BI softwa- re suite.						
Intende	ed lear	ning outcomes				
- Under	rstand	he technological founda	ations of data wareho	uses and BI tools.		
		design conceptual mode				
		orld BI software products				
	-	umber of weekly contact hours,	language — if other than Ger	rman)		
V (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
c) Term d) entir	n paper rely or p age of a	(approx. 20 pages) or (10 to 20 pages) and pre- partly computerised writh ssessment: German and places	en examination (app		d 2:1) or	
Additio	onal inf	ormation				
Worklo	ad					
-		•				
Teachir						
	Teaching cycle: winter semester					
Referred to in LPO I (examination regulations for teaching-degree programmes)						
Referre	ed to in	LFUT (examination regulation	ns for teaching-degree progra	ummes)		
			is for teaching-degree progra	immes)		
 Module	e appea	ars in				
 Module Bachele	e appea or's de	irs in gree (1 major) Business I	Management and Eco	nomics (2015)		
 Module Bachele Bachele	e appea or's de or's de	ars in	Management and Eco Information Systems (nomics (2015) (2015)	nor, 2015)	
 Module Bachele Bachele Bachele	e appea or's de or's de or's de or's de	gree (1 major) Business gree (1 major) Business gree (1 major, 1 minor) B gree (1 major, 1 minor) B gree (1 major) Business	Management and Eco Information Systems (usiness Management Information Systems (nomics (2015) (2015) and Economics (Mir (2016)	nor, 2015)	
 Module Bachele Bachele Bachele Bachele	e appea or's de or's de or's de or's de or's de	gree (1 major) Business gree (1 major) Business gree (1 major) Business gree (1 major, 1 minor) B gree (1 major) Business gree (1 major) Business	Management and Eco Information Systems (usiness Management Information Systems (Information Systems (nomics (2015) (2015) and Economics (Mir (2016) (2019)	nor, 2015)	
 Bachele Bachele Bachele Bachele Bachele Bachele	e appea or's de or's de or's de or's de or's de or's de	gree (1 major) Business gree (1 major) Business gree (1 major) Business gree (1 major, 1 minor) B gree (1 major) Business gree (1 major) Business gree (1 major) Business	Management and Eco Information Systems (usiness Management Information Systems (Information Systems (Management and Eco	nomics (2015) (2015) and Economics (Mir (2016) (2019) nomics (2019)	-	
 Bachele Bachele Bachele Bachele Bachele Bachele Bachele	e appea or's de or's de or's de or's de or's de or's de or's de	gree (1 major) Business gree (1 major) Business gree (1 major) Business gree (1 major, 1 minor) B gree (1 major) Business gree (1 major) Business	Management and Eco Information Systems (usiness Management Information Systems (Information Systems (Management and Eco usiness Management	nomics (2015) (2015) and Economics (Mir (2016) (2019) nomics (2019)	10r, 2019)	

Module title Abbreviation							
Program	mming	for Management Studen	ts		12-PFM-192-m01		
Module	e coord	inator		Module offered by			
holder	of the (Chair of Business Analytic	S	s Faculty of 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 seme	ster	undergraduate					
Conten	ts						
 In the context of digitization, dealing with program code is regularly of great importance for economists, e.g. in automated data analysis or computer-aided modeling of value creation processes. Likewise, in digital transformation projects, it is of great importance to understand how a programmer thinks and implements the tasks assigned to him. This facilitates communication as well as the actual development, adaptation and debugging of the project. Introduction to the basics of algorithms Programmatic constructs and structures Data structures Concepts of object-oriented programming 							
		l examples and exercises ning outcomes					
underst	tand si	aches the basics of the p mple Python programs ar ce with Python.					
Course	S (type, n	umber of weekly contact hours, l	anguage — if other than Ger	man)			
V (2) +	Ü (2)						
		s essment (type, scope, langua; le for bonus)	ge — if other than German, e	examination offered — if no	t every semester, information	on on whether	
b) Oral c) Progr or d) entir	examir rammir ely or p	mination (approx. 60 mir nation in groups of up to g ng exercises (approx. 20 h partly computerised writte ssessment: German and/	3 candidates (approx nours total) and writt en examination (appr	en examination (app		eighted 1:1)	
Allocati	-		or English				
Additio	nal inf	ormation					
Worklo	ad						
150 h							
Teachir	ng cycl	e					
Teachir	ng cycle	e: summer semester					
Referre	d to in	LPO I (examination regulations	for teaching-degree progra	mmes)			
Module	e appea	ars in					
Bachelo	or's de	gree (1 major) Business M gree (1 major) Economath gree (1 major, 1 minor) Bu	iematics (2015)	_	lor, 2015)		
Bachelor's Economics		or Business Management and		enerated 19-Apr-2025 • exam 30 ECTS) Wirtschaftswissenso	-	page 135 / 341	

UNIVERSITÄT WÜRZBURG

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

Bachelor's degree (1 major) Economathematics (2017) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (2021) Bachelor's degree (1 major, 2021) Bachelor's degree (1 major) Economathematics (2022) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title					Abbreviation		
Semina	Seminar: Information Systems						
Module	coordi	inator		Module offered by	Module offered by		
Dean of mics	the Fa	culty of Business Manag	gement and Econo-	Faculty of Managem	nent 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	:5						
Drawing on current cutting-edge research, students are enabled to critically and independently analyze current research questions and to learn and apply research methods. The seminar style of the course teaches them to present their own seminar papers and research both in written and in oral form. Students are enabled to critically analyze and discuss the work of their peers.							
Intende	d learr	ning outcomes					
• In	tegrati	ic literature research on of compiled results i ion of presentations and		pers			
Courses	i (type, n	umber of weekly contact hours,	language — if other than Ger	man)			
S (2)							
		e ssment (type, scope, langua le for bonus)	age — if other than German, e	examination offered — if no	t every semester, informati	on on whether	
		pprox. 20 pages) and pressessment: German and		o minutes), weighted	2:1		
Allocati	on of p	olaces					
15 places. 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) (BSc with 180 ECTS credits) 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 (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group. (4) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (5) A waiting list will be maintained and places re-allocated by lot as they become available.							
Additio	nal info	ormation					
Workloa	ad						
150 h							
Teachin	g cycle	e					
Teachin	g cycle	e: no courses offered					
Referre	d to in	LPO I (examination regulation	ns for teaching-degree progra	mmes)			
Module appears in							
Bachelo Bachelo Bachelo Master's	or's deg or's deg or's deg s degre	gree (1 major) Business I gree (1 major) Economat gree (1 major) Business I gree (1 major, 1 minor) B ee (1 major) China Busin or Business Management and	hematics (2015) Information Systems (usiness Management ess and Economics (2	2015) and Economics (Mir		page 137 / 341	
	cord Bachelor (180 ECTS) Wirtschaftswissenschaft - 2019						

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

Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)

Module title				Abbreviation		
Supply	Supply Chain Management			12-SCM-F-152-m01		
Module	coord	inator		Module offered by	Adule offered by	
		Chair of Logistics and Qua	antitativo Mothodo			
_				, ,		
ECTS		od of grading	Only after succ. com	ipl. of module(s)		
5		rical grade				
Duratio	n	Module level	Other prerequisites			
1 seme	ster	undergraduate				
Conten	ts					
The seminar "Supply Chain Management" will introduce students to tactical and operational planning problems of supply chain management. It will discuss the wording of these as formal models and, with the help of a continuous case study, will acquaint students with the implementation of these models in SAP APO.						
Intende	ed leari	ning outcomes				
(i) appl ment; (ii) face	y selec e the pr	ng this seminar students ted and applied quantita actical problems when us d the challenges to react	tive models for procu sing real data to feed	models;	sales and supply cl	hain manage-
Course	S (type, n	umber of weekly contact hours, l	anguage — if other than Ger	man)		
V (2) +		•				
		eessment (type, scope, langua le for bonus)	ge — if other than German, e	examination offered — if no	t every semester, informat	ion on whether
c) term Langua	paper ge of a	(approx. 15 pages) or (approx. 10 to 15 pages) ssessment: German and ffered: Once a year, sum	/or English	prox. 10 minutes); (v	veighted 2:1)	
Allocat	ion of p	olaces				
Additio	nal inf	ormation				
Worklo	ad					
150 h						
Teachi	ng cycl	9				
		e: no courses offered				
		LPOI (examination regulation:	s for teaching dogree progre	mmec)		
			s isi teaching-acgree progra	inites)		
Module	e appea	irs in				
Module appears in Bachelor's degree (1 major) Business Management and Economics (2015)						
		gree (1 major) Economath	-			
		gree (1 major) Business l	-	2015)		
		gree (1 major, 1 minor) Bu	-		10 r, 2015)	
	-	ee (1 major) China Busine				
		gree (1 major) Business li	•	2016)		
		gree (1 major) Economath		`		
	-	ee (1 major) China Busine		-		
		gree (1 major) Business I or Business Management and		2019) enerated 19-Apr-2025 • exam	. reg. data re-	page 139 / 341
	Economics (2019) cord Bachelor (180 ECTS) Wirtschaftswissenschaft - 2019					



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

Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020)

Modul	Module title Abbreviation											
Semina	ar: Logi	stics & Supply Chain Ma	anagement		12-LSCM-152-m01							
Madul	e coord	instar		Madula offered by	dula offered by							
				Module offered by								
		Chair of Logistics and Qu		· · ·	nent and Economics	i						
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	ester	undergraduate										
Conten	nts											
		e, students will learn, on methods to optimise the				ited quantita						
		ning outcomes	<u> </u>									
		ng this module students										
	•	mathematical models to		ems in logistics and	supply chain mana	gement.						
2. eval	uate an	d critique the results of	such models, and									
3. unde	erstand	, describe, and evaluate	the limits of such mo	dels.								
Course	S (type, r	number of weekly contact hours,	language — if other than Ger	man)								
S (2)												
		Sessment (type, scope, langu Ile for bonus)	age — if other than German, o	examination offered — if no	ot every semester, informat	ion on whether						
		ation (approx. 10 to 15 p	ages) and presentation	on (approx. 10 minut	es), weighted 2:1							
		ssessment: German and										
Assess	ment o	ffered: Once a year, wint	er semester									
Allocat	tion of j	olaces										
(1) App on. (2) availat	l the nu olicants When J ole plac	mber of applications ex who have already achie places are allocated in a es, places will be alloca	ved a total of 90 ECTS ccordance with (1) and ted according to the a	credits or more will d the number of app verage grade of asse	be given preferentia lications exceeds th	al considerati e number of						
•		he same average grade,	places will be allocat	ed by lot.								
Additio	nat inf	ormation										
Worklo	ad											
150 h												
Teachi	ng cycl	e										
Teachi	ng cycle	e: after announcement										
Referre	ed to in	LPO I (examination regulation	is for teaching-degree progra	mmes)								
Module	e appea	ars in										
		gree (1 major) Business	Management and Eco	nomics (2015)								
		gree (1 major) Economat	-	······								
		gree (1 major) Business		2015)								
		gree (1 major, 1 minor) B	•	-	10r, 2015)							
	-	ee (1 major) China Busin										
Bachel			•	2016)								
	or's da	· · · ·				Bachelor's degree (1 major) Business Information Systems (2016)						
Bachel	Bachelor's degree (1 major) Economathematics (2017)											
Bachel Master	's degr	gree (1 major) Economat ee (1 major) China Busin jor Business Management and	ess and Economics (2	2 019) enerated 19-Apr-2025 • exam	vog data	page 141 / 341						

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

Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020)

Module title					Abbreviation
Toyota Supply Chain Management					12-MDM-152-m01
Modul	e coord	inator		Module offered by	
holder of the Chair of Logistics and Quantita			uantitative Methods	Faculty of 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	Contents				

Toyota is still considered to be a pioneer in the field of automobile production although it has recently had to cope with difficulties (e.g. recalls, production shortfalls caused by natural disasters) and had lost its dominant position in the automotive market to General Motors and Volkswagen-at least temporarily. The development of concepts, such as Lean Manufacturing, Total Quality Management, Kaizen, Kanban, etc., can be attributed completely or at least partially to Toyota. These concepts integrated in the so-called Toyota Production System (TPS) are now considered standard elements of modern production systems and are standard repertoire in business management. However, with focus on the management of production systems, they only represent one of the cornerstones of the successful Toyota model. Toyota currently operates extremely efficient global supply chains with international production sites (in Japan, USA, France, Brazil, Argentina, Malaysia, Pakistan, etc.), globally distributed suppliers and a worldwide dealer network. Toyota implemented not only efficient production (with TPS), but also sustained efficient design and coordination of globally distributed value-added activities. To accomplish this, Toyota has consistently developed its management philosophy and the principles underlying TPS and integrated these in the "Toyota supply chain". While we were able to learn from Toyota in the past as to how production systems can be designed, today we can learn from Toyota as to how complex global supply chains in the automotive industry - but also in other industries - should be designed and coordinated. Notably its planning principles are - despite the greater complexity - easy to understand, simple to implement and are based on simple 'ground rules'. The aim of this seminar is to learn from the Toyota supply chain.

Intended learning outcomes

Drawing on current cutting-edge research, students are enabled to critically and independently analyze current research questions and to learn and apply research methods. The seminar style of the course teaches them to present their own seminar papers and research both in written and in oral form. Students are enabled to critically analyze and discuss the work of their peers.

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

S (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 elaboration (approx. 10 to 15 pages) and presentation (approx. 10 minutes), weighted 2:1 Language of assessment: German and/or English Assessment offered: Once a year, summer semester

Allocation of places

20 places.

Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Applicants who have already achieved a total of 90 ECTS credits or more will be given preferential consideration. (2) When places are allocated in accordance with (1) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken so far; among applicants with the same average grade, places will be allocated by lot.

Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: after announcement

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

Module appears in

Bachelor's degree (1 major) Business Management and Economics (2015)

Bachelor's degree (1 major) Economathematics (2015)

Bachelor's degree (1 major) Business Information Systems (2015)

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)

Master's degree (1 major) China Business and Economics (2016)

Bachelor's degree (1 major) Business Information Systems (2016)

Bachelor's degree (1 major) Economathematics (2017)

Master's degree (1 major) China Business and Economics (2019)

Bachelor's degree (1 major) Business Information Systems (2019)

Bachelor's degree (1 major) Business Management and Economics (2019)

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)

Module	e title				Abbreviation		
Planning and Decision Making with Business Information				öystems	12-PEBI-192-m01		
Module coordinator				Module offered by			
holder	of the (Chair of Business Analyti	CS	Faculty of Managen	nent and Economics		
ECTS		od of grading	Only after succ. con	· · · · ·			
		rical grade					
5 Duratio		Module level	 Other prerequisites				
1 seme		undergraduate					
Conten		undergraduate					
stems damen	perspec tal con e Marke	nethods form a central b ctive, these methods mu cepts and methods from ov chains. The methods	st be integrated into I the areas of decision	T systems and proce theory and analysis	esses. The lecture pr , mathematical opti	resents fun- mization and	
Intende	ed learı	ning outcomes					
• F • S • D	undam Sensitiv Discrete	ve and empirical decisio entals of linear program ity analysis Optimization Markov chains					
Course	S (type, n	umber of weekly contact hours,	language — if other than Ger	man)			
V (2) +	T (2)						
module is a) Writt	creditab en exa	i essment (type, scope, langua le for bonus) mination (approx. 60 mi	nutes) or	examination offered — if no	ot every semester, informat	ion on whether	
Langua credita	ge of a ble for						
Allocat	ion of p	olaces					
			_				
Additio	nal inf	ormation					
Worklo	ad						
150 h							
Teachi	ng cycl	e					
		e: winter semester					
		LPO I (examination regulation	is for teaching-degree progra	mmes)			
Module	e appea	irs in					
		gree (1 major) Business I	Management and Eco	nomics (2015)			
	Bachelor's degree (1 major) Business Information Systems (2015)						
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)							
		gree (1 major) Business I	•				
		gree (1 major) Business I	•	-			
		gree (1 major) Business I	-	-			
	Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)						
		gree (1 major) Business I	-				
Bachelor's Economics		or Business Management and		enerated 19-Apr-2025 • exam 80 ECTS) Wirtschaftswissens		page 145 / 341	

Module title				Abbreviation		
Selected Topics in Business Management 1 12-APB1-152-m01						
Module coord	linator		Module offered by			
Dean of the F mics	aculty of Business Manag	ement and Econo-	Faculty of Managen	nent and Economics		
ECTS Meth	od of grading	Only after succ. con	npl. of module(s)			
5 nume	erical grade					
Duration	Module level	Other prerequisites				
1 semester	undergraduate					
Contents						
 courses additio courses	serves the purpose of tran taken at other German o nal courses offered on a s offered by new Chairs th f the respective Chairs wi	r non-German univer short-term basis at are yet to be inclue	ded in the FSB (subj			
Intended lear	ning outcomes					
As a result of	accrediting multiple kind	s of modules, a desc	ription of acquired s	kills cannot be given.		
Courses (type,	number of weekly contact hours, l	anguage — if other than Ge	rman)			
V (2) + Ü (2)						
Method of as module is credital		ge — if other than German,	examination offered — if no	ot every semester, information on whether		
	mination (approx. 60 mir	utac) ar				
b) term paperc) oral examinLanguage of a	(approx. 10 to 15 pages) nation (approx. 20 minute assessment: German and offered: Only when annou	and presentation (ap es) /or English		veighted 2:1 or es are offered and in the subse-		
Allocation of						
Additional in	formation					
Workload						
150 h						
Teaching cyc	le					
Teaching cycl	e: no courses offered					
	LPOI (examination regulation	s for teaching-degree progra	mmes)			
Module appe	ars in					
Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Master's degree (1 major) China Business and Economics (2016) Bachelor's degree (1 major) Business Information Systems (2016) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019)						
	gree (1 major) Business N gree (1 major) Business II	-	-			
Sucheron 5 de	oree (1 major) Dabine35 h	monnation Systems				

Module	title				Abbreviation	
Selected Topics in Business Management 2 12-APB2-152-m01						
Module	coord	inator		Module offered by		
Dean o mics	f the Fa	culty of Business Manag	ement and Econo-	Faculty of Managen	nent 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			
1 seme	ster	undergraduate				
Conten	ts					
• c • a • c	ourses ddition ourses	erves the purpose of tran taken at other German o al courses offered on a s offered by new Chairs th the respective Chairs wi	r non-German univer: hort-term basis at are yet to be inclue	ded in the FSB (subj		
Intende	ed learr	ning outcomes				
As a res	sult of a	accrediting multiple kind	s of modules, a desc	ription of acquired s	kills cannot be given.	
Course	S (type, n	umber of weekly contact hours, l	anguage — if other than Gei	rman)		
V (2) +	Ü (2)					
		essment (type, scope, langua le for bonus)	ge — if other than German,	examination offered — if no	ot every semester, information on whether	
		nination (approx. 60 min	utac) ar			
b) term c) oral o Langua	paper examin ge of a ment o	(approx. 10 to 15 pages) ation (approx. 20 minute ssessment: German and, ffered: Only when annou	and presentation (ap es) /or English		veighted 2:1 or s are offered and in the subse-	
Allocat						
Additio	nal info	ormation	·			
Worklo	ad					
150 h						
Teachi	ng cycl	e				
Teachir	ng cycle	e: no courses offered				
	<u> </u>	LPO I (examination regulations	s for teaching-degree progra	mmes)		
				-		
Module	appea	irs in				
Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Master's degree (1 major) China Business and Economics (2016) Bachelor's degree (1 major) Business Information Systems (2016) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019)						
		gree (1 major) Business N gree (1 major) Business II	-	-		

Module	e title				Abbreviation	
Selecte	ed Topi	cs in Business Manag	ement 3		12-APB3-152-m01	
Modul	e coord	inator		Module offered by	<u>I</u>	
Dean o mics	of the Fa	aculty of Business Man	agement and Econo-	1	nent and Economics	
ECTS	Meth	od of grading	Only after succ. cor	npl. of module(s)		
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites	i		
1 seme	ester	undergraduate				
Conten	nts					
• a • c The ho	addition courses lders o	nal courses offered on offered by new Chairs	n or non-German univer a short-term basis that are yet to be inclu will ensure that the cou	ded in the FSB (subj		
			nds of modules, a desc	ription of acquired s	kills cannot be given.	
			rs, language — if other than Ge			
V (2) +	_	······, ······				
Metho	d of as	sessment (type, scope, lan ole for bonus)	guage — if other than German,	examination offered — if no	ot every semester, information on whether	
b) term c) oral Langua	n paper examir age of a sment o	nation (approx. 20 min Issessment: German a Iffered: Only when ann	rs) and presentation (ap utes) nd/or English		veighted 2:1 or are offered and in the subse-	
Allocat	tion of	places				
Additio	onal inf	ormation				
	_					
Worklo	ad					
150 h						
Teachi						
		e: no courses offered				
Referre	ed to in	LPO I (examination regulat	ions for teaching-degree progra	ammes)		
Module						
Master Master	Bachelor's degree (1 major) Business Management and Economics (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Management and Economics (2019)					

Module	e title				Abbreviation		
Selecte	Selected Topics in Business Management 4 12-APB4-152-mo1						
Module	e coord	inator		Module offered by			
Dean o mics	of the Fa	aculty of Business Manag	ement and Econo-	Faculty of Managen	nent 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	its						
• a • c The ho	addition courses lders o	taken at other German o nal courses offered on a s offered by new Chairs th f the respective Chairs wi ning outcomes	hort-term basis at are yet to be inclue	ded in the FSB (subje			
	-	accrediting multiple kind	s of modules, a desc	ription of acquired s	kills cannot be given.		
		number of weekly contact hours, l	· · · · · · · · · · · · · · · · · · ·				
V (2) +	_						
a) writt b) term c) oral	s creditat en exa 1 paper examir	^{lle for bonus)} mination (approx. 60 min (approx. 10 to 15 pages) lation (approx. 20 minute	utes) or and presentation (ap s)		ot every semester, information on whether veighted 2:1 or		
-	ment o		-	in which the course	s are offered and in the subse-		
Allocat							
Additio	onal inf	ormation					
Worklo	ad						
150 h							
Teachi	ng cycl	e					
Teachi	ng cycl	e: no courses offered					
Referred to in LPO I (examination regulations for teaching-degree programmes)							
Module	e appea	ars in					
Bachelor's degree (1 major) Business Management and Economics (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Management and Economics (2019)							

Module title Abbreviation						
Social Commerce 12-SC-232-m01						
Module	coordi	inator		Module offered by		
holder o ting	of the C	Chair of Business Admir	istration and Marke-	Faculty of Managem	nent and Economics	
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
5	numer	rical grade				
Duratio	n	Module level	Other prerequisites			
1 semes	ster	undergraduate				
Conten	ts					
The transition from Web 1.0 to Web 2.0 was a milestone for the Internet - from static to interactive, social media and strong e-commerce emerged. These areas merged into social commerce. The course covers the origins and basics of social media & e-commerce, defines social commerce, examines its business application, takes a look at future technologies (Web 3.0) and considers sustainability. This gives you a wide range of perspectives for un- derstanding and shaping social commerce. Course structure: 1. The path to social commerce 2. Basics of social commerce 3. Social commerce 4. Social commerce management - integration into everyday business life 5. Social commerce in the future - influence of new technologies 6. Social commerce - acting responsibly Intended learning outcomes • Understanding the basics of social commerce (also from the areas of marketing & e-commerce) • Application of the course content to develop a social commerce strategy • Self-competence through independent processing of the course content						
р	ortfolio	ompetence (in particula exam umber of weekly contact hours		· ·		
V (2) + 1		Ender of theory contact nours		······/		
• •		t in: German and/or Enរ្	glish			
		e essment (type, scope, langu le for bonus)	age — if other than German,	examination offered — if no	t every semester, informati	on on whether
b) portf	olio (50 ge of a	nination (approx. 60 m o to 75 hours) ssessment: German an bonus				
Allocati	ion of p	olaces				
Additio	nal info	ormation				
Worklo	ad					
150 h	150 h					
Teachir	ng cycle	9				
Teachin	ng cycle	e: summer semester				
Referre	d to in	LPOI (examination regulation	ns for teaching-degree progra	ammes)		
Bachelor's v Economics		or Business Management and		enerated 19-Apr-2025 • exam 80 ECTS) Wirtschaftswissens	-	page 150 / 341



Module appears in

Bachelor's degree (1 major) Business Management and Economics (2015)
Bachelor's degree (1 major) Economathematics (2015)
Bachelor's degree (1 major) Business Information Systems (2015)
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)
Bachelor's degree (1 major) Business Information Systems (2016)
Bachelor's degree (1 major) Economathematics (2017)
Bachelor's degree (1 major) Business Information Systems (2019)
Bachelor's degree (1 major) Business Management and Economics (2019)
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)
Bachelor's degree (1 major) Business Information Systems (2020)
Bachelor's degree (1 major) Business Information Systems (2021)
Bachelor's degree (1 major) Economathematics (2021)
Bachelor's degree (1 major) Business Management and Economics (2021)
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)
Bachelor's degree (1 major) Economathematics (2022)
Bachelor's degree (1 major) Business Information Systems (2023)
Bachelor's degree (1 major) Economathematics (2023)
Bachelor's degree (1 major) Business Management and Economics (2023)
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title					Abbreviation	
Customer Analytics					12-CA-232-m01	
Module coordinator				Module offered by		
holder	of the Ju	unior Professorship of	Marketing Analytics	Faculty of Managen	nent 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	i		
1 semes	ster	undergraduate				
Content	ts					
busines ons, a v uses cu needs, mation ducts, c lity. This cou stomer ness su ging cu pact of attribut applica Intende	Customer analytics involves collecting, managing, and analyzing customer data to gain insights and improve business decisions. Thanks to the explosive growth of media, channels, digital devices, and software applicati- ons, a wealth of customer data is now readily available and economically viable to collect. Customer analytics uses customer data along with economic theory, statistics, and econometric modeling to understand customer needs, preferences, and behavior. The goal of customer analytics is to provide companies with valuable infor- mation about their customers so they can make better decisions. This information can help them tailor their pro- ducts, optimize marketing efforts, improve customer satisfaction, and ultimately increase revenue and profitabi- lity. This course provides a comprehensive understanding of fundamental principles, methods, and tools used in cu- stomer analytics. The first part of the course focuses on the importance of customer value and its impact on busi- ness success. Emphasis is placed on the key methods and analytical tools for assessing and effectively mana- ging customer heterogeneity in data-driven marketing. The remainder of the course focuses on modeling the im- pact of marketing efforts on customer response, perceptions, and preferences, as well as the use of marketing attribution techniques. To provide a practical and engaging learning experience, the course includes hands-on applications of the material covered using real-world data and relevant software tools. Intended learning outcomes					
• D	•		s skills for data-driven			
		umber of weekly contact hour	s, language — if other than Ge	rman)		
V (2) + l Module		in: German and/or En	glish			
		essment (type, scope, lang e for bonus)	uage — if other than German,	examination offered — if no	t every semester, informati	on on whether
	ige of as	nation (approx. 60 min ssessment: German an ponus				
Allocati	ion of p	laces				
Additio	onal info	ormation				
Worklo	ad					
150 h						
Teachin	ng cycle	9				
Teachin	ng cycle	: winter semester				
Referre	d to in	LPO I (examination regulation	ons for teaching-degree progra	ummes)		
Bachelor's v Economics (or Business Management and		enerated 19-Apr-2025 • exam 80 ECTS) Wirtschaftswissens	-	page 152 / 341

Module appears in

	Bachelor's degree (1 major) Business Management and Economics (2015)
	Bachelor's degree (1 major) Economathematics (2015)
	Bachelor's degree (1 major) Business Information Systems (2015)
	Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)
	Bachelor's degree (1 major) Business Information Systems (2016)
	Bachelor's degree (1 major) Economathematics (2017)
	Bachelor's degree (1 major) Business Information Systems (2019)
	Bachelor's degree (1 major) Business Management and Economics (2019)
	Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)
	Bachelor's degree (1 major) Business Information Systems (2020)
	Bachelor's degree (1 major) Business Information Systems (2021)
	Bachelor's degree (1 major) Economathematics (2021)
	Bachelor's degree (1 major) Business Management and Economics (2021)
	Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)
	Bachelor's degree (1 major) Economathematics (2022)
	exchange program Business Management and Economics (2022)
	Bachelor's degree (1 major) Business Information Systems (2023)
	Bachelor's degree (1 major) Economathematics (2023)
	Bachelor's degree (1 major) Business Management and Economics (2023)
	Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)
	Bachelor's degree (1 major) Business Information Systems (2024)
	Bachelor's degree (1 major) Economathematics (2024)
	Bachelor's degree (1 major) Business Management and Economics (2024)
	Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2024)
	Bachelor's degree (1 major) Digital Business & Data Science (2024)
	Bachelor's degree (1 major) Economathematics (2025)
1	

Module	e title				Abbreviation		
Data-Driven Supply Chain Management					12-DDSCM-232-m01		
Module	e coord	inator		Module offered by			
holder	of the (Chair of Logistics and Qua	antitative Methods	Faculty of Managem	nent 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		undergraduate					
Conten							
(DSCM) decisio very lar	". DSC ns in s ge field	M comprises novel methous upply chain management	ods that use machine t from a variety of rea o increasingly finding	e learning to derive ta l data. These method their way into comm	Priven Supply Chain Management actical and operational planning ds are not only the focus of a now nercial software systems to sup-		
Intende	ed learı	ning outcomes					
n A b S S T te P m Course V (2) + Module Method module is a) writt b) term	Intended learning outcomes • Students understand the importance of data-driven decisions in SCM and the potential of machine learning. • After the course, participants will know key DSCM procedures and their applicability to planning problems. • Students learn to analyze corporate data and use machine learning to achieve better SCM planning results. • Through case studies, participants recognize the transferability of insights to other SCM areas and potential implementation problems. • Participants can describe real data descriptively using Python and implement DSCM procedures with machine learning after the course. Courses (type, number of weekly contact hours, language – if other than German) V (2) + Ü (2) Module taught in: German and/or English Method of assessment (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus) a) written examination (approx. 60 minutes) or						
		(10 to 15 pages) and pres ation in groups of up to a					
e) portf	olio (50	o to 75 hours)		- 1			
	<u> </u>	ssessment: German and,	or English				
Allocat		Diaces					
	naline	ormation					
Auditio		טווומנוטוו					
Worklo	Workload						
150 h							
	Teaching cycle						
	Teaching cycle: each semester						
		LPO I (examination regulations	s for teaching-degree progra	mmes)			
Module appears in							

Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module cordinator Module offered by holder of the Chair of Logistics and Quantitative Methods Faculty of Management and Economics ECTS Method of grading Only after succ. compl. of module(s) 5 numerical grade - 0Duration Module level Other prerequisites 1 semester Undergraduate 1 - Contents In this seminar, selected developments in digital supply chain management are analyzed and discussed from a business perspective. It focuses on the economic evaluation of new approaches and their effects rather than on the development and application of new processes (the latter is the subject of the complementary seminar "Supply Chain Analytics"). Intended learning outcomes • • Participants will develop the ability to analyze and evaluate digital developments in supply chain management from a business perspective. • Students will learn to critically discuss the economic impact of new approaches in supply chain management. • They will gain an understanding of how digital innovations can influence the performance and efficiency of supply chains. Cottrest (type, number of weekly contact hours, language – if other than German) S (2) Module laught in: German and/or English Method of assessment (vge, cape, language – if other than German) <	Module	title				Abbreviation		
holder of the Chair of Logistics and Quantitative Methods Faculty of Management and Economics Faculty of Management and Economics Bethod of grading Only after succ. compl. of module(s) numerical grade Duration Module level Other prerequisites is emester undergraduate Contents In this seminar, selected developments in digital supply chain management are analyzed and discussed from a business perspective. If focuses on the economic evaluation of new approaches and their effects rather than on the development and application of new processes (the latter is the subject of the complementary seminar "Supply Chain Analytics"). Intended learning outcomes • Participants will develop the ability to analyze and evaluate digital developments in supply chain management. • Students will learn to critically discuss the economic impact of new approaches in supply chain management. • They will gain an understanding of how digital innovations can influence the performance and efficiency of supply chains. Courtest (type, number of weeky contact hours, language – if other than German) S (a) Module taught in: German and/or English Method of assessment: German and/or English Method of assessment: German and/or English Method of places • •	Seminar: Digitalization in Supply Chain Management					12-DSCM-232-m01		
holder of the Chair of Logistics and Quantitative Methods Faculty of Management and Economics Faculty of Management and Economics Bethod of grading Only after succ. compl. of module(s) numerical grade Duration Module level Other prerequisites is emester undergraduate Contents In this seminar, selected developments in digital supply chain management are analyzed and discussed from a business perspective. If focuses on the economic evaluation of new approaches and their effects rather than on the development and application of new processes (the latter is the subject of the complementary seminar "Supply Chain Analytics"). Intended learning outcomes • Participants will develop the ability to analyze and evaluate digital developments in supply chain management. • Students will learn to critically discuss the economic impact of new approaches in supply chain management. • They will gain an understanding of how digital innovations can influence the performance and efficiency of supply chains. Courtest (type, number of weeky contact hours, language – if other than German) S (a) Module taught in: German and/or English Method of assessment: German and/or English Method of assessment: German and/or English Method of places • •	Module	coord	inator		Module offered by			
ECTS Method of grading Only after succ. compl. of module(s) numerical grade				antitativo Mothodo		ant and Economics		
5 numerical grade Duration Module level Other prerequisites 1 semester undergraduate Contents In this seminar, selected developments in digital supply chain management are analyzed and discussed from a business perspective. It focuses on the economic evaluation of new approaches and their effects rather than on the development and application of new processes (the latter is the subject of the complementary seminar "Supply Chain Analytics"). Intended learning outcomes • Participants will develop the ability to analyze and evaluate digital developments in supply chain management from a business perspective. • Students will learn to critically discuss the economic impact of new approaches in supply chain management. • They will gain an understanding of how digital innovations can influence the performance and efficiency of supply chains. Coursets (npe, number of weekly contact hours, language – if other than German) S (2) Module taught in: German and/or English Method of assessment (ore, scope, language – if other than German, examination offered – if not every senester, information on whether module is creditable for bonus) Item paper (to to spages) and presentation (approx. to minutes); (weighted 2:1) Language of assessment (ore, scope, language – if other than German, examination offered – if not every senester, information action end of places Module taught in: German	- 1		-		, ,			
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Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module	e title				Abbreviation		
Seminar: Supply Chain Analytics					12-SCA-232-m01		
Modul	e coord	inator		Module offered by			
holder	of the (Chair of Logistics and Qua	antitative Methods	Faculty of Managen	nent and Economics		
ECTS		od of grading	Only after succ. com	· · -			
5		rical grade					
) Duratio		Module level	Other prerequisites				
1 seme		undergraduate					
Conten		undergraduate	[
data an mizatio dents v	nalysis on, inve	offers a deep dive into the and decision-making too ntory management, and a comprehensive under ment.	ls. The course revolve logistics. Leveraging	es around essential real-world scenarios	topics such as forec and practical appli	asting, opti- cations, stu-	
Intend	ed lear	ning outcomes					
Students will tackle real-world supply chain problems that involve interpreting complex data sets. They will be equipped with problem-solving skills that allow them to develop and implement robust solutions for various supply chain challenges. With a focus on practical problem-solving activities, this course will enable students to: 1. Understand the key concepts and techniques of supply chain analytics. 2. Implement forecasting and optimization models to make supply chain decisions. 3. Evaluate and improve supply chain performance using relevant data. Courses (type, number of weekly contact hours, language – if other than German) S (2)							
	e taugh	t in: German and/or Engl	ish				
		s essment (type, scope, langua le for bonus)	ge — if other than German, e	examination offered — if no	t every semester, informat	ion on whether	
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Allocat	tion of p	olaces					
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		gree (1 major) Business N	Aanagement and Eco	nomics (2015)			
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	(2019)			80 ECTS) Wirtschaftswissens			

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

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023)

Module	title				Abbreviation	
Decisio	n-Maki	ing in Organizations a	nd Teams		12-DMOT-232-m01	
Module coordinator				Module offered by		
		unior Professorship of man-Machine Interactio		Faculty of Managem	nent and Economics	
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
5	numei	rical grade				
Duratio	n	Module level	Other prerequisites			
1 semes	ster	undergraduate				
Content	ts					
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V (2) + ĺ Module		t in: German and/or En	glish			
		s essment (type, scope, lang le for bonus)	uage — if other than German,	examination offered — if no	t every semester, informati	on on whether
a) writte b) oral e	en exar examin	nination (approx. 60 m ation in groups of up to ssessment: German an	o 3 candidates (approx	. 15 minutes per can	didate)	
Allocati	ion of p	olaces				
Additio	nal info	ormation				
Worklo	ad					
150 h						
Teachin	ig cycl	e				
Teachin	ıg cycle	e: summer semester				
Referre	d to in	LPO I (examination regulation	ons for teaching-degree progra	ammes)		
Bachelor's v Economics (or Business Management and		enerated 19-Apr-2025 • exam 80 ECTS) Wirtschaftswissens	-	page 160 / 341

Module appears in

Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title					Abbreviation	
Management & Digital Transformation					12-MDT-232-m01	
Module coordinator				Module offered by	<u> </u>	
		Junior Professorship of A man-Machine Interactior		Faculty of Managen	nent and Economic	S
ECTS	T .	od of grading	Only after succ. cor	npl. of module(s)		
5	1	rical grade				
<u>)</u> Duratio		Module level	Other prerequisites			
1 seme		undergraduate		•		
Conten			1			
ment ir (micro- tion. Th cies, or	n the co)econc ne lectu n the u	anagement and Digital Tr ontext of the digital trans mic perspective and link ure focuses on the organi se of machine learning fo articular the right decision	formation of compan ted to the challenges zational architecture or management decis	ies. Basic managem , opportunities, and s and the distribution ions and the associa	ent concepts are ta strategies of digital of decision-making ted risks, as well a	ught from a transforma- g competen-
	-	ning outcomes				
techno dividua ment d	logies als and ecisior		vill become familiar w will be able to apply	ith how incentives sl basic concepts of ga	hape economic out	comes for in-
		number of weekly contact hours,	language — if other than Ge	rman)		
V (2) + Module		t in: German and/or Eng	lish			
		sessment (type, scope, langua		avamination offered — if no	t ovory comostor informa	tion on whother
		ble for bonus)	age in other than oerman,		st every semester, morne	anon on whether
b) oral	examin age of a	mination (approx. 60 min nation in groups of up to ussessment: German and bonus	3 candidates (approx	k. 15 minutes per can	didate)	
Allocat	ion of	places				
Additio	onal inf	ormation				
Worklo	ad					
150 h						
Teachi	ng cycl	e				
	- •	e: winter semester				
		LPO I (examination regulation	is for teaching-degree progra	ammes)		
		-	· · ·			
Module	e appe	ars in				
		gree (1 major) Business I	Management and Eco	onomics (2015)		
		gree (1 major) Economat	-			
		gree (1 major) Business I	•	-	,	
		gree (1 major, 1 minor) B	-		10r, 2015)	
		gree (1 major) Business I	-			
Bachelor's Economics		jor Business Management and		enerated 19-Apr-2025 • exam 180 ECTS) Wirtschaftswissens	-	page 162 / 341

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

Bachelor's degree (1 major) Economathematics (2017) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Ausiness Management and Economics (2023) Bachelor's degree (1 major) Ausiness Management and Economics (2023) Bachelor's degree (1 major) Ausiness Management and Economics (2023) Bachelor's degree (1 major) Ausiness Management and Economics (2023) Bachelor's degree (1 major) Ausiness Management and Economics (2023) Bachelor's degree (1 major) Ausiness Management and Economics (2023)

	e title				Abbreviation	
Seminar: Information Systems and Engineering					12-Wise-FS-232-mo	1
Module coordinator				Module offered by	<u> </u>	
holder	of the (Chair of Information Sys	tems Engineering	-	nent and Economics	
ECTS	1	od of grading	Only after succ. co	1 · · · · · · · ·		
5	1	rical grade				
) Duratio		Module level	Other prerequisites	5		
1 seme	ester	undergraduate		-		
Conter			1			
resear presen	ch ques It their d	rrent cutting-edge resea tions and to learn and a own seminar papers and iscuss the work of their	apply research metho I research both in wri	ds. The seminar style	of the course teache	es them to
		ning outcomes	<u>.</u>			
• /	Academ	ic literature research				
		on of compiled results		apers		
		tion of presentations an				
	es (type, r	umber of weekly contact hours	, language — if other than Ge	erman)		
S (2) Moduli	e taugh	t in: German and/or Enទ្	rlish			
		sessment (type, scope, langu		oxamination offered — if no	t overv comector informati	on on whothor
		le for bonus)	lage — Il other than German,	examination onered — if no	ot every semester, informati	on on whether
term p	aper (ai	oprox. 20 pages) and pr	 esentation (approx. 2	o minutes); (weighte	d 2:1)	
Langua	age of a	ssessment: German and				
	ble for					
Allocat	tion of p	olaces				
Additio	onal inf	ormation				
Marke	her					
Worklo						
150 h						
150 h Teachi	ng cycl		-			
150 h Teachi	ng cycl	e e: each semester				
150 h Teachi Teachi	ng cycl ng cycle		ns for teaching-degree progr	ammes)		
150 h Teachi Teachi	ng cycl ng cycle	e: each semester	ns for teaching-degree progr	ammes)		
150 h Teachi Teachi Referre	ng cycl ng cycle	e: each semester LPOI (examination regulatio	ns for teaching-degree progr	rammes)		
150 h Teachi Teachi Referro Modul Bachel	ng cycle ng cycle ed to in e appea lor's de	e: each semester LPO I (examination regulation ars in gree (1 major) Business	Management and Eco			
150 h Teachi Teachi Referre Module Bachel Bachel	ng cycle ng cycle ed to in e appea lor's de lor's de	e: each semester LPO I (examination regulation Irs in gree (1 major) Business gree (1 major) Economa	Management and Eco thematics (2015)	onomics (2015)		
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150 h Teachi Teachi Referro Bachel Bachel Bachel Bachel Bachel Bachel	ng cycle ng cycle ed to in e appea lor's de lor's de lor's de lor's de lor's de	e: each semester LPO I (examination regulation ars in gree (1 major) Business gree (1 major) Economa gree (1 major) Business gree (1 major, 1 minor) E gree (1 major) Business	Management and Eco thematics (2015) Information Systems Business Managemen Information Systems	onomics (2015) (2015) t and Economics (Mir	nor, 2015)	
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150 h Teachi Teachi Referro Bachel Bachel Bachel Bachel Bachel Bachel Bachel Bachel	ng cycle ed to in e appea lor's de lor's de lor's de lor's de lor's de lor's de lor's de lor's de	e: each semester LPO I (examination regulation ars in gree (1 major) Business gree (1 major) Business gree (1 major) Business gree (1 major, 1 minor) E gree (1 major) Business gree (1 major) Business gree (1 major) Business gree (1 major) Business	Management and Eco thematics (2015) Information Systems Business Managemen Information Systems thematics (2017) Information Systems	onomics (2015) (2015) t and Economics (Mir (2016) (2019)	nor, 2015)	
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Module Catalogue for the Subject Business Management and Economics Bachelor's with 1 major, 180 ECTS credits

Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (2023)

Module	e title				Abbreviation	
Seminar: Information Systems and Business Analytics 12-Wiba-FS-232-mo1					01	
Module coordinator				Module offered by		
holder	of the (Chair of Business Analyti	CS	Faculty of Managen	nent and Economics	5
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			1			
tured te manag stems a	erm pap ement as well	students will acquire im per and to present the re decision models and me as analytical information on current topics using	sults of their work wit thods and their appli n systems and quanti	th the help of relevan cation in the develo tative methods of da	nt topics in the field oment of decision-s ita analysis.	of business upport sy-
Intende	ed learı	ning outcomes				
• S • Ir • Ir	cientifi npleme ntegrat	rovides students with kn ic literature entation of methods in c ion of developed results presentations and lectu	ode in scientific papers			
Course	S (type, n	number of weekly contact hours,	language — if other than Ger	man)		
S (2)						
Module	e taugh	t in: German and/or Eng	lish			
		sessment (type, scope, langua le for bonus)	age — if other than German, o	examination offered — if no	ot every semester, informa	tion on whether
	ge of a	oprox. 20 pages) and pre ssessment: German and bonus		o minutes); (weighte	d 2:1)	
Allocat	ion of p	olaces				
Additio	nal inf	ormation				
Worklo	ad					
150 h						
Teachi	ng cycl	e				
		e: each semester				
	<u> </u>	LPOI (examination regulation	is for teaching degree progra	mmes)		
Module		ors in				
		gree (1 major) Business I	Management and Eco	nomics (2015)		
		gree (1 major) Economat	-			
		gree (1 major) Business I		(2015)		
		gree (1 major, 1 minor) B	•	-	10r, 2015)	
		gree (1 major) Business I	•	(2016)		
Bachel	or's deg	gree (1 major) Economat	hematics (2017)			

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

Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023)

Module title					Abbreviation	
Seminar: Information Systems and Enterprise Artificial Interview				elligence	12-Wiki-FS-232-mo	1
Module coordinator				Module offered by	1	
holder prise	of the C	hair of Business Inform	atics and Al for Enter-	Faculty of Manager	nent and Economics	
ECTS	Metho	d of grading	Only after succ. con	npl. of module(s)		
5	numer	ical grade		· · · · ·		
Duratio	<u> </u>	Module level	Other prerequisites			
1 seme		undergraduate				
Conten		undergraduate				
des bo	th meth	ddresses advanced que odological questions fr y, mobility, and smart c	om the fields of AI & D	ata Science and do	main-specific questi	ons from the
Intend	ed learn	ing outcomes				
		ance of the chair, stude the results in presentat			o scientific standard	s and to
Course	S (type, n	umber of weekly contact hours,	, language — if other than Ger	rman)		
S (2) Module	e taught	in: German and/or Eng	lish			
		essment (type, scope, langu e for bonus)	age — if other than German, o	examination offered — if n	ot every semester, informat	ion on whether
Langua		prox. 20 pages) and pr ssessment: German and		o minutes); (weighte	ed 2:1)	
	ion of p		-			
Additio	onal info	ormation				
			_			
Worklo	ad					
150 h						
Teachi						
Teachi Teachi		· each semester	-			
Teachi	<u> </u>	: each semester	no fortanching dames are	mmac)		
Teachi	<u> </u>	: each semester L PO I (examination regulatio	ns for teaching-degree progra	mmes)		
Teachiı Referre 	ed to in	LPO I (examination regulatio	ns for teaching-degree progra	mmes)		
Teachin Referre Module	ed to in e appea	LPOI (examination regulatio				
Teachin Referre Module Bachel	ed to in e appea or's deg	LPO I (examination regulations	Management and Eco			
Teachin Referre Module Bachel Bachel	ed to in e appea or's deg or's deg	LPO I (examination regulations regulations results in the system of the	Management and Eco thematics (2015)	nomics (2015)		
Teachin Referre Module Bachel Bachel Bachel	ed to in e appea or's deg or's deg or's deg	LPO I (examination regulation rs in gree (1 major) Business gree (1 major) Economation gree (1 major) Business	Management and Eco thematics (2015) Information Systems (nomics (2015) (2015)	nor 2015)	
Teachin Referre Bachel Bachel Bachel Bachel Bachel	ed to in e appea or's deg or's deg or's deg or's deg	LPO I (examination regulation rs in gree (1 major) Business gree (1 major) Economat gree (1 major) Business gree (1 major, 1 minor) E	Management and Eco thematics (2015) Information Systems (Business Management	nomics (2015) (2015) and Economics (Mi	nor, 2015)	
Teachin Referre Bachel Bachel Bachel Bachel Bachel Bachel Bachel	ed to in e appea or's deg or's deg or's deg or's deg or's deg or's deg	LPO I (examination regulation rs in gree (1 major) Business gree (1 major) Economation gree (1 major) Business gree (1 major, 1 minor) E gree (1 major) Business	Management and Eco thematics (2015) Information Systems (Business Management Information Systems (nomics (2015) (2015) and Economics (Mi	nor, 2015)	
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Teachin Referre Bachel Bachel Bachel Bachel Bachel Bachel Bachel Bachel	ed to in e appea or's deg or's deg or's deg or's deg or's deg or's deg or's deg	LPO I (examination regulation rs in gree (1 major) Business gree (1 major) Economat gree (1 major) Business gree (1 major, 1 minor) E gree (1 major) Business gree (1 major) Economat gree (1 major) Business	Management and Eco thematics (2015) Information Systems (Business Management Information Systems (thematics (2017) Information Systems (nomics (2015) (2015) and Economics (Mi (2016) (2019)	nor, 2015)	
Teachin Referre Bachel Bachel Bachel Bachel Bachel Bachel Bachel Bachel Bachel	ed to in e appea or's deg or's deg or's deg or's deg or's deg or's deg or's deg or's deg or's deg	LPO I (examination regulation rs in gree (1 major) Business gree (1 major) Economat gree (1 major) Business gree (1 major) Business	Management and Eco thematics (2015) Information Systems (Business Management Information Systems (thematics (2017) Information Systems (Management and Eco	nomics (2015) (2015) and Economics (Mi (2016) (2019) nomics (2019)	-	
Teachin Referre Bachel Bachel Bachel Bachel Bachel Bachel Bachel Bachel Bachel Bachel Bachel	ed to in or's deg or's deg	LPO I (examination regulation rs in gree (1 major) Business gree (1 major) Economat gree (1 major) Business gree (1 major, 1 minor) E gree (1 major) Business gree (1 major) Economat gree (1 major) Business	Management and Eco thematics (2015) Information Systems (Business Management Information Systems (thematics (2017) Information Systems (Management and Eco Business Management	nomics (2015) (2015) and Economics (Mi (2016) (2019) nomics (2019) and Economics (Mi	-	

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

Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (2023)

Module	title				Abbreviation	
Simulat	tion for	Decision Making			12-SDM-232-m01	
Module coordinator M				Module offered by		
holder o prise	of the C	Chair of Business Inform	natics and AI for Enter-	Faculty of Managem	nent 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			
1 semes	ster	undergraduate				
Content	ts					
employ electric mulatio	ees are vehicl ns rep	eneurial and organization e needed at minimum to es are needed in a city? licate underlying system alyses. This leads to a l	b keep customer waitir ") involve complex intension and processes digit	ng times tolerable?", eractions that manag ally, allowing modifi	"How many charging gers cannot easily un cations to be made t	g stations for iderstand. Si-
Intende	d learr	ning outcomes				
with the models	e real s being	aches how to conduct s ystem, to conducting e programmed and studi l but not required.	xperiments and makin	g decisions. Learning	g is "hands-on," with	simulation
Courses	5 (type, n	umber of weekly contact hours	s, language — if other than Gei	man)		
V (2) + ĺ Module	• •	t in: German and/or En	glish			
Method	l of ass	essment (type, scope, lang	uage — if other than German,	examination offered — if no	t every semester, informati	on on whether
module is	creditab	le for bonus)				
b) term c) term d) oral e e) portf	paper paper examin olio (50 ge of a	nination (approx. 60 m (15 to 20 pages) or (10 to 15 pages) and pre ation in groups of up to 5 to 75 hours) ssessment: German an bonus	esentation (approx. 20 9 3 candidates (approx			
Allocati	ion of p	olaces				
Additio	nal inf	ormation				
Worklo	ad					
150 h						
Teachin	ig cycl	9				
Teachin	ıg cycle	e: summer semester				
Referre	d to in	LPOI (examination regulation	ons for teaching-degree progra	mmes)		
Module	appea	irs in				
Bachelo Bachelo Bachelo	or's deg or's deg or's deg	gree (1 major) Business gree (1 major) Economa gree (1 major) Business gree (1 major, 1 minor) I	thematics (2015) Information Systems ((2015)	10r, 2015)	
Bachelor's v Economics (or Business Management and		enerated 19-Apr-2025 • exam 80 ECTS) Wirtschaftswissens	-	page 170 / 341

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

Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (2021) Bachelor's degree (1 major, 2021) Bachelor's degree (1 major) Economathematics (2022) Bachelor's degree (1 major) Economathematics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023)

Module title					Abbreviation		
Geospatial Data Analytics & Smart Cities					12-GDA-232-m01		
Module	coord	inator		Module offered by			
holder o prise	of the (Chair of Business Inform	natics and AI for Enter-	Faculty of Managem	nent 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				
1 semes	ster	undergraduate					
Conten	ts						
ke deci from ur propert	sions. ban are y in a s	aches how to use spatia Students learn to answe eas - such as: In which r specific location? How is the business area for suc	er entrepreneurial and neighborhood should s mobility demand (for	organizational ques open my restaurant carsharing, e-scoote	tions based on data ? What price can I ac	, primarily hieve for a	
Intende	ed leari	ning outcomes					
manipu as spat phical c necessa	Ilation, ial mac lata an ary app	students will become p spatial data handling, chine learning. Students id use them to solve bus plication-oriented tools nake data-driven decisio	and more advanced sp s will gain the skills to siness problems. The o (using Python and Jup	batial data analytics extract meaningful in course covers both th	techniques like clus nsights from real-wo neoretical concepts a	tering as well rld geogra- as well as the	
Courses	5 (type, n	umber of weekly contact hours	, language — if other than Ger	rman)			
V (2) + l Module		t in: German and/or Eng	glish				
		essment (type, scope, langule for bonus)	age — if other than German,	examination offered — if no	t every semester, informati	on on whether	
b) term c) term d) oral e e) portf Langua	 module is creditable for bonus) a) written examination (approx. 60 minutes) or b) term paper (15 to 20 pages) or c) term paper (10 to 15 pages) and presentation (approx. 20 minutes); (weighted 2:1) or d) oral examination in groups of up to 3 candidates (approx. 15 minutes per candidate) e) portfolio (50 to 75 hours) Language of assessment: German and/or English creditable for bonus 						
Allocati	ion of p	olaces					
			_				
Additio	nal inf	ormation					
Worklo	ad						
150 h			_				
Teachir							
		e: after announcement					
Referre	d to in	LPO I (examination regulatio	ns for teaching-degree progra	mmes)			
Module			AA	• / ``			
		gree (1 major) Business gree (1 major) Economa	-	nomics (2015)			
Bachelor's v Economics		or Business Management and		enerated 19-Apr-2025 • exam 80 ECTS) Wirtschaftswissens		page 172 / 341	



Bachelor's degree (1 major) Business Information Systems (2020)

Bachelor's degree (1 major) Business Information Systems (2021)

Bachelor's degree (1 major) Economathematics (2021)

Bachelor's degree (1 major) Business Management and Economics (2021)

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)

Bachelor's degree (1 major) Economathematics (2022)

Bachelor's degree (1 major) Business Information Systems (2023)

Bachelor's degree (1 major) Economathematics (2023)

Bachelor's degree (1 major) Business Management and Economics (2023)

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

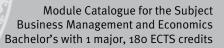
Module	e title				Abbreviation
Data-D	riven D	ecisions in Practice			12-DDD-232-m01
Module	e coord	inator		Module offered by	
holder prise	of the (Chair of Business Informa	tics and AI for Enter-	Faculty of Managem	nent and Economics
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)	
5	nume	rical grade			
Duratio	n	Module level	Other prerequisites		
1 seme	ster	undergraduate			
Conten	ts				
prove p ses how mentin preproo The cou terprise well as	orocess w impo g a stru cessing urse is o e Al, Inf the Ch	es, or increase customer rtant business decisions ictured process that inclu , modeling and analysis, collaboratively conducted ormation Systems and B air for Logistics and Quar	satisfaction. The cou can be better made u ides the steps of pro- as well as decision-r d by the Data Driven I usiness Analytics, Inf	rrse "Data Driven Ded using "big" data. The blem definition and s naking. Decisions (D3) Group	lop more attractive products, im- cisions (D3) in Practice" addres- focus of the course is on imple- structuring, data collection and o, consisting of the Chairs for En- nd Systems Development, as
		ning outcomes			
busine: how co tal met	ss sect mpanie hods fr ng or a s	ors (e.g., logistics, marke es can make better decisi om the fields of optimiza strong willingness to fam	ting, etc.), real entre ions with the help of tion and data scienc	preneurial problems extensive data. Parti e and to build data a	udies from various industries and are examined, demonstrating cipants learn to apply fundamen- nalysis pipelines. A basic under- nming, data science, and optimi-
Course	S (type, n	umber of weekly contact hours, l	anguage — if other than Ger	man)	
V (2) + Module		t in: German and/or Engl	ish		
		essment (type, scope, langua le for bonus)	ge — if other than German, o	examination offered — if no	t every semester, information on whether
b) term c) term d) oral e) portf	paper paper examin folio (50 ge of a	nination (approx. 60 min (15 to 20 pages) or (10 to 15 pages) and pres lation in groups of up to 3 5 to 75 hours) ssessment: German and, bonus	entation (approx. 20 3 candidates (approx		
Allocat	ion of p	olaces			
Additio	nal inf	ormation			
Worklo	ad				
150 h					
Teachi	ng cycl	e			
Teachir	ng cycle	e: summer semester			

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

Module appears in

Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)





Economics (10 ECTS credits)

Module	title				Abbreviation
Interna	tional	Money & Finance			12-IFM-211-m01
Module	coord	inator		Module offered by	
		Senior Professorship for E nal Economic Relations	conomics, Money	Faculty of Managem	nent 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 seme	ster	undergraduate			
Conten	ts				
moneta parts. T flows a cations Format Prerequ Econom Usabilit Require exam. ECTS ar	ny open he first nd fina includ of the n uisites: nics cla ty: Bacl ements nd grad	n economy models for the one covers exchange rat ncial market globalizatio ing the exchange rate reg module: Lectures and exe Basic knowledge of micr ss or in Microeconomics helor Wirtschaftswissens	e analysis of monetations tes and the second on n. Based on these two gime choice, exchange ercise sessions oeconomics and made I and Macroeconomi chaften according to the Erop	ry and fiscal policy. T ne the balance of pa to, the third one focu te rate crises and opt croeconomics as tau cs l.	ternational financial flows and The module is divided into three yments, international financial isses on economic policy appli- timum currency area theory. ght for example in a Principles of System (ECTS): Passing the final
, , , , , , , , , , , , , , , , , , ,	-	hours (Lecture + Exercis		ly)	
Duratio					
		ning outcomes			
moneta the mo	iry mod dule, st	lels. Students gain exper	tise on institutional a derstand current dev	spects and theoretic	nalyzing practical examples with cal models. Having completed ational finance and apply models
		umber of weekly contact hours, l	anguage — if other than Ger	man)	
V (2) +					
		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. 60 minut	es)		
Allocat	ion of p	olaces			
Additio	nal info	ormation			
Worklo	ad				
150 h					

Teaching cycle

Teaching cycle: after announcement

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

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Module appears in

Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015)

Bachelor's degree (1 major) Business Information Systems (2015)

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)

Bachelor's degree (1 major) Business Information Systems (2016)

Bachelor's degree (1 major) Economathematics (2017)

Bachelor's degree (1 major) Business Information Systems (2019)

Bachelor's degree (1 major) Business Management and Economics (2019)

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)

Bachelor's degree (1 major) Business Information Systems (2020)

exchange program Business Management and Economics (2022)

Module	e title				Abbreviation	
Applied Business Cycle Analysis and Forecasting					12-AKP-211-m01	
Module coordinator				Module offered by	<u> </u>	
holder	of the (Chair of Monetary Econo Markets	mics and Internatio-	-	nent and Economics	
ECTS	1	od of grading	Only after succ. con	npl. of module(s)		
5	1	rical grade				
Duratio		Module level	Other prerequisites			
1 seme	ster	undergraduate				
Conten	its		-			
three s sis and	ections I foreca	an introduction to econ . In the first section, sta sting are discussed. The he last sections, recent	tistical and methodole e second section cove	ogical basics on qua rs various aspects a	ntitative macroeconom nd issues related to eco	nic analy-
Intende	ed lear	ning outcomes	_			
recastin nomic t cy-relev and eco	ng. Fur toolkit. vant iss onomic	acquire a basic understa her, students will learn Students gain expertise sues. Having completed policy developments a	how to analyze and an e on applying their kno the module, students nd to use models and	nswer real-world eco owledge gained in ba will be able to unde theories to analyze a	nomic problems using asic economics courses rstand current macroe	their eco- 5 on poli-
Course	S (type, r	umber of weekly contact hours,	language — if other than Ger	rman)		
S (2) Module	e taugh	t in: German and/or Eng	lish			
		sessment (type, scope, langu le for bonus)	age — if other than German,	examination offered — if no	ot every semester, information	on whether
b) term c) term d) oral	i paper paper examir	mination (approx. 60 m (approx. 15 pages) or (10 to 15 pages) and pre lation (approx. 20 minut ssessment: German and	sentation (approx. 20 tes)	minutes); (weighted	d 2:1) or	
Allocat						
Additio	onal inf	ormation				
Worklo	ad					
150 h						
Teachi	ng cycl	e				
Teachiı	ng cycle	e: after announcement				
Referre	ed to in	LPOI (examination regulatio	ns for teaching-degree progra	ammes)		
Module	e appea	ars in				
	or's de	gree (1 major) Business gree (1 major) Economa	hematics (2015)	_		
Bachel Bachel Bachel	or's de or's de	gree (1 major) Business gree (1 major, 1 minor) E gree (1 major) Business gree (1 major) Economa	usiness Management Information Systems (and Economics (Mir	10r, 2015)	

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

Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020) Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major) Economathematics (2022) Bachelor's degree (1 major) Economathematics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023)

C '	e title				Abbreviation	
Semina	ar: Bus	iness cycles, corporate f	inance and asset mar	kets	12-KUV-211-m01	
Modul	e coord	inator		Module offered by	<u>I</u>	
head o	f the W	ork Group of Empirical E	conomics	Faculty of Management and Economics		
ECTS		od of grading	Only after succ. con			
5	1	rical grade				
Duratio		Module level	Other prerequisites			
	-	undergraduate				
1 seme			<u> </u>			
Contents The modul is located in the nexus of business cycles, corporate finance and asset markets. Being located at the intersection between economics and finance the modul adresses the interaction between business cycles, corporate finance and aset markets. Concretely students can work on subjects like "what is the impact of interest rate changes by the central bank on the housing market", "how do asset markets and household consumption interact" and "what is the interrelationship bewtween financing conditions and the business cycle". From a methodological point of view the course targets to built on existing methological toolkits aquired during the bachelor studies. Students are guided to deepen their understanding on those toolkits to analyze data and to generate results. Intended learning outcomes The modul equips students with the necessary tools to analyze data to generate results on topics of interest. Besides students need to present their findings and communicate their results to other studends. Courses (type, number of weekly contact hours, language – if other than German) S (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)						
	tion of p	ormation				
Additio		offination				
Workload						
	150 h					
150 h	ng aval					
150 h Teachi	ng cycl					
150 h Teachi Teachi	ng cycl	e: each semester				
150 h Teachi Teachi	ng cycl		ns for teaching-degree progra	ımmes)		
150 h Teachi Teachi Referre	ng cyclo ed to in	e: each semester LPOI (examination regulation	ns for teaching-degree progra	ımmes)		
150 h Teachi Teachi Referre Module	ng cyclo ed to in e appea	e: each semester LPOI (examination regulation				
150 h Teachi Teachi Referre Module Bachel	ng cycle ed to in e appea or's de	e: each semester LPO I (examination regulation ars in gree (1 major) Business	Management and Eco			
150 h Teachi Teachi Referre Module Bachel Bachel	ng cyclo ed to in e appea or's de or's de	e: each semester LPO I (examination regulation ars in gree (1 major) Business gree (1 major) Economat	Management and Eco hematics (2015)	nomics (2015)		
150 h Teachi Teachi Referre Module Bachel Bachel Bachel	ed to in e appea or's de or's de or's de	e: each semester LPO I (examination regulation ars in gree (1 major) Business gree (1 major) Economat gree (1 major) Business	Management and Eco hematics (2015) Information Systems (nomics (2015) (2015)		
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150 h Teachi Teachi Referre Bachel Bachel Bachel Bachel Bachel Bachel	e appea or's de or's de or's de or's de or's de or's de or's de	e: each semester LPO I (examination regulation ars in gree (1 major) Business gree (1 major) Economat gree (1 major) Business gree (1 major, 1 minor) B gree (1 major) Business	Management and Eco hematics (2015) Information Systems (usiness Management Information Systems (nomics (2015) (2015) and Economics (Mir	nor, 2015)	
150 h Teachi Teachi Referre Bachel Bachel Bachel Bachel Bachel Bachel Bachel	ng cycle ed to in e appea or's de or's de or's de or's de or's de or's de	e: each semester LPO I (examination regulation ars in gree (1 major) Business gree (1 major) Economat gree (1 major) Business gree (1 major, 1 minor) B gree (1 major) Business gree (1 major) Business gree (1 major) Economat	Management and Eco hematics (2015) Information Systems (usiness Management Information Systems (hematics (2017)	nomics (2015) (2015) and Economics (Mir (2016)	nor, 2015)	
150 h Teachi Teachi Referre Bachel Bachel Bachel Bachel Bachel Bachel Bachel Bachel Bachel	ng cycle ed to in e appea or's de or's de or's de or's de or's de or's de or's de	e: each semester LPO I (examination regulation ars in gree (1 major) Business gree (1 major) Business gree (1 major) Business gree (1 major, 1 minor) B gree (1 major) Business gree (1 major) Business gree (1 major) Business	Management and Eco hematics (2015) Information Systems (usiness Management Information Systems (hematics (2017)	nomics (2015) (2015) : and Economics (Mir (2016) (2019)	nor, 2015)	
150 h Teachi Teachi Referre Bachel Bachel Bachel Bachel Bachel Bachel Bachel Bachel Bachel Bachel	ng cycle ed to in e appea or's de or's de or's de or's de or's de or's de or's de or's de	e: each semester LPO I (examination regulation ars in gree (1 major) Business gree (1 major) Economat gree (1 major) Business gree (1 major, 1 minor) B gree (1 major) Business gree (1 major) Business gree (1 major) Business gree (1 major) Business gree (1 major) Business	Management and Eco hematics (2015) Information Systems (usiness Management Information Systems (hematics (2017) Information Systems (Management and Eco	nomics (2015) (2015) : and Economics (Mir (2016) (2019) nomics (2019)	-	
150 h Teachi Teachi Referre Bachel Bachel Bachel Bachel Bachel Bachel Bachel Bachel Bachel Bachel Bachel	e appea or's de or's de or's de or's de or's de or's de or's de or's de or's de or's de	e: each semester LPO I (examination regulation ars in gree (1 major) Business gree (1 major) Business gree (1 major) Business gree (1 major, 1 minor) B gree (1 major) Business gree (1 major) Business gree (1 major) Business	Management and Eco hematics (2015) Information Systems (usiness Management Information Systems (hematics (2017) Information Systems (Management and Eco usiness Management	nomics (2015) (2015) and Economics (Mir (2016) (2019) nomics (2019) and Economics (Mir	-	
150 h Teachi Teachi Referre Bachel Bachel Bachel Bachel Bachel Bachel Bachel Bachel Bachel Bachel Bachel Bachel	e appea or's de or's de	e: each semester LPO I (examination regulation ars in gree (1 major) Business gree (1 major) Economat gree (1 major) Business gree (1 major, 1 minor) B gree (1 major) Business gree (1 major, 1 minor) B gree (1 major, 1 minor) B	Management and Eco hematics (2015) Information Systems (usiness Management Information Systems (hematics (2017) Information Systems (Management and Eco usiness Management Information Systems (nomics (2015) (2015) and Economics (Mir (2016) (2019) nomics (2019) and Economics (Mir	10r, 2019)	

Julius-Maximilians-UNIVERSITÄT WÜRZBURG

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 (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023)

Module	Module title Abbreviation					
Europea	an Mac	roeconomics			12-EM-211-m01	
Module	coord	inator		Module offered by		
		Senior Professorship for nal Economic Relations	Economics, Money	Faculty of Managem	nent and Economics	
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
5	nume	rical grade				
Duratio	n	Module level	evel Other prerequisites			
1 semes	ster	undergraduate				
Conten	ts					
This course focuses on the macroeconomics of the euro area. It is based on a theoretical part which provides a critical presentation of the two core macroeconomic paradigms: the (neo)classical approach and the Keynesian approach. This allows a comparative analysis of policy implications for important macroeconomic topics (unemployment, inflation, government debt, financial system). The policy-oriented part discusses the monetary policy of the ECB and the challenges for fiscal policy in the euro area, which are due to the lack of fiscal policy integration. The course will also present other euro area specific topics (e.g. Optimum currency area, euro crises, Next Generation EU).						
Intende	d learı	ning outcomes	-			
After completing this course, students will have gained a profound understanding of (applied) macroeconomic policies in general and specifically in the EMU. The students will have a deeper understanding of the two core macroeconomic models and their application for economic policy by using empirical data. Thus, they will enhance their general macroeconomic understanding by applying it to real world problems. In addition, students will develop a sound knowledge of the institutions of common fiscal and monetary policy in Europe.						
Courses	5 (type, n	number of weekly contact hours,	language — if other than Ge	rman)		
V (2)						
		Sessment (type, scope, langua le for bonus)	age — if other than German,	examination offered — if no	t every semester, informati	on on whether
b) term c) oral e	paper examin ge of a	mination (approx. 60 mi (10 to 15 pages) and pre ation (approx. 20 minute ssessment: German and	sentation (approx. 20 es)	o minutes); (weighted	l 2:1) or	
Additio	nal inf	ormation				
Worklo	ad					
150 h			-			
Teachin	ıg cycl	e				
Teachin	ig cycle	e: winter semester				
Referre	d to in	LPO I (examination regulation	s for teaching-degree progra	ammes)		
Module	appea	nrs in				
Bachelo Bachelo Bachelo Bachelo	or's deg or's deg or's deg or's deg	gree (1 major) Business <i>I</i> gree (1 major) Economat gree (1 major) Business I gree (1 major, 1 minor) Bu gree (1 major) Business I	nematics (2015) nformation Systems usiness Management nformation Systems	(2015) and Economics (Mir (2016)		
Bachelor's v Economics (jor Business Management and		enerated 19-Apr-2025 • exam 80 ECTS) Wirtschaftswissens		page 183 / 341

UNIVERSITÄT WÜRZBURG

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

Bachelor's degree (1 major) Economathematics (2017) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020) Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Somin	e title				Abbreviation	
Jennin	ar: Busi	iness Journalism and Bu	siness Communicatio	n	12-WUW-211-m01	
Modul	e coord	inator		Module offered by		
holder	of the l	Professorship of Econom	ic Journalism	Faculty of Management and Economics		
ECTS	ECTS Method of grading Only after succ. compl. of module(s)					
5	nume	rical grade				
Durati	on	Module level	Other prerequisites	;		
1 seme	ester	undergraduate	 			
Conter						
The foo vidual	cus is o steps fi	s offered as a preparator n the goal of independer rom the generation of a r ific writing is provided.	ntly preparing a well-f	ounded scientific the	esis. For this purpos	e, the indi-
Intend	ed lear	ning outcomes				
• [• [• [Prepara Examina Prepara	dation of the learned and tion, presentation, and c ation of the working pape tion for the Bachelor and	lefense of a scientific ers of other seminar p I Master Thesis	paper participants	niques of scientific v	vork
	es (type, r	number of weekly contact hours,	language — if other than Ge	rman)		
S (2)						
		sessment (type, scope, langua	age — if other than German,	examination offered — if no	t every semester, informat	on on whether
		le for bonus)			<u>```</u>	
		o to 15 pages) and prese ssessment: German and		inutes); (weighted 1:	1)	
Alloca	tion of _l	places				
Additio	onal inf	ormation				
	_	ormation				
Additio Worklo	_	ormation				
 Worklo	_	ormation				
 Worklo 150 h	_					
 Worklo 150 h Teachi	oad ing cycl					
 Worklo 150 h Teachi Teachi	ng cycl	e	ns for teaching-degree progra	ammes)		
 Worklo 150 h Teachi Teachi Referro	ng cycl	e e: each semester	ns for teaching-degree progra	ammes)		
 Workla 150 h Teachi Teachi Referra	ng cycl ng cycl ng cycl ed to in	e e: each semester LPOI (examination regulatior	ns for teaching-degree progra	ammes)		
 Worklo 150 h Teachi Teachi Referro Modul	oad ing cycl ng cycl ed to in e appea	e e: each semester LPOI (examination regulation ars in				
 Workla 150 h Teachi Teachi Referra Modul Bache	ing cycl ng cycl ed to in e appea lor's de	e e: each semester LPOI (examination regulation ars in gree (1 major) Business J	Management and Eco			
 Worklo 150 h Teachi Teachi Referro Modul Bache Bache	ng cycl ng cycl ed to in e appea lor's de lor's de	e e: each semester LPOI (examination regulation ars in	Management and Eco hematics (2015)	nomics (2015)		
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 Worklo 150 h Teachi Teachi Referro Bachel Bachel Bachel Bachel Bachel	ang cycl ng cycl ed to in e appea lor's de lor's de lor's de lor's de	e e: each semester LPO I (examination regulation ars in gree (1 major) Business I gree (1 major) Economat gree (1 major) Business I	Management and Eco hematics (2015) Information Systems (usiness Management	nomics (2015) (2015) : and Economics (Mir	nor, 2015)	
 Worklo 150 h Teachi Teachi Referro Modul Bachel Bachel Bachel Bachel Bachel Bachel	oad ing cycle ng cycle ed to in e appea lor's de lor's de lor's de lor's de lor's de	e e: each semester LPO I (examination regulation ars in gree (1 major) Business I gree (1 major) Business I gree (1 major) Business I gree (1 major, 1 minor) B	Management and Eco hematics (2015) Information Systems I usiness Management	nomics (2015) (2015) : and Economics (Mir	nor, 2015)	
 Worklo 150 h Teachi Teachi Referro Bache Bache Bache Bache Bache Bache Bache Bache	ng cycl ng cycl ed to in e appea lor's de lor's de lor's de lor's de lor's de lor's de	e e: each semester LPO I (examination regulation ars in gree (1 major) Business I gree (1 major) Economat gree (1 major) Business I gree (1 major, 1 minor) B gree (1 major) Business I	Management and Eco hematics (2015) Information Systems (usiness Management Information Systems (hematics (2017)	nomics (2015) (2015) : and Economics (Mir (2016)	nor, 2015)	
 Workle 150 h Teachi Teachi Referre Bachel Bachel Bachel Bachel Bachel Bachel Bachel Bachel Bachel Bachel Bachel	ang cycl ng cycl ed to in e appea lor's de lor's de lor's de lor's de lor's de lor's de lor's de lor's de	e e: each semester LPO I (examination regulation ars in gree (1 major) Business I gree (1 major) Business I	Management and Eco hematics (2015) Information Systems (usiness Management Information Systems (hematics (2017) Information Systems (Management and Eco	nomics (2015) (2015) and Economics (Mir (2016) (2019) nomics (2019)	-	
 Worklo 150 h Teachi Teachi Referro Modul Bache Bache Bache Bache Bache Bache Bache Bache Bache Bache Bache Bache Bache Bache Bache Bache Bache	ang cycle ng cycle ed to in e appea lor's de lor's de lor's de lor's de lor's de lor's de lor's de lor's de lor's de	e e: each semester LPO I (examination regulation ars in gree (1 major) Business I gree (1 major) Business I	Management and Eco hematics (2015) Information Systems Information Systems hematics (2017) Information Systems Management and Eco usiness Management	nomics (2015) (2015) : and Economics (Mir (2016) (2019) :nomics (2019) : and Economics (Mir	-	
 Worklo 150 h Teachi Teachi Referro Modul Bachel	ang cycle ng cycle ed to in e appea lor's de lor's de lor's de lor's de lor's de lor's de lor's de lor's de lor's de	e e: each semester LPO I (examination regulation ars in gree (1 major) Business I gree (1 major) Business I	Management and Eco hematics (2015) Information Systems Information Systems hematics (2017) Information Systems Management and Eco usiness Management	nomics (2015) (2015) : and Economics (Mir (2016) (2019) :nomics (2019) : and Economics (Mir	-	
 Worklo 150 h Teachi Teachi Referro Modul Bachel	ang cycl ng cycl ed to in e appea lor's de lor's de	e e: each semester LPO I (examination regulation ars in gree (1 major) Business I gree (1 major) Economat gree (1 major) Business I gree (1 major) Business I	Management and Eco hematics (2015) Information Systems (usiness Management Information Systems (hematics (2017) Information Systems (Management and Eco usiness Management Information Systems (nomics (2015) (2015) : and Economics (Mir (2016) (2019) :nomics (2019) : and Economics (Mir	10r, 2019)	page 185 / 34

Julius-Maximilians-UNIVERSITÄT WÜRZBURG

Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023)

Module	title			-	Abbreviation	
Econom	nist Pra	ctice Lectures			12-VWP-211-m01	
Module	coord	inator		Module offered by		
		Senior Professorship for nal Economic Relations		Faculty of Managen	nent and Economics	
ECTS Method of grading Only after succ. compl. of module(s)			npl. of module(s)			
5	nume	rical grade				
Duratio	n	Module level	Other prerequisites	i		
1 semes	ster	undergraduate				
Content	ts					
The content of the seminar is the active participation in as well as the follow-up of the lectures of economists from different national and international fields of activity, which are organized for the event.						
		of speakers from practi internationally oriente				
tical act	tivities	udents will gain lasting , discuss these with hig during their studies.				
Intende	d learr	ning outcomes				
By participating in the seminar, Master's students of the faculty of economics and business administration should get to know the different fields of activity of economists and the questions that determine the daily work of the speakers in the course of the lectures.						
have ac respect learn ec	quired ive lect conomi	e participants of the se during their studies. Fo ture, a debating worksh c argumentation and do he semester.	or this purpose, in add op is offered to the pa	lition to a discussion articipants of the sem	with the speakers for ninar, in which the st	ollowing the udents are to
Courses	5 (type, n	umber of weekly contact hours	, language — if other than Ge	rman)		
S (2)						
		e ssment (type, scope, langu le for bonus)	uage — if other than German,	examination offered — if no	t every semester, informat	ion on whether
b) term c) writte	paper en exar	ation (approx. 30 minu (approx. 10 pages) and nination (approx. 60 mi ssessment: German and	presentation (approx nutes)	. 15 minutes); (weigh	ted 2:1) or	
Allocati	ion of p	olaces				
Additio	nal inf	ormation				
Worklo	ad					
150 h						
Teachin	ig cycl	9				
Teachin	ig cycle	e: each semester	_			
Referre	d to in	LPOI (examination regulation	ns for teaching-degree progra	ammes)		
Module	appea	rs in				
Bachelor's v Economics (or Business Management and		enerated 19-Apr-2025 • exam 180 ECTS) Wirtschaftswissens	-	page 187 / 341

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Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020) Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title					Abbreviation	
Europe	an Mor	netary Policy			12-EuGP-F-152-m01	
Module	coord	inator		Module offered by		
holder	of the S	Senior Professorship for	Economics, Money		nent and Economics	
and Int	ernatio	nal Economic Relations				
ECTS		od of grading	Only after succ. con	npl. of module(s)		
5		merical grade				
Duration Module level Other prerequisites						
1 seme	ster	undergraduate				
Conten	ts					
 The course discusses the following questions: 1. Why is price stability the main objective of the ECB? 2. How can the ECB control interest rates and the creation of credit? Why did the financial crisis happen? 3. How does interest rate policy influence macroeconomic objectives (price stability and full employment)? 4. Why is it important for monetary policy to be independent? 5. How does the ECB know, how to set interest rates? (strategies of monetary policy) 6. Why did central banks engage in unconventional monetary policy during the last years? 						
		ning outcomes			,	
By completing this course, students receive a profound understanding of theory and practice of monetary poli- cy. Next to a profound knowledge of monetary policy in general, students are able to form a critical opinion about the conduct of monetary policy by the European Central Bank and in part about the policy of other central banks. Courses (type, number of weekly contact hours, language – if other than German)						
V (2) +	Ü (2)					
		essment (type, scope, langu le for bonus)	uage — if other than German,	examination offered — if no	t every semester, informat	ion on whether
written	examiı	nation (approx. 60 minu	ites)			
Allocat	ion of p	olaces				
Additio	nal inf	ormation				
Worklo	ad					
150 h						
Teachir	ıg cycl	е				
Teachir	ng cycle	e: winter semester				
Referre	d to in	LPO I (examination regulatio	ns for teaching-degree progra	ammes)		
Module	e appea	ins in				
		gree (1 major) Business	•	nomics (2015)		
		gree (1 major) Economa				
		gree (1 major) Business gree (1 major, 1 minor) E	•	-	or 2015)	
		ee (1 major) China Busir			101, 2015/	
		gree (1 major) Business				
Bachel	or's de	gree (1 major) Economa	thematics (2017)			
	-	ee (1 major) China Busir		-		
Bachel	or's deg	gree (1 major) Business	Information Systems	(2019)		
Bachelor's Economics		or Business Management and		enerated 19-Apr-2025 • exam .80 ECTS) Wirtschaftswissens	-	page 189 / 341



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

Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020)

Module title				Abbreviation	
Busine	ss Cycle Analysis			12-Konj1-F-152-m01	
Module	e coordinator		Module offered by		
head o	f the Work Group of Empirical E	conomics	Faculty of Managem	nent and Economics	
ECTS	Method of grading	Only after succ. con	npl. of module(s)		
5	numerical grade				
Duratio	on Module level	Other prerequisites	i		
1 semester undergraduate					
Conten	its				
subject lecture terpreta so take moneta will als experti Intende (i) are e ons eq (ii) lear (iii) are	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. In total the course provides expertise on the subject of business cycle analysis to students. Intended learning 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; solving rational expectations equations (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				
damen	which enables them to critically tal knowlegde on how to analyz	e business cycles.	· · ·	/ students are equip	pea with fun-
	S (type, number of weekly contact hours,	language — if other than Ge	rman)		
	U (2) d of assessment (type, scope, langu s creditable for bonus)	age — if other than German,	examination offered — if no	t every semester, informat	ion on whether
b) term tes, to	en examination (approx. 60 mi paper (approx. 40 pages, to be be prepared and delivered in g paper (approx. 15 pages)	e prepared in groups o	-	presentation (appro	x. 40 minu-
Allocat	ion of places				
 Additio	onal information				
Worklo	ad				
150 h					
Teachi	ng cycle				
Teachi	ng cycle: winter semester				
Referre	ed to in LPO I (examination regulation	ns for teaching-degree progra	immes)		
Module	e appears in				
Bachel	or's degree (1 major) Business or's degree (1 major) Economat or's degree (1 major) Business	hematics (2015)	_		
Bachelor's Economics	with 1 major Business Management and (2019)		enerated 19-Apr-2025 • exam 80 ECTS) Wirtschaftswissens		page 191 / 341

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

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Master's degree (1 major) China Business and Economics (2016) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020)

Module	Module title				Abbreviation
Semina	Seminar: Economic Policy				12-VWL1-FS-152-m01
Module	e coord	inator		Module offered by	
		Chair of Monetary Econon Narkets	nics and Internatio-	Faculty of Managem	nent and Economics
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)	
5	nume	rical grade			
Duration Module level Other prerequisites					
1 seme	ster	undergraduate			
Conten	ts				
Gaining licy.	g a mor	e in-depth understanding	g of specific problem:	s of macroeconomics	s and, in particular, monetary po-
Format	ofthe	module: seminar			
Prerequ	uisites:	Basic knowledge of mac	roeconomics as taug	ht for example in Ma	croeconomics I.
Usabili	ty: Bac	helor Wirtschaftswissens	chaften		
Require nar	ements	for getting credit points a	according to the Erop	ean Credit Transfer S	System (ECTS): Passing the semi-
ECTS ar	nd grad	ling: 5 ECTS, Grading on a	a scale from 1-5 base	d on a seminar prese	entation and a seminar paper
Freque	ncy of t	he module: Each term			
Worklo	ad: 150	hours			
Duratio	on: 1 Se	mester			
Intende	ed learı	ning outcomes			
					ns on their relevance to a given onventional scientific standards.
Course	S (type, n	umber of weekly contact hours, l	anguage — if other than Ger	man)	
S (2)					
		e essment (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 (ap	pprox. 15 pages) and pres	sentation (approx. 25	minutes), weighted	2:1
Allocat	ion of p	olaces			
by lot a numbe	imong a r of pla	all applicants irrespective	e of their subjects. (2)) Places on all course	e places, places will be allocated es of the module with a restricted pe maintained and places re-allo-
Additio	nal inf	ormation			
Worklo	ad				
150 h					
Teachi	ng cycl	9			
Teachir	ng cycle	e: after announcement			

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

Module appears in

Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Master's degree (1 major) China Business and Economics (2016) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019)

Modul	Module title				Abbreviation	
Interna	ational	Economics			12-IntÖk-152-mo1	
Modul	e coord	inator		Module offered by		
holder	of the (Chair of International Ec	conomics	Faculty of 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	i		
1 seme	ester	undergraduate				
Conter	nts		•			
Conter	nt					
The mariety) a riety) a tion ar backgr <u>Outline</u> I ntern II Inter 1 Ricar 2 Heck 3 New III Inter <u>Literat</u> This co Krugm so do).	The course starts with an introduction into facts, trends and issues pertaining to the real side of globalization. The main part of the course deals with explanations of international trade (comparative advantage, product va- riety) and for international factor movements (if time permits). Current issues and controversies (e.g. globaliza- tion and labor; globalization and the environment; migration within the European Union) are analyzed on this background. <u>Outline</u> I nternational Economics – Trends and current developments II Internationale Trade 1 Ricardian Theory: Labor productivity and comparative advantage 2 Heckscher-Ohlin-factor proportion theory and the general neoclassical model 3 New Trade Theory: Product differentiation, scale economies, firm heterogeneity III International Factor Movements [time permitting] <u>Literature</u> This course does not strictly follow a single textbook. The best general reference is: Krugman, P.R., M. Obstfeld, M.J. Melitz (2018), International Economics. Theory and policy (older versions will al- so do)					
		velops case studies that	at use additional refere	ences.		
	-	ning outcomes				
side of defenc acquir	^E the wo I the ca e the sc	acquire the ability to cri rld economy: trade flov uses and consequence ientific knowledge to e of labor.	vs and international fa s of globalization both	ctor movements. The analytically as well a	ey are enabled to un as in an intuitive ma	derstand and nner. They
Course	es (type, r	number of weekly contact hours	s, language — if other than Ge	rman)		
V (2) +	Ü (2)					
		essment (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 min ssessment: German an				
Alloca	tion of p	olaces				
Additio	onal inf	ormation				
Worklo	oad					
150 h						
Bachelor's Economics		jor Business Management and		enerated 19-Apr-2025 • exam .80 ECTS) Wirtschaftswissens	-	page 195 / 341

Teaching cycle

Teaching cycle: summer semester

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

Module appears in

Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Master's degree (1 major) China Business and Economics (2016) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020) Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module ti	Module title Abbreviation				
Seminar:	International Economics			12-IntÖk-FS-152-mo	91
Module c	oordinator		Module offered by		
holder of	the Chair of International E	conomics	Faculty of Managen	nent and Economics	
ECTS N	Nethod of grading	Only after succ. con	npl. of module(s)		
5 n	umerical grade				
Duration	Module level	Other prerequisites			
1 semester undergraduate					
Contents					
Current to de, and C stems; Gl	<u>Content</u> Current topics in international economics and economic geography [e.g. Urbanization and Inequality; Tasks, Tra- de, and Cities; Outsourcing, Offshoring and Multinational Firms; Competition of Locations, Jurisdictions and Sy- stems; Globalization and the Environment; Trade, Multinational Firms and Labor Markets; Triumph of the City] <u>Literature</u>				
	learning outcomes				
Drawing o learn and papers ar	Drawing on current cutting-edge research, students are enabled to analyze current research questions and to learn and apply research methods. The seminar style of the course teaches them to present their own seminar papers and research both in written and in oral form. Students are enabled to critically analyze and discuss the work of their peers.				
Courses (Courses (type, number of weekly contact hours, language — if other than German)				
S (2)					
	of assessment (type, scope, lang editable for bonus)	uage — if other than German,	examination offered — if no	t every semester, informati	on on whether
	er (approx. 15 pages) and p e of assessment: German ar		o minutes), weighted	3:1	
Allocatio	n of places				
by lot am number o	a. (1) Should the number of a ong all applicants irrespect of places will be allocated in lot as they become availabl	ive of their subjects. (2 the same procedure. () Places on all course	es of the module wit	h a restricted
Additiona	al information				
Workload	i				
150 h					
Teaching	cycle				
Teaching	cycle: each semester				
Referred	to in LPO I (examination regulati	ons for teaching-degree progra	ammes)		
	ppears in				
Bachelor' Bachelor' Bachelor'	's degree (1 major) Business 's degree (1 major) Economa 's degree (1 major) Business 's degree (1 major, 1 minor) degree (1 major) China Busi	athematics (2015) Information Systems Business Management	(2015) and Economics (Mir	nor, 2015)	
Bachelor's wit Economics (20	h 1 major Business Management and [019]		enerated 19-Apr-2025 • exam 80 ECTS) Wirtschaftswissens		page 197 / 341

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

Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020) Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title Abbreviation						
Applie	d Regio	onal and Urban Economic	CS		12-ARS-152-m01	
Module	e coord	linator		Module offered by		
holder	ofthe	Chair of Industrial Econo	mics	Faculty of Manager	nent 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	nts					
II Geog III Firm IV A bri V Germ	I A brief revision of econometrics: OLS and fixed effects regression II Geographical agglomeration of economic activity III Firm heterogeneity and the exporter wage premium IV A brief revision of econometrics: Instrumental variables regression V German local labour markets and "the Rise of the East"					
	-	ning outcomes				
viewing recogn tasets. ge in e The lec what m se the exporte adjustr In a col on exe genera gies an	This course focuses on the empirical analysis of current topics in international and regional economics. After reviewing some theoretical background and empirical methods, students learn to comprehend empirical studies, recognize possible pitfalls and conduct their own analyses using statistical software packages and authentic datasets. A strong focus is put on the identification of causal effects. Students should already have basic knowledge in econometric analysis and international trade theory. The lecture starts with a revision of basic empirical methods. The first application is to analyse if and why (and to what magnitude) firms benefit from being located in agglomerations such as the Silicon Valley. Next, we analyse the role of firms in international trade. What distinguishes exporters from non-exporters and are employees of exporters better off? Returning to a regional perspective, we then discuss several recent research papers on the adjustment of local labor markets to increasing trade with China and Eastern Europe. In a complementary lab tutorial (Übung) students learn to conduct empirical analyses by themselves. In handson exercises, they first practice how to obtain and prepare datasets and how to use summary statistics to find general patterns in the data. We then apply our theoretical knowledge from the lecture to devise empirical strategies and to interpret our results.					
V(2) +		number of weekly contact hours,	language — if other than Ge	rman)		
Metho	d of as	sessment (type, scope, langu ole for bonus)	age — if other than German,	examination offered — if no	ot every semester, informat	ion on whether
b) term	n paper	mination (approx. 60 mi (approx. 10 pages) inclu Issessment: German and	iding empirical analys	sis prepared by cand	idates	
Allocat	tion of	places				
Additio	onal inf	ormation				
Worklo	bad					
150 h						
Teachi	ng cycl	e				
Teachi	ng cycl	e: summer semester				
Referre	ed to in	LPOI (examination regulation	ns for teaching-degree progra	ammes)		
Modul	e appe	ars in				
Bachelor's Economics		jor Business Management and		enerated 19-Apr-2025 • exam 80 ECTS) Wirtschaftswissens		page 199 / 341

UNIVERSITÄT WÜRZBURG

Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Master's degree (1 major) China Business and Economics (2016) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020) Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module	Module title Abbreviation					
Compe	etition a	and Strategy 1			12-S&W1-F-152-m01	1
Module	e coord	inator		Module offered by		
holder	of the (Chair of Industrial Econo	mics	Faculty of Managen	nent 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	i		
1 seme	ester	undergraduate				
Conten	nts					
 Studerr (i) expl perfect 	 Static games with complete information Concept of a game Solution concepts and the Nash equilibrium Continuous strategy sets Nash equilibrium in mixed strategies Dynamic games with complete information Subgame perfect Nash equilibrium Repeated games Static games with incomplete information: Bayesian Nash equilibrium Payesian Nash equilibrium Signaling games Intended learning outcomes Students which complete this course will be able to (i) explain different equilibrium; concepts (Nash equilibrium, subgame perfect equilibrium, bayesian equilibrium, perfect bayesian equilibrium); (ii) explain for which kind of strategic situation each of these equilibrium concepts were developed; 					
		e appropriate equilibriur	-		gic situation.	
V (2) +		number of weekly contact hours,	language — if other than Ge	rman)		
Metho	d of ass	sessment (type, scope, langua le for bonus)	age — if other than German,	examination offered — if no	t every semester, informati	ion on whether
		nation (approx. 60 minut ssessment: German and				
Allocat	tion of _l	olaces				
Additio	onal inf	ormation				
	_					
Worklo	ad					
150 h						
Teachi	ng cycl	e				
Teachi	ng cycle	e: summer semester				
Referre	ed to in	LPO I (examination regulation	ns for teaching-degree progra	ammes)		
Module	e appea	ars in				
Bachelor's Economics		jor Business Management and		enerated 19-Apr-2025 • exam 80 ECTS) Wirtschaftswissens	-	page 201 / 341

Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Master's degree (1 major) China Business and Economics (2016) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2010) Bachelor's degree (1 major) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020)

Module	Module title Abbreviation					
Compe	tition a	nd Strategy 2			12-S&W2-F-152-mo	1
Module	e coord	inator		Module offered by		
holder	of the (Chair of Industrial Econo	mics	Faculty of Managen	nent 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					
Outline 1. Histo 2. Over 3. Func 4. Clas 5. Tacit 6. Hori 7. Joint 8. Abus 10. Ver 11. Ver	Content: 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:					
		ning outcomes				
(i) reco (ii) argi (iii) une	gnize t ue by u derstan	ng the course students a he potential of lessening sing results from industr d decisions of the Bund conomic point of view.	competition due to c ial economics why ce	rtain practices hinde	er competition;	uch decisi-
Course	S (type, r	number of weekly contact hours,	language — if other than Ge	rman)		
V (3) +	Ü (2)					
		eessment (type, scope, langua le for bonus)	age — if other than German,	examination offered — if nc	ot every semester, informat	ion on whether
b) term	n paper	mination (approx. 60 to g (approx. 10 pages) and j ssessment: German and	presentation (approx.	15 minutes), weight	ed 2:1	
Allocat	ion of _l	olaces				
Additio	onal inf	ormation				
Worklo	ad					
150 h						
Teachi	ng cycl	e				
Teachi	ng cycle	e: winter semester				
Bachelor's Economics		or Business Management and		enerated 19-Apr-2025 • exam 80 ECTS) Wirtschaftswissens	-	page 203 / 341

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

Module appears in

Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Master's degree (1 major) China Business and Economics (2016) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020)

Module title				Abbreviation		
Competition and Strategy 3 12-S&W3-F-152-m01						
Module coord	inator		Module offered by			
holder of the	Chair of Industrial Econor	nics	Faculty of Managem	nent and Economics		
ECTS Metho	od of grading	Only after succ. con	Only after succ. compl. of module(s)			
5 nume	rical grade					
Duration	Module level	Other prerequisites				
1 semester	undergraduate					
Contents		-				
 Repetition of Definition Market Introduction The regular The nation Optimal Privatise Practice of Past and Analysis Recent chall 	 Optimal pricing of natural monopoly Privatisation Practice of economic regulation Past and recent experience in Europe and around the world Analysis of selected naturally monopolistic markets 4. Recent challenges to market regulation Net neutrality 					
	ill be taught in English.					
	ning outcomes		denstandina af the s			
The aim of this course is to provide the students with an understanding of the economic analysis that underpins competition policy and regulatory policy towards network utilities and to provide them with some institutional background. Upon successful completion of this module the students will (i) acquire an understanding of the underlying reasons why some markets cannot be made competitive; (ii)acquire a knowledge of the economic principles that lie behind the application of competition policy and utili- ty regulation; (iii) develop an understanding of the ways in which economic analysis can positively inform competition policy and utility regulation, and the limitations of economic analysis in this context; (iv) learn from the practical experiences of market regulation and deregulation of the last 20-30 years.						
Courses (type, number of weekly contact hours, language — if other than German)						
V (2) + Ü (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)						
b) written exa c) term paper	a) written examination (approx. 60 to 90 minutes) or b) written examination (approx. 120 minutes) or c) term paper (approx. 10 pages) and presentation (approx. 15 minutes); (weighted 2:1) Language of assessment: German and/or English					
Allocation of places						
Additional inf	ormation					

Workload

150 h

Teaching cycle

Teaching cycle: summer semester

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

Module appears in

Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Master's degree (1 major) China Business and Economics (2016) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020)

Bachelor's with 1 major Business Management and Economics (2019)

Module title Abbreviation					Abbreviation	
Seminar: Competition and Strategy					12-S&W-FS-152-m01	
Module coordinator				Module offered by		
		Chair of Industrial Econor	nics		nent and Economics	
ECTS	Metho	od of grading	Only after succ. com			
5		rical grade				
Duratio		Module level	Other prerequisites			
1 semester undergraduate						
Conten	ts	0				
will cho	oose a t on this	opic and formulate a res	earch question. Then	they are expected to	nts, with the help of their advisor, o conduct research and write a esent their findings orally to an	
Intende	ed leari	ning outcomes				
pret an	d sumr	, , ,	se studies. They will	be able to present th	ublications, and critically inter- ne results of their research in a n audience.	
Course	S (type, n	umber of weekly contact hours, l	anguage — if other than Ger	man)		
S (2)						
		essment (type, scope, langua le for bonus)	ge — if other than German, e	examination offered — if no	t every semester, information on whether	
		oprox. 15 pages) and pressessment: German and,		minutes), weighted	2:1	
Allocat	ion of p	olaces				
by lot a numbe	15 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.					
Additio	nal inf	ormation				
Worklo	ad					
150 h						
Teachir	ıg cycl	9				
Teaching cycle: each semester						
Referred to in LPO I (examination regulations for teaching-degree programmes)						
Module appears in						
Bacheld Bacheld Bacheld Master Bacheld Bacheld Master	Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Master's degree (1 major) China Business and Economics (2016) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) China Business Information Systems (2019)					

JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftswissenschaft - 2019

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

Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020)

Business Strategy for Information and Network Industries 12-BSINI-152-m01 Module coordinator Module offered by holder of the Chair of Industrial Economics Faculty of Management and Economics ECTS Method of grading Only after succ. compL of module(s) S numerical grade Duration Module level Other prerequisites 1 semester undergraduate Contents Consumer demand in markets with network effects, rational expectations • competition in markets with network effects • competition in markets and plaforms • competition in markets with switching costs • monopoly pricing in platform markets • monopoly pricing in platform markets • for ourse will be taught in English. Interded learning outcomes After succesful completion of this class, the students should be familiar with issues arising in many of fasingly important hi-tech industries. They will be able to comment on emerging selling mechanisms for b musica and video. They will be able to explain the underlying logic for observed pricing patterns for softwa ducts, social media si	Abbreviation		Module title				
holder of the Chair of Industrial Economics Faculty of 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 Outline of syllabus: 1. Network effects - compatibility and multi-homing: dynamic competition 2. Competition in markets with network effects - compatibility and multi-homing: dynamic competition 2. Competition in markets with network effects - compatibility and multi-homing: dynamic competition 2. Competition in platform markets - compatibility and magement and piracy - digital rights management and piracy - digital rights management and piracy - Method of saces and the services found in the so called shafing economy. They will not only bet	01	12-BSINI-152-m01		Business Strategy for Information and Network Industries			
ECTS Method of grading Only after succ. compt. of module(s) 5 numerical grade - Duration Module level Other prerequisites 1 semester undergraduate Contents - - Outline of syllabus: 1. - 1. Network effects - - • consumer demand in markets with network effects, rational expectations - • competition in markets with network effects - - • competition in markets with network effects - - - • competition in markets with network effects - <t< th=""><th colspan="3">Module offered by</th><th colspan="4">Module coordinator</th></t<>	Module offered by			Module coordinator			
5 numerical grade Duration Module level Other prerequisites 1 semester undergraduate Contents Outline of syllabus: 1. Network effects c. compatition in markets with network effects, rational expectations c. compatition in markets with network effects c. compatibility and multi-homing: dynamic competition 2. Competition in markets and platform - - - - - - - - - - -	ics	nent and Economics	Faculty of Managen				
5 numerical grade Duration Module level Other prerequisites 1 semester undergraduate Contents Outline of syllabus: 1. Network effects c. compatition in markets with network effects, rational expectations c. compatition in markets with network effects c. compatibility and multi-homing: dynamic competition 2. Competition in markets and platform - - - - - - - - - -			, ,	Only after succ. c	d of grading	Metho	ECTS
Duration Module level Other prerequisites 1 semester undergraduate Contents			• • • •			·	5
Contents Outline of syllabus: 1. Network effects • consumer demand in markets with network effects, rational expectations • monopoly pricing • competition in markets with network effects • competition in markets with network effects • competition in markets with switching costs 3. Two (multi)-sided markets and platforms • monopoly pricing in platform markets • competition in platform markets. • conspetition in platform markets. • digital rights management and piracy • alternative monetisation strategies The course will be taught in English. Intended learning outcomes After successful completion of this class, the students should be familiar with issues arising in many of t asingly important hi-tech industries. They will be able to comment on emerging selling mechanisms for b music and video. They will be able to explain the underlying logic for observed pricing patterns for softward ducts, social media sites and the services found in the so called sharing economy. They will not only be a underlying logics of observed pricing patterns for softward ducts, social media sites and the services found in the so called sharing economy. They will not only be able. Courses (type, number of weekly contact hours, langua				Other prerequisit	Module level	on	
Outline of syllabus: 1. Network effects • consumer demand in markets with network effects, rational expectations • monopoly pricing • compatibility and multi-homing: dynamic competition 2. Competition in markets with switching costs 3. Two (multi)-sided markets and platforms • monopoly pricing in platform markets: • monopoly pricing in platform markets: • monopoly pricing in platform markets: • market segmentation methods • digital rights management and piracy • alternative monetisation strategies The course will be taught in English. Intended learning outcomes After successful completion of this class, the students should be familiar with issues arising in many of t asingly important hi-tech industries. They will be able to comment on emerging selling mechanisms for t muderstand observed behavior in information goods markets, industries which exhibit network effects ar form markets but will be able to explain the underlying logic for observed pricing patterns for softwa ducts, social media sites and the services found in the so called sharing economy. They will not only be a form markets but will be able argue for new strategies in light of the specific features a market/product n bit. Courses (type, number of weekly contact hours, language – if					undergraduate	ster	1 seme
 1. Network effects consumer demand in markets with network effects, rational expectations monopoly pricing competition in markets with network effects compatibility and multi-homing: dynamic competition 2. Competition in markets with switching costs 3. Two (multi)-sided markets and platforms monopoly pricing in platform markets competition in markets with switching costs 3. Two (multi)-sided markets and platforms monopoly pricing in platform markets competition in platform markets: non-price strategies 4. Pricing of information goods market segmentation methods digital rights management and piracy alternative monetisation strategies The course will be taught in English. Intended learning outcomes After successful completion of this class, the students should be familiar with issues arising in many of ta singly important hi-tech industries. They will be able to comment on emerging selling mechanisms for ta singly important hi-tech industries. They will be able to conserved pricing patterns for softward ducts, social media sites and the services found in the soc called sharing economy. They will not only be a understand observed behavior in information goods markets, industries which exhibit network effects and form markets but will be able argue for new strategies in light of the specific features a market/product n bit. Courses (type, number of weekly contact hours, language – if other than German) V (2) + Ú (2) Method of assessment (type, scope, language – if other than German, examination offered – if not every semester, information on module is creditable for bonus) a) written examination (approx. 60 minutes) or b) written examination (approx. 60 minutes) or c) term paper (approx. 10 pages) and presentation (approx. 15 minutes), we						ts	Conter
Courses (type, number of weekly contact hours, language – if other than German) V (2) + Ü (2) Method of assessment (type, scope, language – if other than German, examination offered – if not every semester, information on module is creditable for bonus) a) written examination (approx. 60 minutes) or b) written examination (approx. 120 minutes) or c) term paper (approx. 10 pages) and presentation (approx. 15 minutes), weighted 2:1 Language of assessment: German and/or English Allocation of places Additional information Workload 150 h Teaching cycle	ms for books, or software pro only be able to ffects and plat	selling mechanisms pricing patterns for sony. They will not only exhibit network effect	ld be familiar with is nment on emerging logic for observed p illed sharing econom s, industries which o	work effects dynamic competiting costs orms rkets : non-price strategi iracy es ss, the students sh hey will be able to a explain the underly ces found in the so mation goods mark	er demand in markets wi by pricing ion in markets with netwo pility and multi-homing: in markets with switchi sided markets and platfor by pricing in platform markets formation goods egmentation methods ghts management and p we monetisation strateg be taught in English. ing outcomes ant hi-tech industries. The co. They will be able to en- the served behavior in infor	onsum- nonopo ompeti ompati petitior (multi)- nonopo ompeti ng of in narket s ligital ri liternati urse wil urse wil ed learr uccessf import and vid social n tand ob	 c r c <lic< li=""> c c c c c<!--</td--></lic<>
Method of assessment (type, scope, language – if other than German, examination offered – if not every semester, information on module is creditable for bonus) a) written examination (approx. 60 minutes) or b) written examination (approx. 120 minutes) or c) term paper (approx. 10 pages) and presentation (approx. 15 minutes), weighted 2:1 Language of assessment: German and/or English Allocation of places Morkload 150 h Teaching cycle			man)	language — if other than	umber of weekly contact hours,	S (type, n	Course
module is creditable for bonus) a) written examination (approx. 60 minutes) or b) written examination (approx. 120 minutes) or c) term paper (approx. 10 pages) and presentation (approx. 15 minutes), weighted 2:1 Language of assessment: German and/or English Allocation of places Additional information Workload 150 h Teaching cycle						Ü (2)	V (2) +
a) written examination (approx. 60 minutes) or b) written examination (approx. 120 minutes) or c) term paper (approx. 10 pages) and presentation (approx. 15 minutes), weighted 2:1 Language of assessment: German and/or English Allocation of places Additional information Workload 150 h Teaching cycle	mation on whether	t every semester, informati	examination offered — if no	ge — if other than Germa			
Additional information Workload 150 h Teaching cycle	a) written examination (approx. 60 minutes) or b) written examination (approx. 120 minutes) or c) term paper (approx. 10 pages) and presentation (approx. 15 minutes), weighted 2:1						
Additional information Workload 150 h Teaching cycle	Allocation of places						
 Workload 150 h Teaching cycle							
Workload 150 h Teaching cycle	Additional information						
150 h Teaching cycle							
Teaching cycle							
leaching cycle: summer semester							
	page 209 / 34	. reg. data re-	enerated 19-Apr-2025 • exam	JMU Würzburg			

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

Module appears in

Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Master's degree (1 major) China Business and Economics (2016) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019)

Module title					Abbreviation	
Introduction to Industrial Organization 12-IIO-152-m01						
Module coordinator			Module offered by			
holder of the Chair of Industrial Economics			omics	Faculty of Managem	nent 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	;		
1 semes	ster	undergraduate				
Conten	ts					
Description: The purpose of this course is to provide an introduction to the main concepts and analytical tools of the theory of industrial organisation. Industrial organisation studies examine how firms interact and compete with each other in the market. The focus is predominantly on markets characterised by imperfect competition (so-called oligopo- ly competition), i. e. markets where firms can exercise market power. Outline of syllabus: 1. Introduction and Review 2. Competition and Collusion 3. Horizontal Merger 4. Entry and Entry Deterrence 5. Vertical Relations and Vertical Integration 6. Price Discrimination 7. Product Differentiation 8. Advertising 9. Research and Development 10. Behavioral Industrial Organization						
		ll be taught in English.				
		ning outcomes				
The purpose of this course is to provide an introduction to the main concepts and analytical tools of the theory of industrial organization. Industrial organization studies how firms interact and compete with each other in the market. The focus is predominantly on markets characterized by imperfect competition, i.e. markets where firms can exercise market power. Students who complete this course will be able to comprehend and use simple game theoretic models of oligopoly competition. By using these models, they will be able to understand and suggest managerial policies. They will be able to comment on governmental remedies in case of market failure within the context of the existing competition laws.						
Courses (type, number of weekly contact hours, language — if other than German)						
V (2) + Ü (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)						
a) written examination (approx. 60 minutes) or b) written examination (approx. 120 minutes) or c) term paper (approx. 10 pages) and presentation (approx. 15 minutes), weighted 2:1 Language of assessment: German and/or English						
Allocat	ion of p	olaces				
 Bachelor's v Economics		or Business Management and		enerated 19-Apr-2025 • exam 180 ECTS) Wirtschaftswissens	-	page 211 / 341

Additional information

Workload

150 h

Teaching cycle

Teaching cycle: winter semester

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

Module appears in

Bachelor's degree (1 major) Business Management and Economics (2015)

Bachelor's degree (1 major) Economathematics (2015)

Bachelor's degree (1 major) Business Information Systems (2015)

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)

Master's degree (1 major) China Business and Economics (2016)

Bachelor's degree (1 major) Business Information Systems (2016)

Bachelor's degree (1 major) Economathematics (2017)

Master's degree (1 major) China Business and Economics (2019)

Bachelor's degree (1 major) Business Information Systems (2019)

Bachelor's degree (1 major) Business Management and Economics (2019)

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)

Bachelor's degree (1 major) Business Information Systems (2020)

Module title					Abbreviation	
Labour Economics					12-A&S-F-192-m01	
Module coordinator				Module offered by		
holder of the Chair of Labour Economics			S	Faculty of Managem	nent 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				
Conten	ts					
 This course provides an introduction into modern labor economics. The lecture will cover the following three core topics: 1. Structure of the labor market Labor supply Labor demand Labor market equilibrium The objective of this part is to provide an understanding of the determinants of labor supply and labor demand and how they match and finally reach an equilibrium. This also implies studying the design and effects of policy interventions in order to combat inefficiencies. 2. Wage formation Human capital formation Compensating wage differentials Discrimination Wage structure and inequality The objective of the second part to investigate the different determinants of wages and to understand the reasons (justified or unjustified) why some people earn more than others. 3. Unemployment The third and last part of the lecture deals with one of the biggest challenges to policy makers: unemploy- 						
ment. Intended learning outcomes						
Participants will be familiarized with the core theoretical models of modern labor economics and the basic me- thods of modern empirical labor economics. As such the course will be divided into two parts: the lecture where the theory is taught as well as the exercise class which are "hands on" sessions in order to be able to conduct an economic analysis both theoretically as well as empirically.						
Courses	S (type, n	umber of weekly contact hours, l	anguage — if other than Ger	man)		
V (2) + (Ü (2)					
		essment (type, scope, langua le for bonus)	ge — if other than German, e	examination offered — if no	t every semester, information on whether	
a) written examination (approx. 60 minutes) or b) portfolio (approx. 20 pages) Language of assessment: German and/or English						
Allocation of places						
Additional information						
Workload						
150 h	150 h					
Teachir	ng cycle	9				
Teachin	ng cycle	e: winter semester				

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

Module appears in

Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Political and Social Studies (2020) Bachelor's degree (1 major) Business Information Systems (2020)

Module title				Abbreviation		
Seminar: Labour Economics					12-LES-192-m01	
Module coordinator				Module offered by		
holder of the Chair of Labour Economics			CS	Faculty of Management and Economics		
ECTS	Method of grading Only after succ. cor		npl. of module(s)			
5	numerical grade					
Duration Module level		Other prerequisites				
1 semester undergraduate						
Conton	Contants					

Contents

This course provides an introduction into modern labor economics. The lecture will cover the following three core topics:

- I. Structure of the labor market
- 1. Labor supply
- 2. Labor demand
- 3. Labor market equilibrium

The objective of this part is to provide an understanding of the determinants of labor supply and labor demand and how they match and finally reach an equilibrium. This also implies studying the design and effects of policy interventions in order to combat inefficiencies.

- II. Wage formation
- 4. Human capital formation
- 5. Compensating wage differentials
- 6. Discrimination
- 7. Wage structure and inequality

The objective of the second part to investigate the different determinants of wages and to understand the reasons (justified or unjustified) why some people earn more than others.

III. Unemployment

The third and last part of the lecture deals with one of the biggest challenges to policy makers: unemployment.

Intended learning outcomes

Participants will be familiarized with the core theoretical models of modern labor economics and the basic methods of modern empirical labor economics. As such the course will be divided into two parts: the lecture where the theory is taught as well as the exercise class which are "hands on" sessions in order to be able to conduct an economic analysis both theoretically as well as empirically.

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

S (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)

Term paper (approx. 15 pages) and presentation (approx. 15 minutes), weighted 3:2 Language of assessment: German and/or English

Allocation of places

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Additional information

Workload

150 h

Teaching cycle

Teaching cycle: after announcement

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

Module appears in

Bachelor's degree (1 major) Business Management and Economics (2015)

Bachelor's degree (1 major) Business Information Systems (2015)

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)

Bachelor's degree (1 major) Business Information Systems (2016)

Bachelor's degree (1 major) Business Information Systems (2019)

Bachelor's degree (1 major) Business Management and Economics (2019)

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)

Bachelor's degree (1 major) Business Information Systems (2020)

Module title Abbreviation					Abbreviation
Semina	Seminar: Public Finance 12-Fiwi-FS-152-m01				
Module	e coord	inator		Module offered by	
holder	of the (Chair of Public Finance		Faculty of Managem	nent 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 seme	ster	undergraduate			
Conten	ts				
					ems discussed in "Makroökono- ticles in German and English lan-
Intende	ed learı	ning outcomes			
(i) cons (ii) crea (iii) dea	olidate ite, pre al with t	ng this module, students what they have learned sent and defend a resear the working papers of oth prepared for the process	and if necessary app ch paper; ner participants;		ues of scientific work;
Courses	S (type, n	umber of weekly contact hours, l	anguage — if other than Ger	man)	
S (2)					
		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	aper (ap	oprox. 15 pages) and pres	sentation (approx. 25	minutes), weighted	2:1
Allocat	ion of p	olaces			
Additio	nal inf	ormation			
Worklo	ad				
150 h					
Teachir	ıg cycl	e			
Teachir	ng cycle	e: each semester			
Referre	d to in	LPO I (examination regulations	s for teaching-degree progra	mmes)	
Module	e appea	nrs in			
Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Master's degree (1 major) China Business and Economics (2016) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Master's degree (1 major) Economathematics (2017) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major) Business Management and Economics (2019)					

Bachelor's with 1 major Business Management and	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data re-	page 217 / 341
Economics (2019)	cord Bachelor (180 ECTS) Wirtschaftswissenschaft - 2019	

Module	title				Abbreviation	
Econom	ic Prin	ciples of Risk Manager	nent		12-Risk-152-m01	
Module coordinator				Module offered by	<u> </u>	
	of the (Chair for Economics, Co	ntract Theory and In-	Faculty of Managen	nent and Economi	CS
ECTS Method of grading Only after succ. compl. of module(s)						
5		rical grade		-		
Duratio	n	Module level	Other prerequisites	;		
1 semes	ster	undergraduate				
Conten	ts					
1. Meas 2. Mear 3. Axior 4. Insur 5. Optin 6. Adve 7. Mora	aures o o prese natic fo ance c nal poo rse sel l Hazao	ection rd		(Neumann/Morgens	tern, Savage)	
		al evidence and alterna	tive approaches			
		ning outcomes ng the course students				
2. apply 3. recog	the in nise, i (type, n	results of the economic volved methods to give n which real life situatio	n simple examples on ons and how the result	their own, ts can be applied.		
· · ·		accmont (· · · · · · · · · · · · · · · · · · ·	- Comment of the second
		s essment (type, scope, langu le for bonus)	lage — If other than German,	examination offered — If no	ot every semester, inform	lation on whether
	ge of a	nation (approx. 60 minu ssessment: German an bonus	-			
Allocati	on of p	olaces				
Additio	nal inf	ormation				
Worklo	ad					
150 h						
Teachin	g cycl	e				
		e: summer semester				
	<u> </u>	LPO I (examination regulation	ns for teaching-degree progra	ammes)		
		(examination regulation				
Module	annes	ors in				
Bachelo Bachelo Bachelo Bachelo	or's de or's de or's de or's de	gree (1 major) Business gree (1 major) Economa gree (1 major) Business gree (1 major, 1 minor) E ee (1 major) China Busin	thematics (2015) Information Systems Business Management	(2015) and Economics (Mir	10r, 2015)	
	with a mai	or Business Management and		enerated 19-Apr-2025 • exam		

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

Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020) Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)



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

Insurance Insurance Module offered by Recursion of the Chair for Economics, Contract Theory and Information Faculty of Management and Economic Recursion of the Chair for Economics, Contract Theory and Information Faculty of Management and Economic Retrieved of grading Only after succ. completion Faculty of Management and Economic S numerical grade Duration Module level Other prerequisites Asymmetric information makes insurance markets different from common goods markets. Resear and methods thus have to take these special features into account. Typical subjects covered in the 1. 1. Demand for insurance markets 4. Moral hazarde in insurance markets 9. Adverse selection in insurance markets 9. Insurance and in insurance markets 9. Insurance and bounded rationality Insurance schemes 9. Retrieve the inpact of certain insurance contracts on market so applied, so insurance markets, a apply the involved methods to given simple examples on their own, a schemes insurance markets, a applied, insurance markets,		Abbreviation				ule title	Modul		
holder of the Chair for Economics, Contract Theory and Information Economics Faculty of Management and Economics ECTS Method of grading Only after succ. compl. of module(s) 5 numerical grade 1 semester Undergraduate Contents Account take these special features into account. Typical subjects covered in the 1. Demand for insurance 2. Supply of insurance 3. Adverse selection in insurance markets 4. Moral hazard in insurance markets 5. Empirical assessment of information problems 6. Informal insurance markets 5. Empirical assessment of information problems 6. Informal insurance schemes 7. Insurance and bounded rationality Intended learning outcomes After completing the course students are able to 1. explain the essential results of the economic analysis of insurance markets, 2. apply the involved methods to given simple examples on their own, 3. recognise, in which real life situations and how the results can be applied, 4. analyse the impact of certain insurance contracts on market outcomes. Courses (type, number of weekly contact hours, language – if other than German) V (2) + U (2) Method of assessment (type, scope, language – if other than German, examination offered – if not every semester, information	01	12-VM-152-m01		Insurance Markets					
formation Economics Only after succ. compl. of module(s) ECTS Numerical grade Duration Module level Other prerequisites i semester undergraduate Contents Asymmetric information makes insurance markets different from common goods markets. Resear and methods thus have to take these special features into account. Typical subjects covered in tt . Demand for insurance . Supply of insurance . Adverse selection in insurance markets . Moral hazard in insurance markets . Insurance and bounded rationality Intended learning outcomes After completing the course students are able to . explain the essential results of the economic analysis of insurance markets, . analyse the impact of certain insurance contracts on market outcomes. Courses (type, number of weekly contact hours, language – if other than German) V (2) + Ü (2) Method of assessment (type, scope, language – if other than German, examination offered – if not every semester, inform module is creditable for bonus) Alditional information Additional information <th colspan="3">Module offered by</th> <th colspan="4">Module coordinator</th>	Module offered by			Module coordinator					
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Allocation of places Additional information Workload 150 h Teaching cycle Teaching cycle: no courses offered Referred to in LPO I (examination regulations for teaching-degree programmes) Module appears in Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major) Business Management and Economics (Minor, 2015) Bachelor's degree (1 major) Business Management and Economics (Minor, 2015) Master's degree (1 major) China Business and Economics (2016)	n the course:	jects covered in the o	nsurance markets, their own, s can be applied, <et outcomes.<br="">man)</et>	ets problems re able to conomic analysis of simple examples on as and how the result nce contracts on mar anguage — if other than Ge	thus have to take these s insurance surance ection in insurance mark d in insurance markets sessment of information urance schemes nd bounded rationality hing outcomes ng the course students a essential results of the e volved methods to given n which real life situation impact of certain insura umber of weekly contact hours,	methods emand for upply of ir dverse sel oral haza npirical a formal ins surance a nded lear complet plain the poly the ir cognise, i nalyse the rses (type, 1 + Ü (2) nod of ass	and m 1. Dem 2. Sup 3. Adv 4. Mor 5. Emp 6. Info 7. Insu Intend After c 1. expl 2. app 3. reco 4. anal Course V (2) + Metho		
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Referred to in LPO I (examination regulations for teaching-degree programmes) Module appears in Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Master's degree (1 major) China Business and Economics (2016)					9	hing cycl	Teachi		
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Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Master's degree (1 major) China Business and Economics (2016)									
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		nor, 2015)	2015) and Economics (Min 2016)	nematics (2015) nformation Systems usiness Management ess and Economics (2	gree (1 major) Economatl gree (1 major) Business I gree (1 major, 1 minor) Bu ee (1 major) China Busin	nelor's de nelor's de nelor's de ter's degr	Bache Bache Bache Maste		
Bachelor's with 1 major Business Management and JMU Würzburg • generated 19-Apr-2025 • exam. reg. data re- cord Bachelor (180 ECTS) Wirtschaftswissenschaft - 2019									

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

Bachelor's degree (1 major) Economathematics (2017) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020) Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major, 2021)

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

Module title Abbreviation							
Economic	conomics of Information 12-IÖ-152-m01						
Module c	oordinator		Module offered by				
	the Chair for Economics, Co Economics	ntract Theory and In-	Faculty of Managem	nent and Economics			
ECTS Method of grading Only after succ. compl. of module(s)							
	umerical grade		•				
Duration	Module level	Other prerequisites					
1 semeste							
Contents							
a transact distribution nomically tribution of tutional) fo of "moral "adverse cations w tive desig Even thou about, thi than havi	During the 1960/70s, microeconomic theory came to acknowledge that many (if not most) economic transactions are characterized by asymmetric distribution of information – i.e., at least one of the parties participating in a transaction usually is privy to information that the remaining parties do not have access to. This asymmetric distribution of information subsequently was recognized to be a major impediment for transactions to be economically efficient. Contract theory addresses the question how the inefficiencies arising from asymmetric distribution of information can best be mitigated by appropriate design of the contractual (or, more generally, institutional) framework that governs the transaction under consideration. This lecture covers the baseline models of "moral hazard" (i.e., situations where one party has private knowledge after a contract has been signed) and "adverse selection" (i.e., situations discussed in organizational, personnel or industrial economics, such as incentive design within organizations or the design of labor law regulations and competition laws.						
	Font und Martimort (2002): "	-					
	learning outcomes		65				
 exp app intertrace eva 	ting parties in the presence	ntract theory, given stylized example ife contracts as the ou of asymmetric informa ons with regard to their	tcome of the interact	tion between two or more con- cy properties of the interaction			
Courses (t	ype, number of weekly contact hours,	, language — if other than Ge	rman)				
V (2) + Ü ((2)						
	f assessment (type, scope, langu editable for bonus)	age — if other than German,	examination offered — if no	t every semester, information on whether			
written ex	amination (approx. 60 minu	tes)					
Allocation	n of places						
Additiona	l information						
Workload							
150 h							
Bachelor's with Economics (20	n 1 major Business Management and 19)		enerated 19-Apr-2025 • exam 80 ECTS) Wirtschaftswissens				

Teaching cycle

Teaching cycle: winter semester

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

Module appears in

Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Master's degree (1 major) China Business and Economics (2016) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020) Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module	e title				Abbreviation	
Semina	Seminar: Incentives and Organizations 12-IAO-192-mo1					
Module	e coord	inator		Module offered by	1	
		Chair for Economics, C nomics	ontract Theory and In-	Faculty of Manager	nent and Economics	
ECTS	Meth	od of grading	Only after succ. cor	npl. of module(s)		
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites	5		
1 seme	ster	undergraduate				
Conten	Its					
• • F • T	lidden Recipro ask me	costs of control - theo city and incentives - e>	xperimental evidence erformance effects - exp			
	-	ning outcomes				
researd presen analyzo Course	ch ques t their o e and d	tions and to learn and own seminar papers an iscuss the work of the	l apply research methoo nd research both in writ	ds. The seminar style tten and in oral form.	l independently analyze current of the course teaches them to Students are enabled to critically	
S (2)						
		sessment (type, scope, lan le for bonus)	guage — if other than German,	examination offered — if no	ot every semester, information on whether	
Term p	aper (a	pprox. 10 pages) and I	presentation (approx. 2	o minutes): (weighte	ed 2:1)	
Allocat			<u> </u>			
Additio	onal inf	ormation				
Worklo	ad					
150 h						
Teachi	ng cycl	e				
		e: each semester				
			tions for teaching-degree progra	ammes)		
			•			
Module	e appea	ars in				
Bachel Bachel	Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020)					

Module title Abbreviation						
Challenges of Chinas Economic Rise 12-CCER-152-mo1						
Module	e coord	inator		Module offered by		
holder	of the (Chair of China Business	and Economics	Faculty of Managem	nent 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					
growth ke a loo thin Ch ve beer debate class ye mic tex	period ok at a ina, bu n discu s more ou do r ts, in E	ill be taught in English. . This economic succes selection of challenges at also into selected into ssed in Western media in-depth in the context not need ex ante knowle nglish language. Apart nd to participate in class	s is awesome and cha resulting from China's ernational ones. We ap Starting from there w of China's economic r edge about China. You from reading, participa	llenging at the same e economic rise. We l proach the challenge e look 'behind the cu ise and relevant eco should, however, be ants of the seminar a	time. Within this ser ook into challenges es by first looking at artain' to analyse the nomic theories. To a willing to read texts re expected to prepa	minar we ta- arising wi- how they ha- topics and ttend this a, also acade-
Intende	ed lear	ning outcomes				
		e seminar gain knowle n emerging markets at			n addition they learn	how the ex-
Course	S (type, r	number of weekly contact hours	s, language — if other than Ge	rman)		
V (2)						
		Sessment (type, scope, lang Ile for bonus)	uage — if other than German,	examination offered — if no	t every semester, informati	on on whether
b) term Langua	paper ige of a	mination (approx. 60 m (approx. 15 to 20 page: ssessment: English ffered: Once a year, su	s) and presentation (ap	oprox. 10 to 15 minut	es), weighted 2:1	
Allocat						
20 plac by lot a numbe	ces. (1) imong a r of pla	Should the number of a all applicants irrespecti ces will be allocated in s they become available	ve of their subjects. (2 the same procedure. () Places on all course	es of the module wit	h a restricted
Additio	nal inf	ormation				
Worklo	ad					
150 h						
Teachi						
		e: summer semester				
Referre	d to in	LPO I (examination regulation	ons for teaching-degree progra	ammes)		
Module						
Bachel Bachel	or's de or's de	gree (1 major) Business gree (1 major) Economa gree (1 major) Business gree (1 major, 1 minor)	thematics (2015) Information Systems	(2015)	10r, 2015)	
Bachelor's Economics		jor Business Management and		enerated 19-Apr-2025 • exam .80 ECTS) Wirtschaftswissens		page 225 / 341
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Master's degree (1 major) China Business and Economics (2016) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020)

Module title Abbreviation					Abbreviation
Introduction to Business Journalism 12-EWJ-192-m01					12-EWJ-192-m01
Module	coord	inator		Module offered by	
holder	of the F	Professorship of Economi	c Journalism	Faculty of Managem	nent 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 seme	ster	undergraduate			
Conten	ts				
al overv What an context sources How do the field	view of re the s s? Wha s handl bes stor d of jou	the subject area of journ pecial features of busine at needs to be taken into ed in journalism? How ar ytelling work? What is th urnalistic ethics?	alism. The focus is or ess journalism? How o account when provid e journalistic product	n the following quest does one communica ing information and ts such as a report o	ess journalism and gives an initi- tions: What is communication? ate complex economic-political conducting research? How are r news item or a report written? alistic products? What comprises
Intende	ed leari	ning outcomes			
techniq	ues. A		duction to Business J	ournalism" module,	n and gain insight into research students are able to compre- ts independently.
Course	S (type, n	umber of weekly contact hours, l	anguage — if other than Ger	man)	
V (2) +	Ü (2)				
		s essment (type, scope, langua le for bonus)	ge — if other than German, e	examination offered — if no	t every semester, information on whether
		rox. 20 pages) ssessment: German and,	or English		
Allocat	ion of p	olaces			
Additio	nal inf	ormation			
Worklo	ad				
150 h					
Teachir	ng cycl	e			
Teachir	ng cycle	e: each semester			
Referre	d to in	LPO I (examination regulations	s for teaching-degree progra	mmes)	
Module	e appea	ars in			
Bachelo Bachelo Bachelo Bachelo Bachelo Bachelo Bachelo	Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)				

Bachelor's degree (1 major) Business Information Systems (2020) Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (2023)

Module	e title				Abbreviation		
Crossmedia Storytelling in Business Communication					12-CWK-192-m01		
Module		instor		Module offered by	Madula affanad bar		
		Professorship of Econom	ic lournalism		nent and Economics		
_	1	· · · ·	F .			•	
ECTS		od of grading	Only after succ. con	ipl. of module(s)			
5		rical grade					
Duratio	on	Module level	Other prerequisites				
1 seme	ster	undergraduate					
Conten	ts		<u>.</u>				
on the agains journal	individ t the ba lism. In	oss-media journalism tak ual elements and phases ockground of current tren addition to content-relat evelopments.	s of production for the ds and developments	e website, Facebook s. In addition, the se	, Instagram, Twitter, minar covers curren	and Tiktok t trends in	
Intend	ed lear	ning outcomes					
nalism	and ca	ul completion, students rry them out on sample p ls for the individual step	projects, explain and				
Course	S (type, r	number of weekly contact hours, I	anguage — if other than Ger	rman)			
S (2)							
		eessment (type, scope, langua le for bonus)	ge — if other than German, o	examination offered — if no	ot every semester, informat	ion on whether	
		rox. 20 pages) ssessment: German and	/or English				
Allocat	-						
among (2) Plac re.	uld the all app ces on a	number of applications olicants irrespective of th all courses of the module	eir subjects. with a restricted nur	nber of places will b	e allocated in the sa		
Additio	onal inf	ormation					
Worklo	ad						
150 h							
Teachi	ng cycl	e					
Teachi	ng cycle	e: each semester					
	<u> </u>	LPO I (examination regulation	s for teaching-degree progra	mmes)			
Module	e annea	urs in					
		gree (1 major) Business N	Management and Eco	nomics (2015)			
		gree (1 major) Economath	-				
		gree (1 major) Business I		(2015)			
		gree (1 major, 1 minor) Bu	-		10r, 2015)		
	Bachelor's degree (1 major) Business Information Systems (2016)						
		gree (1 major) Economath					
		gree (1 major) Business I			vog data re	nage and the	
Bachelor's	achelor's with 1 major Business Management and JMU Würzburg • generated 19-Apr-2025 • exam. reg. data re- cord Bachelor (180 ECTS) Wirtschaftswissenschaft - 2019 page 229 / 341						

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

Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020) Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (2021) Bachelor's degree (1 major, 2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (2023)

Module title Abbreviation						
Manag	Managerial Practice Lectures 12-VGP-192-m01					
Modul	e coord	inator		Module offered by	<u> </u>	
		Professorship of Econom	nic Journalism		nent and Economics	
ECTS		od of grading	Only after succ. cor	· · · · ·		
5	1	rical grade		•		
Duratio	on	Module level	Other prerequisites	;		
1 seme	ester	undergraduate				
Conter	nts					
rary ch Studer various	allenge nts gain s indusi	, we invite board members of corporate managen sustainable insights int tries, and discuss press	nent. o current managemen ng managerial issues	nt practices, challens with C-level execution	ges of corporate man ves. In individual and	agement in d group as-
kers. Manag	ers of t	udents are required to c he different companies the end of each lecture:				
- What	are the	current challenges faci	ng your company?			
- Whicł	n strate	gies do you employ to re	espond to these chall	enges?		
- How ł	nave lea	adership concepts and a	pproaches changed i	n your company?		
Intend	ed lear	ning outcomes				
lenges Throug nal ski	in man h discu lls.	iting in this module, stua agement. The students assions reports and grou	obtain a realistic insig p presentations stude	ght into a cross-section ents' social skills are	on of the German ec	onomy.
	S (type, r	number of weekly contact hours,	language — if other than Ge	rman)		
S (2)			_			
		sessment (type, scope, langu le for bonus)	age — if other than German,	examination offered — if no	t every semester, informati	ion on whether
		rox. 20 pages) ssessment: German and	l/or English			
Allocat	tion of p	olaces				
Additio	onal inf	ormation				
Worklo	oad					
150 h						
Teachi	ng cycl	e				
Teachi	ng cycle	e: each semester				
Referre	ed to in	LPO I (examination regulatio	ns for teaching-degree progra	ammes)		
Modul	e appea	ars in				
Bachel	or's de	gree (1 major) Business	Management and Eco	nomics (2015)		
Bachelor's Economics		jor Business Management and		enerated 19-Apr-2025 • exam 180 ECTS) Wirtschaftswissens	-	page 231 / 341

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

Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020) Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Bachelor's with 1 major Business Management and Economics (2019)

Module title Abbreviation							
Selecte	d Topi	cs in Economics 1			12-APV1-152-m01		
	Module coordinator Module offered by						
				Module offered by			
Dean of mics	f the Fa	culty of Business Manag	ement and Econo-	Faculty of Managen	nent 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				
1 seme	ster	undergraduate					
Conten	ts						
• c • a • c	ourses dditior ourses	erves the purpose of tran taken at other German o lal courses offered on a s offered by new Chairs th the respective Chairs wi	r non-German univer: hort-term basis at are yet to be inclue	ded in the FSB (subje			
		ning outcomes					
		accrediting multiple kind	s of modules. a desc	ription of acquired s	kills cannot be given.		
		umber of weekly contact hours, l		•			
V (2) +							
		essment (type, scope, langua le for bonus)	ge — if other than German, o	examination offered — if no	ot every semester, information on whether		
Langua	ge of a ment o	-	or English/	in which the course	s are offered and in the subse-		
Allocat	ion of p	olaces					
Additio	nal inf	ormation					
Worklo	ad						
150 h							
Teachir	ng cycl	e					
Teachir	ng cycle	e: no courses offered					
		LPO I (examination regulations	s for teaching-degree progra	mmes)			
Module	appea	irs in					
		gree (1 major) Business N	Aanagement and Eco	nomics (2015)			
		gree (1 major) Business II	-	-			
	-	ee (1 major) China Busine					
		gree (1 major) Business li					
		ee (1 major) China Busine					
		gree (1 major) Business I					
		gree (1 major) Business N gree (1 major) Business II	-	-			
Dachell	or s deg	Siee (1 majoi) Dusmess n	Signation Systems (2020)			

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Bachelor's with 1 major Business Management and Economics (2019)

Module title Abbreviation							
Selecte	d Topi	cs in Economics 2			12-APV2-152-m01		
	Module coordinator Module offered by						
				Module offered by			
Dean of mics	f the Fa	culty of Business Manag	ement and Econo-	Faculty of Managen	nent 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				
1 seme	ster	undergraduate					
Conten	ts						
• c • a • c	ourses dditior ourses	erves the purpose of tran taken at other German o nal courses offered on a s offered by new Chairs th the respective Chairs wi	r non-German univer: hort-term basis at are yet to be inclue	ded in the FSB (subje			
		ning outcomes					
		accrediting multiple kinds	s of modules, a desc	ription of acquired sl	kills cannot be given.		
		umber of weekly contact hours, l	-	• •			
V (2) +		,,,,,,					
a) writte b) term c) oral e Langua	ereditab en exar paper examin ge of a ment o	le for bonus) mination (approx. 60 min (approx. 10 to 15 pages) ation (approx. 20 minute ssessment: German and, ffered: Only when annou	utes) or and presentation (ap s) /or English	prox. 20 minutes), w	veighted 2:1 or s are offered and in the subse-		
Allocat							
Additio	nal inf	ormation					
Worklo	ad						
150 h							
Teachir	ng cvcl	6					
		e: no courses offered					
		LPOI (examination regulations	s for teaching-degree progra	mmes)			
		<u>- (</u>		,			
Module		irs in					
		gree (1 major) Business N	Anagement and Eco	nomics (2015)			
Bachelor's degree (1 major) Business Information Systems (2015) Master's degree (1 major) China Business and Economics (2016) Bachelor's degree (1 major) Business Information Systems (2016) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019)							
Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2020) Bachelor's degree (1 major) Business Information Systems (2020)							

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Modul	e title				Abbreviation
Select	ed Topi	cs in Economics 3			12-APV3-152-m01
Modul	e coord	linator		Module offered by	
Dean c mics	of the Fa	aculty of Business Manag	ement and Econo-	Faculty of Managen	nent 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	ester	undergraduate			
Conter	nts	•			
• a • c 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 ning outcomes	short-term basis at are yet to be inclu	ded in the FSB (subj	
		accrediting multiple kind	s of modulos, a dosc	ription of acquired s	kills cannot be given
		number of weekly contact hours, l	-	• •	
V (2) +				Indity	
		sessment (type, scope, langua	ge — if other than German,	examination offered — if no	t every semester, information on whether
module i	s credital	ole for bonus)			
b) term c) oral Langua	n paper examir age of a sment c	-	and presentation (ap es) /or English		veighted 2:1 or s are offered and in the subse-
Allocat	tion of	places			
Additio	onal inf	ormation			
Worklo	oad				
150 h		-			
Teachi	ng cycl	e			
Teachi	ng cycl	e: no courses offered			
Referre	ed to in	LPO I (examination regulation	s for teaching-degree progra	immes)	
Modul	e appe	ars in			
		gree (1 major) Business N	-		
	-	ee (1 major) China Busine			
	-	ee (1 major) China Busine		•	
Bache	lor's de	gree (1 major) Business N	Nanagement and Eco	nomics (2019)	

Modul	e title				Abbreviation
Select	ed Topi	cs in Economics 4			12-APV4-152-m01
Modul	e coord	inator		Module offered by	^
Dean o mics	of the Fa	aculty of Business Manag	ement and Econo-	Faculty of Managen	nent 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	ester	undergraduate			
Conter	nts				
• a • c 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 ning outcomes	short-term basis at are yet to be inclue	ded in the FSB (subj	
		accrediting multiple kind	s of modulos a dosc	ription of acquired s	kills cannot be given
		number of weekly contact hours, l			kills calliot be given.
V (2) +	_			inianj	
		ble for bonus)	ge — If other than German,	examination offered — If no	ot every semester, information on whether
b) term c) oral Langua	n paper examir age of a sment o		and presentation (ap es) /or English		veighted 2:1 or s are offered and in the subse-
Allocat	tion of	places			
Additio	onal inf	ormation			
Worklo	oad				
150 h					
Teachi	ng cycl	e			
Teachi	ng cycl	e: no courses offered			
Referre	ed to in	LPO I (examination regulation	s for teaching-degree progra	ammes)	
Modul	e appea	ars in			
		gree (1 major) Business N	•		
	-	ee (1 major) China Busine			
	-	ee (1 major) China Busine		-	
Bachel	ior's de	gree (1 major) Business N	vianagement and Eco	nomics (2019)	

Module	e title				Abbreviation	
Data So	cience	and Applied Econometri	cs in Business and Ec	onomics	12-DAS-232-m01	
Module	e coord	inator		Module offered by	L	
		Chair of Data Science in	Business and Econo-		nent and Economics	;
ECTS	Metho	od of grading	Only after succ. compl. of module(s)			
5		rical grade				
Duratio		Module level	Other prerequisites			
1 seme		undergraduate				
Conten		undergraduite	<u>I</u>			
in the s nometr ar Regr Terms),	social s rics. The ression , and m ons in:	fers an introduction to the ciences. Students that a e course covers the follo (OLS + Assumptions), M nany methods and design Competition among firm	ttend this course sho wing emprical methoo ultiple Regression (M ns related to causal ir	uld have some basic ds: Repetition of stat ulticollinearity, OVB Iference (experiment	: knowledge in statis tistical foundations, , Categorial Varable ts, DiD, IV). The court	stics and eco- Simple Line- s, Interaction rse covers ap-
	-	ning outcomes				
		se, students should be a	ble to understand the	hasic concents and	I methods of causal	inference
		e to read and interpret re			i methous of causar	merence,
		number of weekly contact hours,				
V (2) +	Ü (2)					
Module	e taugh	t in: English				
		sessment (type, scope, langu	age — if other than German, o	examination offered — if no	ot every semester, informat	tion on whether
		le for bonus)				
		nation (approx. 60 minu ssessment: German and				
Allocat						
Additic	nal inf	ormation				
			_			
Worklo	ad					
150 h	<u></u>					
Teachi	ng cycl	9				
		e: winter semester				
			- for the oblight of the			
- KHIHIIP		LPO I (examination regulation	is for teaching-degree progra	immes)		
Referre						
 Module			Management and Fee	nomics (2015)		
 Module Bachel	or's de	gree (1 major) Business	-	nomics (2015)		
 Module Bachele Bachele	or's de or's de	gree (1 major) Business gree (1 major) Economat	hematics (2015)	_		
 Module Bachele Bachele Bachele	or's de or's de or's de	gree (1 major) Business	hematics (2015) Information Systems ((2015)	10r, 2015)	
 Module Bachele Bachele Bachele	or's de or's de or's de or's de	gree (1 major) Business gree (1 major) Economat gree (1 major) Business	hematics (2015) Information Systems (usiness Management	(2015) and Economics (Min	nor, 2015)	
 Module Bachele Bachele Bachele Bachele	or's de or's de or's de or's de or's de	gree (1 major) Business gree (1 major) Economat gree (1 major) Business gree (1 major, 1 minor) B	hematics (2015) Information Systems (usiness Management Information Systems ((2015) and Economics (Min	nor, 2015)	
 Bachele Bachele Bachele Bachele Bachele Bachele	or's de or's de or's de or's de or's de or's de	gree (1 major) Business gree (1 major) Economat gree (1 major) Business gree (1 major, 1 minor) B gree (1 major, Business	hematics (2015) Information Systems (usiness Management Information Systems (hematics (2017)	(2015) and Economics (Min (2016)	10r, 2015)	
 Bachele Bachele Bachele Bachele Bachele Bachele Bachele	or's de or's de or's de or's de or's de or's de or's de	gree (1 major) Business gree (1 major) Economat gree (1 major) Business gree (1 major, 1 minor) B gree (1 major) Business gree (1 major) Economat	hematics (2015) Information Systems (usiness Management Information Systems (hematics (2017) Information Systems ((2015) and Economics (Min (2016) (2019)	nor, 2015)	
 Bachele Bachele Bachele Bachele Bachele Bachele Bachele Bachele	or's de or's de or's de or's de or's de or's de or's de or's de or's de	gree (1 major) Business gree (1 major) Economat gree (1 major) Business gree (1 major, 1 minor) B gree (1 major) Business gree (1 major) Economat gree (1 major) Business	hematics (2015) Information Systems (usiness Management Information Systems (hematics (2017) Information Systems (Management and Eco usiness Management	(2015) and Economics (Mir (2016) (2019) nomics (2019)	10r, 2019)	

Bachelor's degree (1 major) Business Information Systems (2020) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023)

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module	e title				Abbreviation	
Semina	ar: Emp	irical and Experimenta	l Psychology and Econ	omics	12-EV-232-m01	
Module	e coord	inator		Module offered by		
holder mics	of the (Chair of Data Science ir	n Business and Econo-		nent and Economics	5
ECTS	Metho	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	its	-				
why the Would fe? Am A keen tures a	ey beha I rather I prepa interes re there	ive the way they do in o have fun today or mak red to share with other t in empirical studies a fore of great importan	ople are more successf certain situations. Econ ce provisions for later? rs or is my own advanta and a good knowledge ce for successful partic	omic decisions are I Am I prepared to tak Ige more important t of the contents of th ipation in this semir	pased on economic e risks or do I prefer o me? e statistics and econ nar. Students are als	preferences: to play it sa- nometrics lec-
			ith the contents of the l	key qualification "Sc	ientific Work".	
		ning outcomes				
analyze	e these	topics critically and in	research questions an dependently using sem ne the work results of o	inar-based methods	s and to present the	
Course	S (type, n	umber of weekly contact hour	s, language — if other than Gei	rman)		
S (2)						
Module	e taugh	t in: German and/or En	glish			
		s essment (type, scope, lang le for bonus)	guage — if other than German,	examination offered — if no	ot every semester, informa	tion on whether
		,	entation (approx. 20 m	inutes): (weighted 2	:1)	
		ssessment: German ar				
Allocat	ion of p	olaces				
Additio	onal inf	ormation				
Worklo	ad					
150 h						
Teachi	ng cycl	e				
		e: each semester				
			ons for teaching-degree progra	mmoc)		
				inities)		
Module	e annea	rs in				
			s Management and Eco	nomics (2015)		
		gree (1 major) Economa	-			
			s Information Systems ((2015)		
Bachel	or's de	gree (1 major, 1 minor)	Business Management	and Economics (Min	10 r, 2015)	
			s Information Systems ((2016)		
		gree (1 major) Economa		x x		
Bachel			s Information Systems (
achelar"-	with a merel	or Business Management and	INALL MARShamber of the second second	enerated 19-Apr-2025 • exam	rag data ra	page 239 / 341

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

Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major) Economathematics (2022) Bachelor's degree (1 major) Economathematics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023)

Module title Abb					Abbreviation	
Behavio	oral an	d Experimental Economi	cs		12-BEE-232-m01	
Module	coord	inator		Module offered by		
	older of the Junior Professorship of Microeconomics, esp. Faculty of Management and Economics conomics of Digitization					
ECTS		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		•			
tion or i econom	in high 1ics an	methods have been incre ly controlled environmer d digital economic exper	nts. This course offers iments.	an introduction to th	ne methodology of e	experimental
techniq other so	jues in ocial so	ogy part explains why ex experimental studies ard ciences. This part also de n the evidence that is ger	e explained and how eals with data analysi	economic experimen s and methods of rea	ts differ from experi	ments in
Intende	ed learı	ning outcomes				
• st	tudent: tudent:	e, s are introduced to the m s learn how to develop a s are familiarized with the	research question an	id design an econom		
Course	S (type, n	number of weekly contact hours,	language — if other than Ger	rman)		
V (2) + Module		t in: German and/or Eng	lish			
		sessment (type, scope, langua le for bonus)	age — if other than German, o	examination offered — if no	t every semester, informati	ion on whether
b) term c) term d) oral (paper paper examin	mination (approx. 60 mir (15 to 20 pages) or (10 to 15 pages) and pres lation in groups of up to ssessment: German and	sentation (approx. 20 3 candidates (approx			
Allocat	ion of p	olaces				
Additio	nal inf	ormation	_			
			-			
Worklo	ad					
150 h						
Teachir	ng cycl	e				
Teachir	ng cycle	e: after announcement				
Referre	d to in	LPOI (examination regulation	s for teaching-degree progra	mmes)		
Module						
		gree (1 major) Business I gree (1 major) Economat	-	nomics (2015)		
Bachelor's Economics		or Business Management and		enerated 19-Apr-2025 • exam 80 ECTS) Wirtschaftswissense		page 241 / 341



Bachelor's degree (1 major) Business Information Systems (2020)

Bachelor's degree (1 major) Business Information Systems (2021)

Bachelor's degree (1 major) Economathematics (2021)

Bachelor's degree (1 major) Business Management and Economics (2021)

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)

Bachelor's degree (1 major) Economathematics (2022)

Bachelor's degree (1 major) Business Information Systems (2023)

Bachelor's degree (1 major) Economathematics (2023)

Bachelor's degree (1 major) Business Management and Economics (2023)

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module	title				Abbreviation		
Globali	zation	and the Environment			12-GAE-232-m01		
Module	e coord	inator		Module offered by			
		unior Professorship of Q rironmental Economics	orship of Quantitative Interna- conomics				
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)			
5		rical grade					
Duratio	n	Module level	Other prerequisites				
1 seme	ster	undergraduate					
Conten	ts						
that glo nes the name ju analysi dies of Trade A	bal eco effecti ust a fe s will b specifi greem	al trade bad for the environment integration is line onomic integration is line veness of climate policy w examples. In this cour e rooted in trade theory, c trade and environment ent and on the EU's upcon nalytical toolkit to assess	ked to the relocation initiatives, or that it se, we will consider h but complemented b al policies, e.g. on th oming Carbon Border	of pollution do devel contributes to defore now globalization an oy empirical evidence e environmental effe Adjustment Mechan	oping countries, that station in the Globa d the environment ir e, as well as illustrat ects of the North Ame ism. Students will be	at it undermi- I South, to nteract. The ive case-stu- erican Free ecome equip-	
	d loar	ning outcomes	-				
• a • cu • d Courses V (2) + I Module	bility to ompara escript s (type, r Ü (2) e taugh	Ige of key concepts in th o translate economic cor ative statics analysis ive analysis of key varial umber of weekly contact hours, t in: German and/or Eng	ncepts into formal mo bles on the trade & er language — if other than Ger lish	dels nvironment relations ^{rman)}			
		sessment (type, scope, langua le for bonus)	age — if other than German,	examination offered — if no	t every semester, information	ion on whether	
b) term c) term d) portf Langua	paper paper folio (50 ge of a	mination (approx. 60 mir (15 to 20 pages) or (10 to 15 pages) and pres o to 75 hours) ssessment: German and	sentation (approx. 20	minutes); (weighted	l 2:1) or		
Allocat	ion of p	olaces					
Additio	nal inf	ormation					
Worklo	ad						
150 h							
	Teaching cycle						
	Teaching cycle: winter semester						
Referre	d to in	LPO I (examination regulation	s for teaching-degree progra	ummes)			
		•					
Module			Management and Eas	nomics (2015)			
		gree (1 major) Business I gree (1 major) Economat	-	101111CS (2015)			
Bachelor's Economics		or Business Management and		enerated 19-Apr-2025 • exam 80 ECTS) Wirtschaftswissens	-	page 243 / 341	

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

Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)



Quantitative Methods

(ECTS credits)

Module	title				Abbreviation
Time Se	eries Aı	nalysis			12-Konj2-F-152-m01
Module	coord	inator		Module offered by	
holder	of the C	Chair of Econometrics		Faculty of Managem	nent and Economics
ECTS	Metho	od of grading	Only after succ. com	pl. of module(s)	
5	numei	rical grade		-	
Duratio	ľ	Module level	Other prerequisites		
1 semes	ster	undergraduate			
Conten					
In this r	nodule				, analysing and forecasting eco- ethods will be discussed.
Intende	ed learr	ning outcomes			
		ire comprehension on th nic time-series competen		e-series analysis. Th	ney will be able to analyze and fo-
Courses	S (type, n	umber of weekly contact hours, l	anguage — if other than Ger	man)	
V (2) + l	Ü (2)				
Method	l of ass	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. 60 minut	es)		
Allocati	ion of p	olaces			
by lot a number	mong a r of pla	all applicants irrespective	e of their subjects. (2)	Places on all course	e places, places will be allocated es of the module with a restricted be maintained and places re-allo-
Additio	nal info	ormation			
Worklo	ad				
150 h					
Teachir	ng cycle	9			
		e: after announcement			
	<u> </u>	LPO I (examination regulations	s for teaching-degree progra	mmes)	
				·····)	
Module	appea	rs in			
Bachelo	or's deg	gree (1 major) Business M	Nanagement and Eco	nomics (2015)	
Bachelo	or's deg	gree (1 major) Economath	iematics (2015)		
Bachelo	or's deg	gree (1 major) Business Ir	nformation Systems (2015)	
Master'	s degre	ee (1 major) China Busine	ess and Economics (2	016)	
	-	gree (1 major) Business Ir	•	2016)	
		gree (1 major) Economath			
	-	ee (1 major) China Busine		-	
Bachelo	or's deg	gree (1 major) Business Ir	nformation Systems (2019)	
		gree (1 major) Business M			
Bachelo	or's deg	gree (1 major) Business II	nformation Systems (2020)	

Modul	e title				Abbreviation		
Practice of Data Analysis 12-PD-152-m01							
Modul	e coord	inator		Module offered by	<u>I</u>		
holder	of the (Chair of Econometrics		Faculty of Management and Economics			
ECTS	1	od of grading	Only after succ. con	c. compl. of module(s)			
5	1	rical grade					
Duratio		Module level	Other prerequisites	- Dthay avay aguisitan			
			1				
1 seme		undergraduate					
Conter			<u> </u>				
proces zed. In se cove sic kno	sing an additio ers the wledge	all areas of business - co d analysis of various da on, data-based processe above mentioned topics in dealing with data, er earch seminar webinars	ta. These must be coll s and business mode and includes a theor npirical work and the	ected or generated a ls offer many opport etical and a practical statistical software F	and then processed a unities and challeng l part. In the theoreti	and analy- ses. The cour- ical part, ba-	
Intend	ed lear	ning outcomes					
Studer	nts able	to apply statistical met	hods to collect numer	ical data.			
Course	S (type, r	number of weekly contact hours,	 language — if other than Gei	rman)			
V (2) +	Ü (2)						
module i a) writt b) term	s creditab ten exa 1 paper	sessment (type, scope, langu le for bonus) mination (approx. 60 mi (approx. 10 pages) and ssessment: German and	nutes) or presentation (approx.			ion on whether	
	tion of						
Additio	nal inf	ormation					
Addition			_				
Worklo							
			_				
150 h			-				
	ng cycl		-				
		e: summer semester	_				
Referre	ed to in	LPO I (examination regulatio	ns for teaching-degree progra	immes)			
Modul	e appea	urs in					
Bachel Bachel Master Bachel Bachel Bachel Bachel Bachel	Module appears in Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Master's degree (1 major) China Business and Economics (2016) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2020) Master's degree (1 major) Business Information Systems (2020)						
Bachelor's Economics		ior Business Management and		enerated 19-Apr-2025 • exam 80 ECTS) Wirtschaftswissens	-	page 247 / 341	

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

Bachelor's degree (1 major) Business Information Systems (2021)
Bachelor's degree (1 major) Economathematics (2021)
Bachelor's degree (1 major) Business Management and Economics (2021)
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)
Bachelor's degree (1 major) Economathematics (2022)
exchange program Business Management and Economics (2022)
Bachelor's degree (1 major) Business Information Systems (2023)
Bachelor's degree (1 major) Economathematics (2023)
Bachelor's degree (1 major) Business Management and Economics (2023)
Bachelor's degree (1 major) Business Management and Economics (2023)
Bachelor's degree (1 major) Business Management and Economics (2023)

Module	e title				Abbreviation	
Compu	ter Lab	in Regression Analysis			12-CQW-152-m01	
Module	e coord	inator		Module offered by		
holder	of the (Chair of Econometrics		Faculty of Managen	nent and Economics	
ECTS	Metho	od of grading	Only after succ. com	npl. of module(s)		
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ster	undergraduate				
Conten	ts					
ar regre tributio learn to second The stu overvie dels. Th and wil Intende After fin (i) got a (ii) kno retical n (iii) can	ContentsThis course considers different distributions, their characteristics, simulation experiments as well as the line- ar regression model. The main softwares used are Excel and Gretl. The course starts by reviewing different dis- tributions. Students learn how distributions behave when their respective parameters change. Students also learn to generate samples of these and estimate as well as interpret the descriptive statistics using Excel. The second part of the course deals with the linear regression model and its application to some empirical data sets. The students are introduced to empirical studies and the open-source software Gretl. At the end of the course an overview is given of possible problems with empirical specifications in the context of the linear regression model and will be aware of possible shortcomings in the data.Intended learning outcomesAfter finishing this course students acquired several skills. They (i) got an overview of several distributions; (ii) know how to simulate those distributions in MS Excel and are able to estimate and interpret the related theo- retical moments;					
(v) are i the res	introdu ults.	w a variety of different Ex ced to the linear regressi 	on analysis, can perf	form it in Excel and G	iretl and know how to interpret	
P (2)	S (type, f	iumber of weekly contact hours, t	aliguage — li other than Ger	llidil)		
	doface	accmant (tura coona langua	a if other than Cormon d	wamination offered if no	t every semester, information on whether	
module is	creditab	le for bonus)		examination offered — if no	it every semester, mormation on whether	
		mination (approx. 60 min (approx. 10 pages) and p		20 minutes), weight	red 2:1	
Allocat	ion of p	olaces				
by lot a numbe	imong a r of pla	all applicants irrespective	e of their subjects. (2)) Places on all course	e places, places will be allocated es of the module with a restricted be maintained and places re-allo-	
Additio	nal inf	ormation				
Worklo	ad					
150 h						
Teachi	ng cycl	e				
Teachir	ng cycle	e: each semester				
Referre	d to in	LPO I (examination regulations	s for teaching-degree progra	mmes)		
Module	e appea	ars in				

Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Master's degree (1 major) China Business and Economics (2016) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2020)

mouull	e title				Abbreviation
Semina	ar: Quan	titative Economic Resea	ırch		12-QWF-FS-152-m01
Module	e coordii	nator		Module offered by	1
holder	of the C	hair of Econometrics		Faculty of Manager	nent and Economics
ECTS	Metho	d of grading	Only after succ. con		
5		ical grade			
) Duratio	<u> </u>	Module level	Other prerequisites		
1 seme		undergraduate		•	
Conten		undergraduate			
This mo	odule wi				rk on a subdomain of applied ve acquired in an empirical study.
Intende	ed learn	ing outcomes			
		ire the ability to work inc present it to and discus			uantitative economics, write a
Course	S (type, nu	umber of weekly contact hours, l	anguage — if other than Ge	rman)	
S (2)					
		essment (type, scope, langua e for bonus)	ge — if other than German,	examination offered — if no	ot every semester, information on whether
term pa	aper (ap	prox. 15 pages) and pres	sentation (approx. 25	; minutes), weighted	2:1
Allocat	ion of p	laces			
			nlicatione aveaad the	number of availabl	a places places will be allocated
by lot a numbe	imong a r of plac	ll applicants irrespective	e of their subjects. (2) Places on all cours	e places, places will be allocated es of the module with a restricted be maintained and places re-allo
by lot a numbe cated b	imong a r of plac	ll applicants irrespective es will be allocated in the they become available.	e of their subjects. (2) Places on all cours	es of the module with a restricted
by lot a numbe cated b	imong a r of plac by lot as	ll applicants irrespective es will be allocated in the they become available.	e of their subjects. (2) Places on all cours	es of the module with a restricted
by lot a numbe cated b	mong a r of plac by lot as onal info	ll applicants irrespective es will be allocated in the they become available.	e of their subjects. (2) Places on all cours	es of the module with a restricted
by lot a numbe cated b Additio	mong a r of plac by lot as onal info	ll applicants irrespective es will be allocated in the they become available.	e of their subjects. (2) Places on all cours	es of the module with a restricted
by lot a numbe cated b Additio Worklo 150 h	mong a r of plac by lot as onal info	ll applicants irrespective es will be allocated in th they become available. rmation	e of their subjects. (2) Places on all cours	es of the module with a restricted
by lot a numbe cated b Additio Worklo 150 h Teachin	imong a r of plac oy lot as onal info oad ng cycle	ll applicants irrespective es will be allocated in the they become available. rmation	e of their subjects. (2) Places on all cours	es of the module with a restricted
by lot a numbe cated b Additio 150 h Teachin Teachin	imong a r of plac oy lot as onal info pad ng cycle	ll applicants irrespective es will be allocated in th they become available. rmation : each semester	e of their subjects. (2 ne same procedure. () Places on all cours (3) A waiting list will	es of the module with a restricted
by lot a numbe cated b Additio 150 h Teachin Teachin	imong a r of plac oy lot as onal info pad ng cycle	ll applicants irrespective es will be allocated in the they become available. rmation	e of their subjects. (2 ne same procedure. () Places on all cours (3) A waiting list will	es of the module with a restricted
by lot a numbe cated b Additio 150 h Teachin Teachin Referre	imong a r of plac oy lot as onal info pad ng cycle	Il applicants irrespective es will be allocated in th they become available. rmation : each semester .PO I (examination regulation)	e of their subjects. (2 ne same procedure. () Places on all cours (3) A waiting list will	es of the module with a restricted
by lot a numbe cated b Additio 150 h Teachin Teachin Referre Module	imong a r of plac oy lot as onal info ad ng cycle ed to in L e appear	Il applicants irrespective es will be allocated in th they become available. rmation : each semester .PO I (examination regulation)	e of their subjects. (2 ne same procedure. () Places on all cours (3) A waiting list will ammes)	es of the module with a restricted
by lot a numbe cated b Additio Worklo 150 h Teachin Teachin Referre Bachelo Bachelo	mong a r of plac oy lot as onal info ad ng cycle d to in L e appear or's deg or's deg	ll applicants irrespective res will be allocated in th they become available. rmation : each semester .PO I (examination regulations rs in ree (1 major) Business A ree (1 major) Economath	e of their subjects. (2 ne same procedure. (s for teaching-degree progra Management and Eco nematics (2015)) Places on all cours (3) A waiting list will ammes) nomics (2015)	es of the module with a restricted
by lot a numbe cated b Additio Worklo 150 h Teachin Teachin Referre Bachelo Bachelo Bachelo	mong a r of plac oy lot as onal info ad ad ng cycle ed to in L e appear or's deg or's deg or's deg	Il applicants irrespective res will be allocated in the they become available. rmation : each semester .PO I (examination regulations) rs in ree (1 major) Business A ree (1 major) Business I ree (1 major) Business I	e of their subjects. (2 ne same procedure. (s for teaching-degree progra Management and Eco nematics (2015) nformation Systems () Places on all cours (3) A waiting list will (3) A waiting list will (2015)	es of the module with a restricted
by lot a numbe cated b Additio Worklo 150 h Teachin Teachin Referre Bachelo Bachelo Bachelo Master	among a r of plac oy lot as onal info ad ad ag cycle ang cycle ed to in L e appear or's deg or's deg or's deg 's degre	Il applicants irrespective res will be allocated in the they become available. rmation : each semester .PO I (examination regulation) rs in ree (1 major) Business A ree (1 major) Business In e (1 major) China Busine	e of their subjects. (2 ne same procedure. (s for teaching-degree progra Management and Eco nematics (2015) nformation Systems (ess and Economics (2) Places on all cours (3) A waiting list will ammes) nomics (2015) (2015) 2016)	es of the module with a restricted
by lot a numbe cated b Additio Worklo 150 h Teachin Teachin Teachin Referre Bachelo Bachelo Bachelo Bachelo	mong a r of plac oy lot as onal info ad ng cycle ed to in L e appear or's deg or's deg or's deg or's degre or's degre	Il applicants irrespective res will be allocated in the they become available. rmation : each semester .PO I (examination regulations rs in ree (1 major) Business A ree (1 major) Business In e (1 major) Business In e (1 major) Business In e (1 major) Business In e (1 major) Business In	e of their subjects. (2 ne same procedure. (s for teaching-degree progra Management and Eco nematics (2015) nformation Systems (ess and Economics (2 nformation Systems (2) Places on all cours (3) A waiting list will ammes) nomics (2015) (2015) 2016)	es of the module with a restricted
by lot a numbe cated b Additio Worklo 150 h Teachin Teachin Referre Bachelo Bachelo Bachelo Bachelo Bachelo	among a r of plac oy lot as onal info ad ad ad ag cycle d to in L e appear or's deg or's deg or's deg or's degre or's degre or's deg	Il applicants irrespective res will be allocated in the they become available. rmation : each semester .PO I (examination regulations) rs in ree (1 major) Business A ree (1 major) Business In ree (1 major) Business In	e of their subjects. (2 ne same procedure. (s for teaching-degree progra Management and Eco nematics (2015) nformation Systems (ess and Economics (2 nformation Systems (nematics (2017)) Places on all cours (3) A waiting list will (3) A waiting list will (4) A waiting list will (4) A waiting list will (5) A waiting list will (6) A waiting list will (7) A waiting list will	es of the module with a restricted
by lot a numbe cated b Additio Worklo 150 h Teachin Teachin Teachin Referre Bachelo Bachelo Bachelo Bachelo Bachelo Master	mong a r of plac oy lot as onal info ad ng cycle ed to in L e appear or's deg or's deg or's deg or's degre or's degre or's degre or's degre	Il applicants irrespective res will be allocated in the they become available. rmation : each semester .PO I (examination regulation) rs in ree (1 major) Business M ree (1 major) Business M	e of their subjects. (2 ne same procedure. (s for teaching-degree progra Management and Eco nematics (2015) nformation Systems (ess and Economics (2 nformatics (2017) ess and Economics (2) Places on all cours (3) A waiting list will (3) A waiting list will (4) A waiting list will (2) A waiting list will (2) A waiting list will (3) A waiting list will (3) A waiting list will (4) A waiting list will (2) A waiting list will (3) A waiting list will (4) A waiting list will	es of the module with a restricte
by lot a numbe cated b Additio Yorklo 150 h Teachin Teachin Referre Bachelo Bachelo Bachelo Bachelo Bachelo Bachelo Bachelo Bachelo	among a r of plac oy lot as onal info ad ad ag cycle ang cycle ad to in L e appear or's deg or's deg or's deg or's deg 's degre or's deg or's deg	Il applicants irrespective es will be allocated in th they become available. rmation : each semester .PO I (examination regulation rs in ree (1 major) Business In ree (1 major) Business In e (1 major) Business In e (1 major) China Busine ree (1 major) Business In ree (1 major) Business In ree (1 major) China Busine ree (1 major) China Busine ree (1 major) China Busine ree (1 major) Business In ree (1 major) Business In ree (1 major) Business In	e of their subjects. (2 ne same procedure. (s for teaching-degree progra Management and Eco nematics (2015) nformation Systems (ess and Economics (2 nformatics (2017) ess and Economics (2 nformation Systems (2 nematics (2017)) Places on all cours (3) A waiting list will (3) A waiting list will (2015) (2015) (2015) (2016) (2019) (2019)	es of the module with a restricted
by lot a numbe cated b Additio Worklo 150 h Teachin Teachin Teachin Referre Bachelo Bachelo Bachelo Bachelo Bachelo Bachelo Bachelo Bachelo	among a r of plac oy lot as onal info ad ad ag cycle ag c	Il applicants irrespective res will be allocated in the they become available. rmation : each semester .PO I (examination regulation) rs in ree (1 major) Business M ree (1 major) Business M	e of their subjects. (2 ne same procedure. (s for teaching-degree progra Management and Eco nematics (2015) nformation Systems (ess and Economics (2 nformation Systems (nematics (2017) ess and Economics (2 nformation Systems (nematics (2017) ess and Economics (2 nformation Systems (anagement and Eco) Places on all cours (3) A waiting list will (3) A waiting list will (2015) (2015) (2016) (2016) (2019) (2019) (2019) (2019)	es of the module with a restricted

Modul	e title				Abbreviation		
Computational Economics 12-CE-152-mo1							
Modul	e coord	linator		Module offered by			
holder	ofthe	Chair of Public Finance		Faculty of Managem	nent and Economics		
ECTS	Meth	od of grading	Only after succ. con	compl. of module(s)			
5	nume	rical grade					
Duratio	on	Module level	Other prerequisites	requisites			
1 seme	ster	undergraduate					
Conter	nts						
parts: 1. The 2. Num 3. Ecor 1. The 1. Th	This module introduces students to the numerical implementation of economic models. It consists of three main						
_		e simulation results econ number of weekly contact hours,	· · ·	rman)			
P (2)				,			
		sessment (type, scope, langua ble for bonus)	ge — if other than German,	examination offered — if no	t every semester, informati	ion on whether	
	-	paper and programming a	a model (approx. 10 r	ages total)			
Allocat				0			
by lot a numbe	among er of pla	Should the number of ap all applicants irrespective aces will be allocated in the s they become available.	e of their subjects. (2 he same procedure. () Places on all course	es of the module wit	h a restricted	
Additio	onal inf	ormation					
Worklo	oad						
150 h							
Teachi	ng cycl	e					
Teachi	ng cycl	e: winter semester					
Referre	ed to in	LPO I (examination regulation	s for teaching-degree progra	mmes)			
	e appea						
Bachel	or's de	gree (1 major) Business M gree (1 major) Economatl gree (1 major) Business I	nematics (2015)				
	with 1 ma	jor Business Management and	JMU Würzburg • g	enerated 19-Apr-2025 • exam 80 ECTS) Wirtschaftswissens		page 252 / 341	

Julius-Maximilians-UNIVERSITÄT WÜRZBURG

Master's degree (1 major) China Business and Economics (2016) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2020)

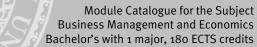
Module	Module title Abbreviation						
Selecte	Selected Topics in Quantitative Methods 1 12-APM1-152-mo1						
Module	e coord	inator		Module offered by			
Dean o mics	f the Fa	aculty of Business Manag	ement and Econo-	Faculty of Managen	nent and Economics		
ECTS	Meth	od of grading	Only after succ. con	npl. of module(s)			
5	nume	rical grade					
Duratio	on	Module level	Other prerequisites				
1 seme	ster	undergraduate					
Conten	Its	·	·				
• a • c The ho	ddition ourses lders o	taken at other German o nal courses offered on a s offered by new Chairs th f the respective Chairs wi ning outcomes	short-term basis at are yet to be inclue	ded in the FSB (subje			
As a re	sult of	accrediting multiple kind	s of modules, a desc	ription of acquired sl	kills cannot be given.		
Course	S (type, 1	number of weekly contact hours, l	anguage — if other than Gei	man)			
V (2) +	Ü (2)						
a) writt b) term c) oral Langua	s creditat en exa i paper examir age of a ment c	nle for bonus) mination (approx. 60 min (approx. 10 to 15 pages) nation (approx. 20 minute rssessment: German and ffered: Only when annou	nutes) or and presentation (ap es) /or English	prox. 20 minutes), w	veighted 2:1 or s are offered and in the subse-		
Allocat	ion of	places					
Additio	onal inf	ormation					
Worklo	ad						
150 h							
Teachi	ng cycl	e					
Teachi	ng cycl	e: no courses offered					
Referre	ed to in	LPO I (examination regulation	s for teaching-degree progra	mmes)			
Module	e appea	ars in					
Master Master	Bachelor's degree (1 major) Business Management and Economics (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Management and Economics (2019)						

Module title Abbreviation						
Selecte	Selected Topics in Quantitative Methods 2 12-APM2-152-mo1					
Module	e coord	inator		Module offered by		
Dean o mics	f the Fa	aculty of Business Manag	gement and Econo-	Faculty of Managen	nent 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	κ	•			
• a • c The hol	idditior ourses Iders o ed lear	taken at other German o nal courses offered on a s offered by new Chairs th f the respective Chairs wi ning outcomes	short-term basis at are yet to be inclue ill ensure that the cou	ded in the FSB (subje irses are eligible for	credit transfer.	
As a re	sult of	accrediting multiple kind	s of modules, a desc	ription of acquired s	kills cannot be given.	
Course	S (type, r	number of weekly contact hours,	language — if other than Ge	rman)		
V (2) +	Ü (2)					
		Sessment (type, scope, langua ole for bonus)	age — if other than German,	examination offered — if no	t every semester, information on whether	
b) term c) oral Langua	i paper examin age of a ment o		and presentation (ap es) /or English		veighted 2:1 or s are offered and in the subse-	
Allocat	ion of _l	places				
Additio	onal inf	ormation				
Worklo	ad					
150 h						
Teachi	ng cycl	e				
Teachi	ng cycl	e: no courses offered				
Referre	ed to in	LPOI (examination regulation	s for teaching-degree progra	immes)		
Module	e appea	ars in				
Bachelor's degree (1 major) Business Management and Economics (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Management and Economics (2019)						

Module title Abbreviation						
Selecte	Selected Topics in Quantitative Methods 3 12-APM3-152-mo1					
Module	e coord	linator		Module offered by		
Dean o mics	f the Fa	aculty of Business Manag	gement and Econo-	Faculty of Managen	nent 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					
• a • c The ho	ddition ourses lders o	a taken at other German o nal courses offered on a s offered by new Chairs th f the respective Chairs wi ning outcomes	short-term basis at are yet to be inclue	ded in the FSB (subj		
As a re	sult of	accrediting multiple kind	s of modules, a desc	ription of acquired s	kills cannot be given.	
Course	S (type, 1	number of weekly contact hours, I	language — if other than Ge	rman)		
V (2) +	Ü (2)					
a) writt b) term c) oral Langua	s creditat en exa i paper examir age of a ment c	nle for bonus) mination (approx. 60 mir (approx. 10 to 15 pages) nation (approx. 20 minute assessment: German and offered: Only when annou	nutes) or and presentation (ap es) /or English	prox. 20 minutes), v	veighted 2:1 or s are offered and in the subse-	
Allocat	ion of	places				
Additio	onal inf	ormation				
Worklo	ad					
150 h						
Teachi	ng cycl	e				
Teachi	ng cycl	e: no courses offered				
Referre	ed to in	LPO I (examination regulation	s for teaching-degree progra	ammes)		
Module	e appea	ars in				
Master Master	Bachelor's degree (1 major) Business Management and Economics (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Management and Economics (2019)					

Module title Abbreviation						
Selecte	Selected Topics in Quantitative Methods 4 12-APM4-152-mo1					
Module	e coord	inator		Module offered by		
Dean o mics	f the Fa	aculty of Business Manag	ement and Econo-	Faculty of Managen	nent 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	<u>.</u>				
• c • a • c The hol	ourses dditior ourses lders o	erves the purpose of trar taken at other German o nal courses offered on a s offered by new Chairs th f the respective Chairs wi ning outcomes	r non-German univer short-term basis at are yet to be inclue	ded in the FSB (subje		
		accrediting multiple kind	s of modules, a desc	ription of acquired s	kills cannot be given.	
		number of weekly contact hours, l				
V (2) +	-		·			
a) writt b) term c) oral o Langua	en exa paper examir ge of a ment o	nle for bonus) mination (approx. 60 mir (approx. 10 to 15 pages) ation (approx. 20 minute ssessment: German and ffered: Only when annou	nutes) or and presentation (ap es) /or English	prox. 20 minutes), w	veighted 2:1 or s are offered and in the subse-	
Allocat	ion of	places				
Additio	nal inf	ormation				
Worklo	ad					
150 h						
Teachi	ng cycl	e				
Teachir	ng cycl	e: no courses offered				
Referre	d to in	LPO I (examination regulation	s for teaching-degree progra	immes)		
Module	e appea	ars in				
Bachelor's degree (1 major) Business Management and Economics (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Management and Economics (2019)						





Other Faculties

(ECTS credits)

Module title					Abbreviation	
Foundations of Sociology					06-PSS-BM-AS-152-m01	
Module	coord	inator		Module offered by		
holder	of the Q	Chair of Sociology and So	ciological Theory	Chair of Sociology a	and Sociological Theory	
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					
Overvie	w of fu	indamental sociological t	erms, issues, topics	and methods of ana	lysis	
Intende	d lear	ning outcomes				
Student	ts will I	recognize the main conce	eptual tools and analy	tical schemas of so	ciology	
Courses	5 (type, n	number of weekly contact hours, l	anguage — if other than Ger	man)		
V (2) + ĺ Module		t in: German and/or Engli	ish			
Method	l of ass			examination offered — if no	t every semester, information on whether	
c) oral e d) term Langua Allocati 50 place and Soo studied Mittelso dactics Subject ching d of other cations	 a) written examination (approx. 60 minutes) or b) written examination (approx. 90 minutes) or c) oral examination of one candidate each (approx. 30 minutes) or d) term paper (approx. 15 pages) Language of assessment: German and/or English Allocation of places 50 places. There are no restrictions with regard to available places for students of the degree subjects Political and Social Studies (Bachelor's, 180, 120, 75, 60 ECTS credits) as well as Social Studies (Unterrichtsfach (subject studied with a focus on the scientific discipline) teaching degree Grundschule, Unterrichtsfach teaching degree Mittelschule, Didaktikfach (subject studied with a focus on teaching methodology) Didaktik der Grundschule (Didactics for Grundschule), vertieft studiertes Fach (subject studied with a focus on the scientific discipline) teaching degree der Mittelschule (Didactics of a Group of Subjects of Mittelschule), vertieft studiertes Fach (subject studied with a focus on the scientific discipline) teaching degree Gymnasium). The number specified is the total number of places that will be allocated to students of other degree subjects in the SFB (list of modules) of which this module is listed. Should the number of applications exceed the number of available places, places will be allocated according to the number of subject se-					
		intained and places re-al			will be allocated by lot. A waiting	
Additio	nal inf	ormation				
Worklo	ad					
150 h						
Teachin	ig cycl	e				
Referre	d to in	LPO I (examination regulations	s for teaching-degree progra	mmes)		
§ 32 N § 56 N	§ 22 Nr. 1 h) § 32 Nr. 1 c) § 56 Nr. 2 § 81 Nr. 2					
Module	appea	urs in				
Bachelo	Bachelor's degree (1 major) Geography (2015)					

UNIVERSITÄT WÜRZBURG

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

Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Political and Social Studies (2015) Bachelor's degree (1 major, 1 minor) Political and Social Studies (Minor, 2015) Bachelor's degree (1 major, 1 minor) Political and Social Studies (2015) Bachelor's degree (2 majors) Political and Social Studies (2015) First state examination for the teaching degree Grundschule Social Science (2015) First state examination for the teaching degree Grundschule Didactics in Social Science (Primary School) (2015) First state examination for the teaching degree Grundschule Educational Science (2015) First state examination for the teaching degree Gymnasium Social Science (2015) First state examination for the teaching degree Sonderpädagogik Didactics in Social Science (Middle School) (2015) First state examination for the teaching degree Sonderpädagogik Educational Science (2015) First state examination for the teaching degree Mittelschule Social Science (2015) First state examination for the teaching degree Mittelschule Didactics in Social Science (Middle School) (2015) First state examination for the teaching degree Mittelschule Educational Science (2015) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major) Pedagogy (2020) First state examination for the teaching degree Mittelschule Educational Science (2020 (Prüfungsordnungsversion 2015)) First state examination for the teaching degree Sonderpädagogik Educational Science (2020 (Prüfungsordnungsversion 2015))

Module title					Abbreviation
International Relations					06-PSS-BM-IB-152-m01
Module coordinator				Module offered by	
holder		Professorship of Europea	an Studies and Inter-	· · ·	ropean Studies and Internationa
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		-		
Basics,	, theori	es, and contemporary qι	estions in Internation	nal Relations.	
	-	ning outcomes			
the app	oropria		etical capacity of their	r main issues; he/sh	eories. He/She is able to reflect e is able to conduct a theoretica
Course	S (type, r	number of weekly contact hours,	language — if other than Ge	rman)	
V (2) + Module	• •	t in: German and/or Eng	lish		
		s essment (type, scope, langua	age — if other than German,	examination offered — if no	t every semester, information on whether
c) oral d) term	examin ı paper	mination (approx. 90 mi ation of one candidate e (approx. 15 pages) ssessment: German and	each (approx. 30 minu	utes) or	
Allocat	ion of _l	places			
and So studied Mittels dactics Subjec ching c of othe cations mester	cial Stu d with a chule, for Gru ts of M legree r degree s excee rs. Amo	udies (Bachelor's, 180, 1 a focus on the scientific of Didaktikfach (subject stu undschule), Didaktikfach ittelschule), vertieft stud Gymnasium). The numbe ee subjects in the SFB (lis d the number of availabl	20, 75, 60 ECTS credit discipline) teaching d udied with a focus on Didaktiken einer Fäc iertes Fach (subject s er specified is the tota st of modules) of whic e places, places will l ame number of subject	ts) as well as Social S egree Grundschule, I teaching methodolo hergruppe der Mittel tudied with a focus o al number of places t th this module is liste be allocated accordin ct semesters, places	of the degree subjects Political Studies (Unterrichtsfach (subject Interrichtsfach teaching degree gy) Didaktik der Grundschule (Di Ischule (Didactics of a Group of on the scientific discipline) tea- hat will be allocated to students ed. Should the number of appli- ng to the number of subject se- will be allocated by lot. A waitin
Additio	onal inf	ormation			
Worklo	ad				
150 h					
Teachi	ng cycl	e			
_			· · · · · · · · · · · · · · · · · · ·	ammes)	
Referre § 22 § 22 § 32 N § 56 N	Nr. 1 h) Nr. 3 f) Nr. 1 c)	LPOI (examination regulation	is for teaching-degree progra		

§ 81 | Nr. 1

Module appears in Bachelor's degree (1 major) Geography (2015) Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Political and Social Studies (2015) Bachelor's degree (1 major, 1 minor) Political and Social Studies (Minor, 2015) Bachelor's degree (1 major, 1 minor) Political and Social Studies (2015) Bachelor's degree (2 majors) Political and Social Studies (2015) First state examination for the teaching degree Grundschule Social Science (2015) First state examination for the teaching degree Grundschule Didactics in Social Science (Primary School) (2015) First state examination for the teaching degree Grundschule Educational Science (2015) First state examination for the teaching degree Gymnasium Social Science (2015) First state examination for the teaching degree Sonderpädagogik Didactics in Social Science (Middle School) (2015) First state examination for the teaching degree Sonderpädagogik Educational Science (2015) First state examination for the teaching degree Mittelschule Social Science (2015) First state examination for the teaching degree Mittelschule Didactics in Social Science (Middle School) (2015) First state examination for the teaching degree Mittelschule Educational Science (2015) Bachelor's degree (1 major) Business Management and Economics (2019) First state examination for the teaching degree Mittelschule Educational Science (2020 (Prüfungsordnungsversion 2015)) First state examination for the teaching degree Sonderpädagogik Educational Science (2020 (Prüfungsordnungsversion 2015))

Module title					Abbreviation
Social Structure and Inequality					o6-PSS-BM-SpS-152-mo1
Module coordinator				Module offered by	<u> </u>
holder Resear		Professorship of Sociolo	gy and Qualitative		ociology and Qualitative Research
ECTS	Metho	od of grading	Only after succ. cor	npl. of module(s)	
5	nume	rical grade			
Duratio	n	Module level	Other prerequisites	6	
1 seme	ster	undergraduate			
Conten	ts		-		
Introdu	ction t	o Social Structure Analy	sis		
Intende	ed lear	ning outcomes			
Studen	ts gain	an insight into social st	ructure analysis.		
		number of weekly contact hours,		rman)	
V (2) +					
Module	e taugh	t in: German and/or Eng	lish		
			age — if other than German,	examination offered — if no	ot every semester, information on whether
		le for bonus)			
		mination (approx. 60 mi			
		mination (approx. 90 mi ation of one candidate		ites) or	
		(approx. 15 pages)			
		ssessment: German and	l/or English		
Allocat	ion of _l	olaces			
and So studied Mittels dactics Subject ching d of othe cations mester list will	cial Stu I with a chule, for Gru ts of M legree r degree excee s. Amo be ma	udies (Bachelor's, 180, 1 focus on the scientific Didaktikfach (subject st undschule), Didaktikfacl ittelschule), vertieft stud Gymnasium). The numbre subjects in the SFB (li d the number of availab ng applicants with the s intained and places re-	20, 75, 60 ECTS credi discipline) teaching d udied with a focus on n Didaktiken einer Fäc diertes Fach (subject s er specified is the tota st of modules) of whic le places, places will ame number of subje	ts) as well as Social egree Grundschule, teaching methodolo chergruppe der Mitte studied with a focus al number of places t ch this module is list be allocated accordi ct semesters, places	of the degree subjects Political Studies (Unterrichtsfach (subject Unterrichtsfach teaching degree ogy) Didaktik der Grundschule (Di Ischule (Didactics of a Group of on the scientific discipline) tea- that will be allocated to students red. Should the number of appli- ng to the number of subject se- s will be allocated by lot. A waiting
Additio	nal inf	ormation			
Worklo	ad				
150 h					
Teachi	ng cycl	e			
 Doform-	d to in				
§ 22 § 32 N § 56 N § 81 N	Nr. 1 h) Ir. 1 c) Ir. 2	LPOI (examination regulatio	ns for teaching-degree progra	ammes)	
Module	e appea	ars in			
Bachelor's	with 1 ma	jor Business Management and	JMU Würzburg • g	enerated 19-Apr-2025 • exan	n. reg. data re- page 263 / 341
Economics				180 ECTS) Wirtschaftswissens	

Bachelor's degree (1 major) Geography (2015) Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Political and Social Studies (2015) Bachelor's degree (1 major, 1 minor) Political and Social Studies (Minor, 2015) Bachelor's degree (1 major, 1 minor) Political and Social Studies (2015) Bachelor's degree (2 majors) Political and Social Studies (2015) First state examination for the teaching degree Grundschule Social Science (2015) First state examination for the teaching degree Grundschule Didactics in Social Science (Primary School) (2015) First state examination for the teaching degree Grundschule Educational Science (2015) First state examination for the teaching degree Gymnasium Social Science (2015) First state examination for the teaching degree Sonderpädagogik Didactics in Social Science (Middle School) (2015) First state examination for the teaching degree Sonderpädagogik Educational Science (2015) First state examination for the teaching degree Mittelschule Social Science (2015) First state examination for the teaching degree Mittelschule Didactics in Social Science (Middle School) (2015) First state examination for the teaching degree Mittelschule Educational Science (2015) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major) Pedagogy (2020) First state examination for the teaching degree Mittelschule Educational Science (2020 (Prüfungsordnungsversion 2015)) First state examination for the teaching degree Sonderpädagogik Educational Science (2020 (Prüfungsordnungsversion 2015))

Module title					Abbreviation	
Comparative Politics and Governance					06-PSS-BM-VPS-15	2-m01
Module	coord	inator		Module offered by		
		Chair of Comparative Pol	itics and German Po-		ve Politics and Germ	an Politics
ECTS	Metho	od of grading	Only after succ. con	pl. of module(s)		
5		rical grade				
Duratio	n	Module level	Other prerequisites			
1 seme	ster	undergraduate				
Conten	ts					
Introdu	ction to	o the characteristics of p	olitical systems and o	entral categories of	comparative system	ıs analysis.
Intende	ed lear	ning outcomes				
		as basic knowledge of th tem comparison framew			ems. He/she master	s the applica-
Course	S (type, r	umber of weekly contact hours,	language — if other than Gei	man)		
V (2) + Module	• •	t in: German and/or Engl	ish			
		s essment (type, scope, langua le for bonus)	age — if other than German,	examination offered — if no	t every semester, informat	ion on whether
	ge of a	(approx. 15 pages) ssessment: German and blaces	/or English			
and So studied Mittelse dactics Subject ching d of othe cations mesters	cial Stu l with a chule, l for Gru ts of Mi egree (r degre excee s. Amo	ere are no restrictions wit adies (Bachelor's, 180, 12 focus on the scientific d Didaktikfach (subject stu andschule), Didaktikfach ittelschule), vertieft stud Gymnasium). The numbe e subjects in the SFB (lis d the number of availabl ng applicants with the sa intained and places re-a	20, 75, 60 ECTS credit liscipline) teaching de idied with a focus on Didaktiken einer Fäc iertes Fach (subject s r specified is the tota t of modules) of whic e places, places will b ame number of subject	s) as well as Social S egree Grundschule, I teaching methodolo hergruppe der Mittel tudied with a focus o I number of places t h this module is liste oe allocated accordin t semesters, places	Studies (Unterrichtsd Jnterrichtsfach teac gy) Didaktik der Gru Ischule (Didactics of on the scientific disc hat will be allocated ed. Should the numb ng to the number of	fach (subject hing degree ndschule (Di- a Group of ipline) tea- to students per of appli- subject se-
Additio	nal inf	ormation				
Worklo	ad					
150 h			-			
Teachir	ıg cycl	e				
§ 22 § 32 N § 56 N	Nr. 1 h) Ir. 1 c) Ir. 1	LPO I (examination regulation	s for teaching-degree progra	mmes)		
Bachelor's	§ 81 Nr. 1 achelor's with 1 major Business Management and conomics (2019) JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftswissenschaft - 2019					

Module appears in

Bachelor's degree (1 major) Geography (2015) Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Political and Social Studies (2015) Bachelor's degree (1 major, 1 minor) Political and Social Studies (Minor, 2015) Bachelor's degree (1 major, 1 minor) Political and Social Studies (2015) Bachelor's degree (2 majors) Political and Social Studies (2015) First state examination for the teaching degree Grundschule Social Science (2015) First state examination for the teaching degree Grundschule Didactics in Social Science (Primary School) (2015) First state examination for the teaching degree Grundschule Educational Science (2015) First state examination for the teaching degree Gymnasium Social Science (2015) First state examination for the teaching degree Sonderpädagogik Didactics in Social Science (Middle School) (2015) First state examination for the teaching degree Sonderpädagogik Educational Science (2015) First state examination for the teaching degree Mittelschule Social Science (2015) First state examination for the teaching degree Mittelschule Didactics in Social Science (Middle School) (2015) First state examination for the teaching degree Mittelschule Educational Science (2015) Bachelor's degree (1 major) Business Management and Economics (2019) First state examination for the teaching degree Mittelschule Educational Science (2020 (Prüfungsordnungsversion 2015)) First state examination for the teaching degree Sonderpädagogik Educational Science (2020 (Prüfungsordnungsversion 2015))

Modul	e title	Abbreviation				
Select	Selected Topics from Other Faculties 1 12-APAF1-152-m01					
Modul	e coord	inator		Module offered by	<u>I</u>	
Dean o mics	of the Fa	aculty of Business Manag	ement and Econo-	Faculty of Manager	nent and Economics	
ECTS	Meth	od of grading	Only after succ. cor	npl. of module(s)		
5	nume	rical grade				
Durati	on	Module level	Other prerequisites	5		
1 seme	ester	undergraduate				
Conter	nts					
• a • (additior courses	taken at other German o nal courses offered on a s offered by new Chairs th f the respective Chairs wi	short-term basis at are yet to be inclu	ded in the FSB (subj	• •	
Intend	ed lear	ning outcomes				
As a re	sult of	accrediting multiple kind	s of modules, a desc	ription of acquired s	kills cannot be given.	
Course	es (type, r	number of weekly contact hours,	language — if other than Ge	rman)		
V (2) +	Ü (2)					
		sessment (type, scope, langua ole for bonus)	ge — if other than German,	examination offered — if no	ot every semester, information on whether	
b) term c) oral Langua Assess	n paper examin age of a	-	and presentation (ap es) /or English		veighted 2:1 or as are offered and in the subse-	
Alloca	tion of _l	places				
Additi	onal inf	ormation				
Worklo	oad					
150 h						
Teachi	ng cycl	e				
Teachi	ng cycl	e: no courses offered				
Referr	ed to in	LPO I (examination regulation	s for teaching-degree progra	ammes)		
Modul	e appea	ars in				
Bache	lor's de	gree (1 major) Business N	Management and Eco	nomics (2015)		
Bache	Bachelor's degree (1 major) Business Management and Economics (2019)					

Modul	e title		-	Abbreviation		
Selected Topics from Other Faculties 2 12-APAF2-152-mo1						
Module coordinator Module offered by						
Dean o mics	of the Fa	aculty of Business Manag	gement and Econo-	Faculty of Manager	nent 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	i		
1 seme	ester	undergraduate				
Conter	nts					
• (• ;; • (courses additior courses	erves the purpose of tra taken at other German of nal courses offered on a offered by new Chairs th f the respective Chairs w	or non-German univer short-term basis nat are yet to be inclu	sities ded in the FSB (subj		
Intend	ed lear	ning outcomes				
As a re	sult of	accrediting multiple kind	ls of modules, a desc	ription of acquired s	kills cannot be given.	
Course	es (type, 1	number of weekly contact hours,	language — if other than Ge	rman)		
V (2) +	Ü (2)					
		Sessment (type, scope, langu le for bonus)	age — if other than German,	examination offered — if no	ot every semester, information on whether	
b) term c) oral Langua Assess	n paper examir age of a		and presentation (ap es) I/or English		veighted 2:1 or s are offered and in the subse-	
•	tion of					
Additi	onal inf	ormation	-			
Worklo	oad					
150 h						
-	ing cycl	e				
Teachi	ng cycl	e: no courses offered				
Referre	ed to in	LPO I (examination regulation	ns for teaching-degree progra	ammes)		
Modul	e appea	ars in				
	Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Business Management and Economics (2019)					

Modul	e title			Abbreviation		
Select	Selected Topics from Other Faculties 3 12-APAF3-152-mo1					
Modul	e coord	inator		Module offered by		
Dean o mics	of the Fa	aculty of Business Manag	gement and Econo-	Faculty of Manager	nent and Economics	
ECTS	Meth	od of grading	Only after succ. cor	npl. of module(s)		
5	nume	rical grade				
Durati	on	Module level	Other prerequisites	5		
1 seme	ester	undergraduate				
Conte	nts					
• (courses additior courses	erves the purpose of tran taken at other German of hal courses offered on a offered by new Chairs th f the respective Chairs w	or non-German univer short-term basis nat are yet to be inclu	sities ded in the FSB (subj		
Intend	ed lear	ning outcomes				
As a re	esult of	accrediting multiple kind	ls of modules, a desc	ription of acquired s	kills cannot be given.	
Course	es (type, 1	number of weekly contact hours,	language — if other than Ge	rman)		
V (2) +	Ü (2)					
		sessment (type, scope, langua ole for bonus)	age — if other than German,	examination offered — if no	ot every semester, information on whether	
b) tern c) oral Langua Assess	n paper examir age of a	-	and presentation (ap es) /or English		veighted 2:1 or es are offered and in the subse-	
Alloca	tion of	places				
Additi	onal inf	ormation				
Workle	oad					
150 h						
Teachi	ing cycl	e				
		e: no courses offered				
Referr	ed to in	LPO I (examination regulation	is for teaching-degree progra	ammes)		
Modul	e appea	ars in				
Bache	Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Business Management and Economics (2019)					

Modul	e title		Abbreviation			
Select	Selected Topics from Other Faculties 4 12-APAF4-152-mo1					
Modul	e coord	inator		Module offered by	<u> </u>	
Dean o mics	of the Fa	aculty of Business Manag	ement and Econo-	Faculty of Manager	nent and Economics	
ECTS	Meth	od of grading	Only after succ. cor	npl. of module(s)		
5	nume	rical grade				
Durati	on	Module level	Other prerequisites	;		
1 seme	ester	undergraduate				
Conter	nts					
• a • (additior courses	taken at other German o nal courses offered on a s offered by new Chairs th f the respective Chairs wi	short-term basis at are yet to be inclu	ded in the FSB (subj		
Intend	ed lear	ning outcomes				
As a re	sult of	accrediting multiple kind	s of modules, a desc	ription of acquired s	kills cannot be given.	
Course	es (type, r	number of weekly contact hours,	language — if other than Ge	rman)		
V (2) +	Ü (2)					
		sessment (type, scope, langua ole for bonus)	ge — if other than German,	examination offered — if no	ot every semester, information on whether	
b) term c) oral Langua Assess	n paper examin age of a	-	and presentation (ap es) /or English		veighted 2:1 or as are offered and in the subse-	
Alloca	tion of _l	places				
Additio	onal inf	ormation				
Worklo	ad					
150 h						
Teachi	ng cycl	e				
Teachi	ng cycl	e: no courses offered				
Referr	ed to in	LPO I (examination regulation	s for teaching-degree progra	ammes)		
Modul	e appea	ars in				
		gree (1 major) Business N	-	-		
Bache	Bachelor's degree (1 major) Business Management and Economics (2019)					



Key Skills Area (20 ECTS credits)



General Key Skills

(5 ECTS credits)



Subject-specific Key Skills

(15 ECTS credits)

Module	e title				Abbreviation
Interns	hip (ab	oout 4 weeks, graded)			12-Prak1-152-m01
Module	e coord	inator		Module offered by	
		culty of Business Manag	gement and Econo-	-	nent and Economics
mics		,	F		
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)	
5	nume	rical grade			
Duratio	n	Module level	Other prerequisites		
1 semester undergraduate					
Conten	ts				
		ncludes a placement with economics as well as the			a company or other organisation ent report.
Intende	ed lear	ning outcomes			
		e the knowledge of releva course of study.	ant practical problem	areas and the ability	y to implement the knowledge ac-
Course	S (type, r	number of weekly contact hours,	language — if other than Ge	rman)	
P (2)					
		sessment (type, scope, langua le for bonus)	age — if other than German,	examination offered — if no	ot every semester, information on whether
report o	on prac	tical course (approx. 10	pages) and presentat	ion (approx. 20 minu	utes), weighted 2:1
Allocat	ion of p	olaces			
Additio	nal inf	ormation			
Worklo	ad				
150 h					
Teachiı	ng cycl	e			
Teachir	ng cycle	e: each semester			
Referre	d to in	LPO I (examination regulation	s for teaching-degree progra	ammes)	
Module	e appea	ars in			
		gree (1 major) Business I	-		
		gree (1 major) Business I	•	-	
		gree (1 major) Business I	•		
		gree (1 major) Business I gree (1 major) Business I	•	-	
		gree (1 major) Business I gree (1 major) Business I	-		
		gree (1 major) Business I			
		gree (1 major) Business I	•		
Bachel	or's de	gree (1 major) Business I	nformation Systems	(2023)	
Bachel	or's de	gree (1 major) Business I	Management and Eco	nomics (2023)	

Module	e title				Abbreviation
Interns	ship (at	oout 4 weeks, not graded)		12-Prak2-152-m01
Module	e coord	inator		Module offered by	
Dean o		aculty of Business Manag	ement and Econo-		nent and Economics
mics ECTS	Meth	od of grading	Only after succ. con	nl of module(s)	
5		successfully completed			
) Duratio		Module level	Other prerequisites		
1 seme		undergraduate			
Conten			I		
This mo	odule i	ncludes a placement with economics as well as the			a company or other organisation ent report.
		ning outcomes	<u> </u>	•	
		e the knowledge of releva course of study.	int practical problem	areas and the ability	y to implement the knowledge ac-
Course	S (type, r	number of weekly contact hours, I	anguage — if other than Ge	rman)	
P (2)					
		sessment (type, scope, langua ile for bonus)	ge — if other than German,	examination offered — if no	ot every semester, information on whether
report	on prac	tical course (approx. 10 p	pages) and presentat	ion (approx. 20 minu	utes)
Allocat	ion of _l	places			
	,				
Additio	onal inf	ormation			
Worklo	ad				
150 h					
Teachi	ng cycl	e			
Teachi	ng cycl	e: each semester			
Referre	ed to in	LPO I (examination regulation	s for teaching-degree progra	immes)	
Module	e appea	ars in			
		gree (1 major) Business N	-		
		gree (1 major) Business I gree (1 major) Business I	•	-	
		gree (1 major) Business I gree (1 major) Business I	•		
		gree (1 major) Business N	•	-	
		gree (1 major) Business I	•		
		gree (1 major) Business l	•		
		gree (1 major) Business N	-		
		gree (1 major) Business gree (1 major) Business			
васнеі	or's de	gree (1 major) Business N	nanagement and Eco	nomics (2023)	

Module	e title				Abbreviation
Interns	hip (ab	oout 8 weeks or more, gr	aded)		12-Prak3-152-m01
Module	e coord	inator		Module offered by	
		iculty of Business Manag	ement and Econo-		nent and Economics
ECTS	Metho	od of grading	Only after succ. cor	npl. of module(s)	
10	nume	rical grade			
Duratio	on	Module level	Other prerequisites	;	
1 seme	ster	undergraduate			
Conten	ts				
		ncludes a placement with economics as well as the			a company or other organisation ent report.
Intende	ed lear	ning outcomes			
		e the knowledge of releva course of study.	ant practical problem	areas and the ability	y to implement the knowledge ac-
Course	S (type, r	number of weekly contact hours,	anguage — if other than Ge	rman)	
P (2)					
		sessment (type, scope, langua le for bonus)	ge — if other than German,	examination offered — if no	ot every semester, information on whether
report	on prac	tical course (approx. 15 p	bages) and presentat	ion (approx. 20 minu	utes), weighted 2:1
Allocat	ion of p	olaces			
Additio	nal inf	ormation			
Worklo	ad				
300 h					
Teachi	ng cycl	e			
Teachi	ng cycle	e: each semester			
Referre	d to in	LPO I (examination regulation	s for teaching-degree progra	ammes)	
Module	e appea	ars in			
Bachel	or's de	gree (1 major) Business N	Management and Eco	nomics (2015)	
		gree (1 major) Business I	•		
		gree (1 major) Business I			
		gree (1 major) Business I gree (1 major) Business N		-	
		gree (1 major) Business I gree (1 major) Business I			
		gree (1 major) Business I			
		gree (1 major) Business N	•		
		gree (1 major) Business I	-		
Bachel	or's de	gree (1 major) Business N	Management and Eco	nomics (2023)	

Module	e title				Abbreviation
Interns	ship (ab	out 8 weeks or more, no	t graded)		12-Prak4-152-m01
Module	e coord	inator		Module offered by	
Dean o	of the Fa	culty of Business Manag	ement and Econo-	· · · · · ·	nent and Economics
mics			г		
ECTS	Metho	ethod of grading Only after succ. compl. of module(s)			
10		successfully completed			
Duratio	on	Module level	Other prerequisites		
1 seme	1 semester undergraduate				
Conten					
		ncludes a placement with economics as well as the			a company or other organisation ent report.
Intend	ed lear	ning outcomes			
		e the knowledge of releva course of study.	int practical problem	areas and the ability	<i>t</i> to implement the knowledge ac-
Course	S (type, r	umber of weekly contact hours, l	anguage — if other than Ge	rman)	
P (2)					
		essment (type, scope, langua le for bonus)	ge — if other than German,	examination offered — if no	t every semester, information on whether
report	on prac	tical course (approx. 15 p	bages) and presentat	ion (approx. 20 minu	ites)
Allocat	ion of p	olaces			
Additio	onal inf	ormation			
Worklo	ad				
300 h					
Teachi	ng cycl	е			
Teachi	ng cycle	e: each semester			
Referre	ed to in	LPO I (examination regulation	s for teaching-degree progra	mmes)	
Module	e appea	ars in			
Bachel	or's de	gree (1 major) Business N	Aanagement and Eco	nomics (2015)	
		gree (1 major) Business l	-		
		gree (1 major) Business l	•		
		gree (1 major) Business li	•		
		gree (1 major) Business N	•		
		gree (1 major) Business li gree (1 major) Business li			
		gree (1 major) Business N gree (1 major) Business N			
		gree (1 major) Business li	-		
		gree (1 major) Business N			

Module	title				Abbreviation
Student	Teach	ing Assistant 1			12-Tut1-152-m01
Module			· -	Module offered by	
Dean of mics	the Fa	culty of Business Manag	ement and Econo-	Faculty of Managem	nent and Economics
ECTS	Metho	d of grading	Only after succ. con	pl. of module(s)	
5	numer	ical grade			
Duration	n	Module level	Other prerequisites		
1 semes	ster	undergraduate			
Content	:S				
This mo and Eco		_	s in a tutorial offered	by a Chair at the Fac	ulty of Business Management
		ing outcomes			
			up to procent cost-	ntundorstandable -	nd to dovolon training materials
		, , , ,			nd to develop training materials.
	(type, n	umber of weekly contact hours, l	anguage — if other than Ger	man)	
Ä (2)					
		essment (type, scope, langua e for bonus)	ge — if other than German, o	examination offered — if no	t every semester, information on whether
written e	elabora	ation (approx. 15 to 25 pa	iges) and presentation	on (approx. 90 minut	es), weighted 1:1
Allocatio	on of p	laces			
Addition	nal info	ormation			
Workloa	ad				
150 h					
Teachin	g cycle	2			
		: each semester			
		LPO I (examination regulations	s for teaching-degree progra	mmes)	
Module	appea	rs in			
Bachelo	or's deg	ree (1 major) Business M	Nanagement and Eco	nomics (2015)	
	-	ree (1 major) Economath		X	
	-	ree (1 major) Business Ir	•		
		ree (1 major) Business Ir	•	2016)	
	-	ree (1 major) Economath		× \	
	-	ree (1 major) Business Ir	•	-	
		ree (1 major) Business N	-	-	
		gree (1 major) Business Ir	•		
		ree (1 major) Business Iı ree (1 major) Economath		2021)	
	_	ree (1 major) Economati ree (1 major) Business N		nomics (2021)	
		ree (1 major) Economath		1011105 (2021)	
		ree (1 major) Economati ree (1 major) Business Ir		(2023)	
	-	ree (1 major) Economath	•	2023)	
		gree (1 major) Business N	-	nomics (2023)	
	2 402	,			

Module	e title				Abbreviation
Studen	t Teach	ing Assistant 2			12-Tut2-152-m01
Module	a coord	inator		Module offered by	
		culty of Business Manag	ement and Econo-		nent and Economics
mics	i the i a	culty of Dusiness Manag			
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				
This mo	odule ir	ncludes tutoring activities	s in a tutorial offered	by a Chair at the Fac	ulty of Business Management
and Ec				•	,
Intende	ed learı	ning outcomes			
Studen	ts have	the ability to guide a gro	oup, to present conte	nt understandable a	nd to develop training materials.
Course	S (type, n	umber of weekly contact hours, l	anguage — if other than Ge	rman)	
Ä (2)					
Metho	d of ass	essment (type, scope, langua	ge — if other than German,	examination offered — if no	t every semester, information on whether
		le for bonus)	· · · · · · · · · · · · · · · · · · ·		· ·
written	elabor	ation (approx. 15 to 25 pa	ages) and presentation	on (approx. 90 minut	es), weighted 1:1
Allocat	ion of p	olaces			
Additio	onal info	ormation			
Worklo	ad				
150 h					
Teachi	ng cvcl	9			
		e: each semester			
		LPO I (examination regulation	s for teaching-degree progra	ammes)	
Module	annea	irs in			
		gree (1 major) Business N	Nanagement and Eco	nomics (2015)	
		gree (1 major) Business li			
		gree (1 major) Business li	,		
Bachel	or's de	gree (1 major) Business I	nformation Systems	(2019)	
		gree (1 major) Business N	-		
		gree (1 major) Business li	•		
		gree (1 major) Business li	•	(2021)	
		gree (1 major) Economatł			
		gree (1 major) Business N	-	nomics (2021)	
		gree (1 major) Economath			
		gree (1 major) Business li	•	(2023)	
		gree (1 major) Economath			
Bachel	or's de	gree (1 major) Business N	Aanagement and Eco	nomics (2023)	

Module title				Abbreviation
Bachelor Orie	ntation Tutorial			12-BOT-192-m01
Module coord	inator		Module offered by	
	aculty of Business Manag	ement and Econo-		nent and Economics
mics	icuity of Dubiliess Midlidg			
ECTS Meth	od of grading	Only after succ. con	npl. of module(s)	
2 (not)	successfully completed			
Duration	Module level	Other prerequisites		
1 semester	undergraduate			
Contents				
was created. • Orienta • Structur • Plannin • Subject	nd completely new learni Topics covered in the orie tion at the Faculty and Un re, content and requireme g your university educatio -specific learning and stu reparation including time	entation programme: niversity ents of the degree pro on dy techniques		orientation programme (BOT)
	ning outcomes	management		
blems, which the start of th		especially at the star	t of their studies, and	th issues, questions and pro- d prepare students optimally for
T (2)				
Method of as module is creditat		ge — if other than German,	examination offered — if no	ot every semester, information on whether
	(approx. 5 minutes) offered: Once a year, winte	er semester		
Allocation of	places			
Additional inf	ormation			
Workload				
60 h				
Teaching cycl				
	e: winter semester			
Referred to in	LPO I (examination regulation	s for teaching-degree progra	immes)	
	•			
Module appea		formation Costs		
Bachelor's de Bachelor's de Bachelor's de	gree (1 major) Business II gree (1 major) Business II gree (1 major) Business II gree (1 major) Business II	Nanagement and Eco nformation Systems (nformation Systems (nomics (2019) (2020) (2021)	
Bachelor's de	gree (1 major) Business N	Nanagement and Eco	nomics (2021)	

Module title				Abbreviation	
Introduction	to Scientific Work			12-WA-192-m01	
Module coo	rdinator		Module offered by	<u> </u>	
Dean of the mics	Faculty of Business Manag	gement and Econo-	Faculty of Manager	nent and Economics	
ECTS Met	hod of grading	Only after succ. cor	npl. of module(s)		
3 (not) successfully completed				
Duration	Module level	Other prerequisites	her prerequisites		
1 semester	undergraduate				
 Introd Stage Stage Stage Stage Stage Stage Stage Time r Preser Intended lease Students acceparticipate of Courses (type S (2) Method of a module is credit Written elab	s of academic writing and 1 : orientation and plannin 2 : collecting and evaluati 3 : writing a draft 4 : revision and submission nanagement ntation arning outcomes quire knowledge of sciention or expect successful partic c, number of weekly contact hours, ssessment (type, scope, language)	research: ng material on ific methods. Many cl ipation ahead of the language — if other than Ge age — if other than German,	nairs and departmen application process rman)	academic writing and research ts of the faculty recommend to for the bachelor thesis.	
Allocation o	f places				
Additional i	nformation				
Workload					
90 h	_				
Teaching cy					
Teaching cy	cle: each semester				
		fauta all in a dames a musar	ammes)		
	in LPO I (examination regulation				
Referred to		is for teaching-degree progra			
Referred to Module app	ears in				
Referred to Module app Bachelor's c		Information Systems	(2019)		



Module	e title				Abbreviation	
Profess	sional A	Apply			12-PWS-152-m01	
Module	a coord	inator		Module offered by		
		aculty of Business Manag	gement and Econo-	· · · · ·	nent and Economics	
mics	i the re	leally of Basiness manag		racatly of manager		
ECTS	Metho	od of grading	Only after succ. cor	npl. of module(s)		
2	(not) s	successfully completed				
Duratio	n	Module level	Other prerequisites	;		
1 seme	ster	undergraduate				
Conten	ts					
Part 1: / Topic 1:	Applica : Cover	, students will learn how ation documents letter culum vitae	to be professional w	hen applying and int	erviewing for jobs.	
Topic 3 Part 2: Topic 1 Topic 2	: Certif Job inte : Prepa : Typica	icates and other docume erview	ents			
-		ning outcomes				
field. Tl	hey are	able to write a profession also familiar with the ty	pical process of a job	interview and have		
	S (type, r	number of weekly contact hours,	language — if other than Ge	rman)		
S (2)						
		Sessment (type, scope, langua Ile for bonus)	age — if other than German,	examination offered — if no	ot every semester, informat	ion on whether
		ation (approx. 5 to 10 pa	ges) and presentatio	n (approx, 15 minute	s), weighted 1.1	
Allocat			<u>300) and procentatio</u>		o),	
Additio	nalinf	ormation				
	παι ΠΠ					
 Worklo						
	du					
60 h						
Teachi						
		e: after announcement				
Referre	d to in	LPO I (examination regulation	ns for teaching-degree progra	ammes)		
Module	e appea	ars in				
Bachel	or's de	gree (1 major) Business I	Management and Eco	onomics (2015)		
		gree (1 major) Economat				
		gree (1 major) Business	•			
		gree (1 major) Business	•	(2016)		
		gree (1 major) Economat				
		gree (1 major) Business gree (1 major) Business	•	-		
		jor Business Management and	-	enerated 19-Apr-2025 • exam	n, reg. data re-	page 282 / 341
Economics		usiness management and		180 ECTS) Wirtschaftswissens	•	p. 30 202 / 34

Julius-Maximilians-UNIVERSITÄT WÜRZBURG

Bachelor's degree (1 major) Business Information Systems (2020) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major) Economathematics (2022)

Module	e title				Abbreviation	
Profess	sional F	Presentation			12-PPR-152-m01	
Module	e coord	inator		Module offered by		
Dean o mics	f the Fa	culty of Business Manag	ement and Econo-	Faculty of Managem	nent and Economics	
ECTS	Metho	od of grading	Only after succ. con	pl. of module(s)		
2		successfully completed		•		
Duratio		Module level	Other prerequisites			
1 seme		undergraduate				
Conten		undergraduate				
Topic 1 Topic 2 Topic 3	: struct : visua : profe	students will acquire pro uring a presentation l representation (PPP) ssional appearance rating discussions	ofessional presentati	on skills.		
Intende	ed lear	ning outcomes				
	rules f	able to structure presenta for professional demean				
Course	S (type, r	number of weekly contact hours,	language — if other than Ger	rman)		
S (2)						
		sessment (type, scope, langua le for bonus)	ge — if other than German,	examination offered — if no	t every semester, informat	ion on whether
presen	tation (approx. 15 to 30 minutes	5)			
Allocat	ion of p	olaces				
Additio	nal inf	ormation				
Worklo						
	au					
60 h						
Teachi	ng cycl	e				
Teachir	ng cycle	e: after announcement				
Referre	d to in	LPO I (examination regulation	s for teaching-degree progra	immes)		
Module	e appea	ars in				
Bachel	or's de	gree (1 major) Business N	Management and Eco	nomics (2015)		
		gree (1 major) Economatl	-			
		gree (1 major) Business I	•	-		
		gree (1 major) Business I	•	(2016)		
		gree (1 major) Economati				
		gree (1 major) Business I		-		
		gree (1 major) Business N	-	-		
		gree (1 major) Business I gree (1 major) Business I	•			
		gree (1 major) Economati		2021)		
		gree (1 major) Business N		nomics (2021)		
Bachelor's Economics		jor Business Management and		enerated 19-Apr-2025 • exam 80 ECTS) Wirtschaftswissens	-	page 284 / 341



Bachelor's degree (1 major) Economathematics (2022)

Module	e title				Abbreviation	
Sales C	Control	ling & Management			12-VeCo-152-mo1	
Module	e coord	linator		Module offered by	I	
holder	ofthe	Chair of Business Mana	gement, Controlling		nent and Economics	
and Ac	1					
ECTS	1	od of grading	Only after succ. cor	npl. of module(s)		
3		rical grade				
Duratio	on	Module level	Other prerequisites	5		
1 seme	ster	undergraduate				
Conten	Its					
sales a countir rement lized w ment.	nd sale ng as a is of an ith, sue	he lecture is the suppor es management with a s subset of overall accou ideal support of sales b ch as management infor ning outcomes	pecial emphasis on B nting in different busi by accounting as well a	2B sales of IT companess organizations. as possible elements	nies and the positio The course discusses this support function	n of sales ac s basic requi on can be rea
Knowle course	edge ab displa	pout the practice of work ying theoretical tools to , participants further ac	support sales manag	ement by accounting	and the balance wit	th the reality
Course	S (type, 1	number of weekly contact hours	, language — if other than Ge	rman)		
V (2)						
		sessment (type, scope, langu ble for bonus)	uage — if other than German,	examination offered — if no	ot every semester, informat	ion on whether
written	exami	nation (approx. 60 minu	ites)			
Allocat	ion of	places				
by lot a numbe	among r of pla	Should the number of a all applicants irrespectinces will be allocated in s they become available	ve of their subjects. (2 the same procedure.	e) Places on all cours	es of the module wit	h a restricted
Additio	onal inf	ormation				
Worklo	ad					
150 h						
Teachi	ng cvcl	e				
		e: no courses offered				
Referre		LPO I (examination regulation		ammes)		
		•				
Module				• • •		
		gree (1 major) Business	-	nomics (2015)		
		gree (1 major) Economa gree (1 major) Business		(2015)		
		gree (1 major) Business gree (1 major) Business	•	-		
		gree (1 major) Economa	•	(2010)		
		gree (1 major) Business		(2019)		
		gree (1 major) Business				
Bachelor's	with 1 ma	jor Business Management and	JMU Würzburg • g	generated 19-Apr-2025 • exam		page 286 / 341
Economics	(2019)		cord Bachelor (:	180 ECTS) Wirtschaftswissens	cnaft - 2019	



Bachelor's degree (1 major) Business Information Systems (2020)

Module	e title				Abbreviation	
Econor	nic and	Business Ethics			12-WUE-152-m01	
Module	e coord	inator		Module offered by		
holder Taxatio		Chair of Business Manag	ement and Business	Faculty of Managen	nent 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	ester	undergraduate				
Conten			<u>I</u>			
terms a ced. Th ses on and sh	are clari ne cours the que ould in	seminar is to provide st fied and important philo se discusses how busine estion of what ethical cha clude ethical considerati ree market and morality a	sophical theories suc ss ethics can be justi allenges companies f ons in their actions. <i>I</i>	th as utilitarianism of fied and what purpo ace and to what exte Afterwards, the semi	r discourse ethics a se it can serve. The ent companies are m nar discusses the re	re introdu- seminar focu ioral agents
		ning outcomes				
paper o in an cl other p	dealing lear and participa	this course, the studens with a selected ethcial p d understandable way an ants in the class.	roblem in business. Id they should discus	They should be able s the own position w	to present a comple	x problem
S (2)				inany		
module is a) writt	s creditab ten exai	sessment (type, scope, langua le for bonus) mination (approx. 60 mir n (approx. 20 minutes) a	nutes) or			
	tion of p			11 (approx: 15 to 20 p		
Additic	nal inf	ormation				
Worklo						
150 h						
Teachi		•				
		e: each semester				
Referre	ed to in	LPO I (examination regulation	s for teaching-degree progra	mmes)		
Module	e appea					
D - 1 '	or's de	gree (1 major) Business N	hanagement and Eco	nomics (2015)		
		gree (1 major) Economati	nematics (2015)			
Bachel	or's de	gree (1 major) Economati gree (1 major) Business I		2015)		
Bachel Bachel	or's de or's de	gree (1 major) Business I	nformation Systems (-		
Bachel Bachel Bachel	or's de or's de or's de		nformation Systems (nformation Systems (-		
Bachel Bachel Bachel Bachel	or's de or's de or's de or's de	gree (1 major) Business I gree (1 major) Business I	nformation Systems (nformation Systems (nematics (2017)	2016)		
Bachel Bachel Bachel Bachel Bachel	or's de or's de or's de or's de or's de	gree (1 major) Business I gree (1 major) Business I gree (1 major) Economatl	nformation Systems (nformation Systems (nematics (2017) nformation Systems (2016) 2019)		
Bachel Bachel Bachel Bachel Bachel Bachel	or's de or's de or's de or's de or's de or's de	gree (1 major) Business I gree (1 major) Business I gree (1 major) Economatl gree (1 major) Business I	nformation Systems (nformation Systems (nematics (2017) nformation Systems (Aanagement and Eco	2016) 2019) nomics (2019)		
Bachel Bachel Bachel Bachel Bachel Bachel Bachel	or's de or's de or's de or's de or's de or's de	gree (1 major) Business I gree (1 major) Business I gree (1 major) Economatl gree (1 major) Business I gree (1 major) Business N	nformation Systems (nformation Systems (nematics (2017) nformation Systems (Aanagement and Eco nformation Systems (2016) 2019) nomics (2019) 2020)		

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

Module	title				Abbreviation	
Securiti	ies Ma	nagement			12-WPM-192-m01	
Module	coord	inator		Module offered by		
holder o Finance		Chair of Business Manag	ement and Corporate	Faculty of Managem	nent and Economics	
ECTS	Metho	od of grading	Only after succ. com	pl. of module(s)		
5	(not) s	successfully completed				
Duratio	n	Module level	Other prerequisites			
1 semes	ster	undergraduate				
Content	ts					
lio. Eacl in a con al area. own inv cisions on risk thermore	h partio Idense A secu restme are ma consid re, in a	nework of this module, s cipant has to manage a s d form in each session a urities account provided nt proposals and take pa ide to buy and sell secur erations as well as tax a ddition to macroeconom oment of the real estate	special area, for which nd observes the secu by Castell-Bank Würz art in the general disc ities within the securi spects, which will be ic topics closely relat	h he/she presents th rities account position burg is managed. Ea ussion. Based on gro ities account. These introduced to the pa	e most important ma ons belonging to his ch participant has to oup discussions, inv investment decision rticipants during the	arket events s/her speci- o prepare his restment de- is are based e course. Fur-
		ning outcomes				
		ion of the securities sem	- ninar, students will be	able to		
(i) inder individu	oender Jal sec	ntly assess securities of urity level and in a portfo It and discuss their asse	different asset classes blio context	s with regard to their		both on an
		umber of weekly contact hours,		•		
S (4)	(,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,					
Method		essment (type, scope, langua le for bonus)	age — if other than German, e	examination offered — if no	t every semester, informati	on on whether
Present	ation (approx. 60 minutes)				
Allocati			-			
20 plac (1) Shou among (2) Plac re.	es. uld the all app es on a	number of applications licants irrespective of th all courses of the module st will be maintained an	eir subjects. e with a restricted nun	nber of places will be	e allocated in the sa	
Additio	nal info	ormation				
Workloa	ad					
150 h						
Teachin	ig cycl	9				
Teachin	g cycle	e: summer semester				
Referre	d to in	LPO I (examination regulation	s for teaching-degree progra	mmes)		
Module	annea	rs in				
		gree (1 major) Business I	Management and Eco	nomics (2015)		
Bachelor's v	vith 1 maj	or Business Management and	JMU Würzburg • ge	enerated 19-Apr-2025 • exam		page 290 / 341
Economics (2019)		coru Bachelor (1	80 ECTS) Wirtschaftswissenso	anant - 2019	

UNIVERSITÄT WÜRZBURG

Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2020) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Business Management and Economics (2023)

Module	e title				Abbreviation	
DATEV	- Intro	duction to DATEV-Softwa	re for Tax Accounting	[12-DAT-152-m01	
Module	e coord	inator		Module offered by		
holder Taxatio		Chair of Business Manago	ement and Business		nent and Economics	
ECTS	Meth	od of grading	Only after succ. con	pl. of module(s)		
3		successfully completed		•		
Duratio		Module level	Other prerequisites			
1 seme	ster	undergraduate				
Conten						
audit o counta ses and for the	f these nts. Stu d functi practic	ill introduce students to using the DATEV softwar udents will not only beco ionalities. In the theoretic al part. This practical par working with a DATEV sy	e. DATEV is one of the me familiar with the b cal part, students will t will present student	e standard systems basics, they will also acquire the necess ts with an opportuni	used by tax consulta acquire insights int ary skills that will se ty to apply their new	ants and ac- o the proces- rve as a basis ly acquired
Intende	ed lear	ning outcomes				
Studen	ts acqı	uire practical knowledge l reports.	in using the DATEV so	oftware package for	daily book-keeping a	and for pro-
Course	S (type, r	number of weekly contact hours, l	anguage — if other than Ger	rman)		
V (2)						
		sessment (type, scope, langua ble for bonus)	ge — if other than German, o	examination offered — if no	ot every semester, informat	ion on whether
written	exami	nation (approx. 60 minut	es)			
Allocat	ion of ۱	places				
by lot a numbe	mong r of pla	Should the number of ap all applicants irrespective ices will be allocated in th s they become available.	e of their subjects. (2)) Places on all cours	es of the module wit	h a restricted
Additio	nal inf	ormation				
Worklo	ad					
150 h						
Teachi	ng cycl	e				
Teachir	ng cycl	e: each semester				
		LPO I (examination regulation	s for teaching-degree progra	mmes)		
Module	e appea	ars in				
		gree (1 major) Business N	Aanagement and Eco	nomics (2015)		
		gree (1 major) Economath	-	× 2/		
		gree (1 major) Business li	-	_		
		gree (1 major) Business li		(2016)		
		gree (1 major) Economath		< .		
		gree (1 major) Business I	•	-		
		gree (1 major) Business N	-	-		
		gree (1 major) Business I				
		gree (1 major) Business I jor Business Management and		(2021) enerated 19-Apr-2025 • exam	n. reg. data re-	page 292 / 341
Economics		-		80 ECTS) Wirtschaftswissens		

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

Module	e title				Abbreviation
SAP ER	P Hum	an Capital Management			12-SAP-152-m01
Module	a coord	inator		Module offered by	
		Chair for Human Resourc	o Managament and		ant and Economics
Organi				raculty of Mallagen	nent and Economics
ECTS	Methe	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		,		
SAP En will firs then pr se stud	terprise t acqui resent s lies on	e Resource Planning Hun ire the knowledge and sk students with an opportu the model company LIVE	nan Capital Managem fills that will serve as unity to apply what the	nent. In the theoretica a basis for the pract	the processes and functions of al part of the course, students ical part. This practical part will rorking with an ERP system on ca
Intende	ed lear	ning outcomes			
Enterpr pics.	rise Res	source Planning Human (Capital Management	covering several hum	he possibilities and limits of SAI nan capital and organisation to-
	S (type, r	number of weekly contact hours,	language — if other than Ge	rman)	
V (2)					
		sessment (type, scope, langua le for bonus)	age — if other than German,	examination offered — if no	ot every semester, information on whether
written	exami	nation (approx. 60 minul	tes)		
Allocat	ion of _l	places			
by lot a numbe	imong r of pla	all applicants irrespectiv	e of their subjects. (2 he same procedure. () Places on all cours	e places, places will be allocate es of the module with a restricte be maintained and places re-allo
Additio	nal inf	ormation			
Worklo	ad				
150 h					
Teachi	ng cycl	e			
		e: each semester			
		LPO I (examination regulation	s for teaching-degree progr	ammes)	
			is for teaching-degree progra		
Madel					
Module					
		gree (1 major) Business I gree (1 major) Economat	-	nomics (2015)	
		gree (1 major) Economat gree (1 major) Business I		(2015)	
		gree (1 major) Business I gree (1 major) Business I	•	-	
		gree (1 major) Economat	•	</p	
		gree (1 major) Business I		(2019)	
		gree (1 major) Business I	•	-	
Bachel	or's de	gree (1 major) Business I	nformation Systems	(2020)	
		gree (1 major) Business I			
Bachelor's Economics		jor Business Management and		enerated 19-Apr-2025 • exam .80 ECTS) Wirtschaftswissens	

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

Module	e title				Abbreviation	
Manag	ement	Case Studies			12-P&Ocase-F-152-1	m01
Module	e coord	inator		Module offered by	l	
Dean of mics	f the Fa	culty of Business Manag	ement and Econo-		nent and Economics	
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	ts	0	<u>,</u>			
se case blems a lar emp plemen Studen Course S (2) Method written Langua Allocat	e studie and wil bhasis v itation ed learn ts are a s (type, r d of ass c creditab elabor ge of a ion of p	ill focus on equipping stu es will focus on the practi l provide students with a will be on equipping stud of strategies. Participant hing outcomes able to solve case studies umber of weekly contact hours, l sessment (type, scope, langua le for bonus) ation (approx. 5 to 10 pag ssessment: German and blaces Should the number of ap	cal application of the n opportunity to appl lents with skills in the s will be issued a cer as according to interna anguage — if other than Ger ge — if other than German, of ges) and presentation /or English	eoretical knowledge ly the management t e areas of strategic t tificate of attendanc ational standards. man) examination offered — if no n (approx. 20 to 30 n	for the solution of proofs they were taughted they were taughted they have taughted the ope e.	ractical pro- ht. A particu- rational im- ion on whether :1
by lot a numbe cated b	mong a r of pla y lot as	all applicants irrespective ces will be allocated in the sthey become available.	e of their subjects. (2)) Places on all cours	es of the module wit	h a restricted
Worklo	ad					
150 h						
Teachir	ng cvcl	6				
		e: no courses offered				
	<u> </u>	LPO I (examination regulation	s for teaching-degree progra	mmes)		
Module	appea	irs in				
Bachelo Bachelo Bachelo Bachelo Bachelo Bachelo Bachelo	or's de or's de or's de or's de or's de or's de or's de or's de	gree (1 major) Business M gree (1 major) Economath gree (1 major) Business In gree (1 major) Business In gree (1 major) Economath gree (1 major) Business In gree (1 major) Business In gree (1 major) Business In	nematics (2015) nformation Systems (nformation Systems (nematics (2017) nformation Systems (Aanagement and Eco nformation Systems ((2015) (2016) (2019) nomics (2019) (2020)		
Bachelor's Economics		or Business Management and		enerated 19-Apr-2025 • exam 80 ECTS) Wirtschaftswissens	-	page 296 / 341

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

Module title				Abbreviation	
Managing in	teractive - Business Simu	lation Game		12-MIU-152-m01	
Module coor	dinator		Module offered by	1	
Dean of the F mics	aculty of Business Manag	gement and Econo-	-	nent and Economics	
	nod of grading	Only after succ. con	npl. of module(s)		
5 (not)	successfully completed				
Duration	Module level	Other prerequisites	5		
1 semester	undergraduate				
Contents					
The module s ween the diff close to reali solutions and	finance, business plannin should make participants ferent functional areas. Th ty. Participants will learn d techniques applied by th decisions (in groups).	aware of the fact that the companies that pa to understand the co	rticipants are confro mplexity of these coi	nted with are fictitio mpanies as well as t	us but very he business
Intended lea	rning outcomes				
Students lea business situ	rn to apply the necessary Jations.	data for corporate ma	anagement methods	and tools in concret	te, simulateo
Courses (type,	number of weekly contact hours,	language — if other than Ge	rman)		
S (2)					
Method of as module is credita	sessment (type, scope, langua	age — if other than German,	examination offered — if no	ot every semester, informat	ion on whether
b) term pape c) term pape d) presentati e) project (ap	amination (approx. 60 mir r (approx. 15 pages) or r (approx. 10 to 15 pages) on (approx. 20 to 30 minu oprox. 20 hours) assessment: German and	and presentation (ap ites) or	prox. 10 minutes); (\	weighted 2:1) or	
Allocation of	places				
by lot among number of pl) Should the number of ap all applicants irrespectiv aces will be allocated in t as they become available.	e of their subjects. (2 he same procedure. () Places on all cours	es of the module wit	h a restricted
Additional in	formation				
Workload					
150 h					
Teaching cyc					
	le: after announcement				
Referred to in	n LPO I (examination regulation	s for teaching-degree progra	ammes)		
Module appe					
Bachelor's de	egree (1 major) Business I egree (1 major) Business I egree (1 major) Business I	nformation Systems	(2015)		
achelor's with 1 m conomics (2019)	ajor Business Management and		enerated 19-Apr-2025 • exam 80 ECTS) Wirtschaftswissens	-	page 298 / 341

Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2020) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major) Economathematics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023)

Module	e title				Abbreviation
Project	Manag	gement			12-PM-F-152-m01
Module	e coord	inator		Module offered by	<u> </u>
Dean o mics	of the Fa	culty of Business Manag	ement and Econo-	Faculty of Managen	nent 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			
ning wi The fol • C • F • F • F • C • F • C • R • F • Intendo The stu ce of p	ith a sp lowing Drganis Project r Project r Project r Critical p Risk and Project r ed learn Idents r roject o	ecial focus on IT projects contents will be covered: ational forms in projects nanagement tasks team and project response olanning (structure, sche ohases (project initiation nanagement tools oath methods (CPM, MPN alysis nanagement software hing outcomes recognize the economic p bjectives such as deadling	ibilities dule, capacity, time , project planning, p 1, PERT) ootential of a consist	and cost planning) roject execution, pro ent project planning	management and project plan- ject close, project control) and the influence on complian- vith methods and tools of project
Course	S (type, n	may use them in work. number of weekly contact hours, I	anguage — if other than Ge	rman)	
V (2) +		accment (time access lar	go if other there Communication	avamination offered if	ot every semester, information on whether
		le for bonus)			st every semester, mornation on whether
b) term c) term d) proje Langua	n paper paper ect (app	nination (approx. 60 min (approx. 15 pages) or (approx. 10 to 15 pages) a prox. 20 hours) ssessment: German and, bonus	and presentation (ap	pprox. 10 minutes); (v	veighted 2:1) or
Allocat	ion of p	olaces			
by lot a numbe	among a er of pla	all applicants irrespective	e of their subjects. (2) Places on all cours	e places, places will be allocated es of the module with a restricted be maintained and places re-allo
Additio	onal inf	ormation			
Worklo	ad				
150 h					
Teachi	ng cycl	e			
Teachi	ng cycle	e: no courses offered			

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

Module appears in

Bachelor's degree (1 major) Business Management and Economics (2015)
Bachelor's degree (1 major) Economathematics (2015)
Bachelor's degree (1 major) Business Information Systems (2015)
Bachelor's degree (1 major) Business Information Systems (2016)
Bachelor's degree (1 major) Economathematics (2017)
Bachelor's degree (1 major) Business Information Systems (2019)
Bachelor's degree (1 major) Business Management and Economics (2019)
Bachelor's degree (1 major) Business Information Systems (2020)
Bachelor's degree (1 major) Business Information Systems (2021)
Bachelor's degree (1 major) Economathematics (2021)
Bachelor's degree (1 major) Business Management and Economics (2021)
Bachelor's degree (1 major) Economathematics (2022)

Module	e title				Abbreviation	
Manag	erial Pı	oblem Solving			12-MPS-152-m01	
NA - J1		• • • • • •		Madala affanad har		
Module				Module offered by		
_		Chair of Business Analyti	E	·	nent and Economics	
ECTS		od of grading	Only after succ. com	ipl. of module(s)		
5		rical grade				
Duratio	n	Module level	Other prerequisites			
1 seme	ster	undergraduate				
Conten	ts					
blems.	In part	ovides an introduction to icular, Microsoft Excel is problems are solved usin	used to manage, visu	alize, and analyze d	ata. In addition, ma	thematical
Intende	ed lear	ning outcomes				
2. Selec 3. Unde 4. Imple	ct and f erstand ement	ualize and analyze data forecast different time se simple, multiple and du and solve linear optimiza als of Excel VBA program	ries problems mmy regressions ation problems using	the Excel Solver		
Course	S (type, r	number of weekly contact hours,	anguage — if other than Ger	man)		
V (2) +	Ü (2)					
		sessment (type, scope, langua le for bonus)	ge — if other than German, e	examination offered — if no	t every semester, informat	ion on whether
b) portf	folio: co ge of a	mination (approx. 60 mir ompletion of exercises (a ssessment: German and bonus	pprox. 12 exercise sh	eets, approx. 3 page	es each)	
Allocat	ion of p	olaces				
by lot a numbe	mong a r of pla	Should the number of ap all applicants irrespective ces will be allocated in the they become available.	e of their subjects. (2) ne same procedure. (Places on all cours	es of the module wit	h a restricted
Additio	nal inf	ormation				
Worklo	ad					
150 h						
Teachi	ng cycl	e				
Teachir	ng cycle	e: summer semester				
		LPO I (examination regulation	s for teaching-degree progra	mmes)		
Module	e appea	ars in				
Bachel	or's de	gree (1 major) Business N	-	nomics (2015)		
		gree (1 major) Economati				
		gree (1 major) Business I	•	-		
		gree (1 major) Business l	•	2016)		
		gree (1 major) Economatl gree (1 major) Business I		2010)		
		jor Business Management and		enerated 19-Apr-2025 • exam	. reg. data re-	page 302 / 341
Economics		,		80 ECTS) Wirtschaftswissens	-	

Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2020) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022)

Modul	e title				Abbreviation	
Basics	of Sup	ply Networks			12-GSN-152-m01	
Modul	e coord	linator		Module offered by	<u> </u>	
Dean c		aculty of Business Mana	gement and Econo-	Faculty of Managen	nent and Economic	S
mics ECTS	Meth	od of grading	Only after succ. cor	npl. of module(s)		
3	1	erical grade				
Duratio		Module level	Other prerequisites	5		
1 seme		undergraduate				
Conter						
3. Stru 4. Colla 5. Supp 6. Five 7. Dem 8. Arch 9. Integ Intend This co the ecc Course V (2) + Metho module i b) term c) pres	elopme ctural a aborati ply net steps iands c nitectur gration ed lear ourse p onomic es (type, Ü (2) d of as s credital ten exa n paper entatic	ent of supply networks and methodical deficits of ive networks work models towards a collaborative r on SNM solutions re of SNM solutions of SNM, ERP and CRM ming outcomes rovides the bases in the	area Supply of Netwo language — if other than Ge age — if other than German, nutes) or presentation (approx.	rrman) examination offered — if no	t every semester, informa	
		assessment: German and	l/or English			
Allocat	tion of	places				
Additio	onal in	formation	_			
Worklo	ad		_			
90 h						
Teachi	ng cyc	le				
Teachi	ng cycl	e: no courses offered				
Referre	ed to in	LPOI (examination regulatio	ns for teaching-degree progr	ammes)		
Modul	e appe	ars in				
Bachel	lor's de	egree (1 major) Business	Management and Eco	onomics (2015)		
		egree (1 major) Economat				
		egree (1 major) Business	•	-		
Bachel	lor's de	gree (1 major) Business	Information Systems	(2016)		
			•			
Bachel		egree (1 major) Economat	hematics (2017)	generated 19-Apr-2025 • exam		page 304 / 341

Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2020) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major) Economathematics (2022)

Module	title			-	Abbreviation	
Manag	ement	of Supply Networks			12-MSN-192-m01	
Module				Module offered by		
Dean of mics	f the Fa	culty of Business Man	agement and Econo-	Faculty of Managen	nent and Economics	5
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
3	nume	rical grade				
Duratio	n	Module level	Other prerequisites	i		
1 seme	ster	undergraduate				
Conten	ts					
2. Critic 3. Effec 4. Supp 5. Supp	al fact ts of So bly chai bly chai	f SCM projects ors for success in SCM CM on business proces in performance manage n risk management ods on firms and netwo	ses ement/measurement			
Intende	ed lear	ning outcomes				
the area	a Supp	lvances students of the ly of Networks (cf. mor works and the duties lin	eover the basis course	"bases of the Supply		
Course	S (type, r	umber of weekly contact hour	s, language — if other than Ge	rman)		
V (2) +	Ü (2)					
		s essment (type, scope, lang le for bonus)	uage — if other than German,	examination offered — if no	ot every semester, informa	tion on whether
b) Term c) Prese d) Term Langua	paper entatio paper ge of a	mination (approx. 6o n (approx. 15 pages) and n (approx. 45 minutes) (approx. 20 pages) ssessment: German an	l presentation (approx and term paper (appro			
Allocat	ion of p	olaces				
Additio	nal inf	ormation				
Worklo	ad					
60 h						
Teachir	ng cycl	e				
Teachir	ng cycle	e: no courses offered				
Referre	d to in	LPO I (examination regulation	ons for teaching-degree progra	ammes)		
Module	appea	irs in				
		gree (1 major) Business	Information Systems	(2019)		
		gree (1 major) Business	-			
		gree (1 major) Business				
		gree (1 major) Business	•	(2021)		
		gree (1 major) Economa				
		gree (1 major) Business	-	nomics (2021)		
		gree (1 major) Economa		and the An		
Bachelor's i Economics		or Business Management and		enerated 19-Apr-2025 • exam .80 ECTS) Wirtschaftswissens	-	page 306 / 341

Global	e title				Abbreviation	
	System	is and Intercultural Com	petences - Economic	Aspects of Globali-	12-EinGS-152-m01	
zation.	An Intr	oduction				
Module	e coord	inator		Module offered by		
holder (Manage		Chair of Business Manage	ement and Industrial	Faculty of Managen	nent and Economics	
ECTS	Metho	od of grading	Only after succ. com	npl. of module(s)		
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites			
1 semes	ster	undergraduate				
Conten	ts					
	ing fact	troduces students to the ual knowledge about glo				
Intende	ed learr	ning outcomes				
gnize th	he resu	acquired a basic unders lting requirements for ind d the influence of cultur	dividuals and compar	nies. In particular, th		
Course	S (type, n	umber of weekly contact hours, l	anguage — if other than Ger	man)		
S (2)						
		essment (type, scope, langua le for bonus)	ge — if other than German, e	examination offered — if no	t every semester, informati	on on whether
d) term Allocat i	paper ion of p					
by lot a numbei	imong a r of pla	Should the number of ap all applicants irrespective ces will be allocated in the they become available.	e of their subjects. (2)) Places on all cours	es of the module wit	h a restricted
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Module	etitle				Abbreviation	
Global	System	s and Intercultural	Competences - Economic	Aspects of Globali-	12-VerGS-152-m01	
zation ·	- Advan	ced Level				
Module	e coordi	nator		Module offered by		
holder Manage		hair of Business Ma	anagement and Industrial	Faculty of Managen	nent and Economics	i
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	ster	undergraduate	 			
Conten		5				
#Globa	l Syster	ns# from an econor	this module will provide s nic point of view. Student ts during the seminar.			
Intende	ed learn	ing outcomes				
The stu	idents h		er understanding of specif	ic issues of globaliz	ation and will be abl	le to commu-
Course	S (type, n	umber of weekly contact h	iours, language — if other than Gei	rman)		
S (2)						
		essment (type, scope, l	language — if other than German,	examination offered — if no	ot every semester, informat	ion on whether
b) pres	paper (entatio	n (approx. 45 minut	and presentation (approx. es) and term paper (appro			
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b) prese c) term Allocati 10 place by lot a number cated b Additio Worklo 150 h Teachir Teachir Referre Bachelo Bachelo Bachelo Bachelo Bachelo	paper (entation paper (ion of p es. (1) S mong a r of plac oy lot as onal info pad ad ad ad ad ad ad ad ad ad ad ad ad a	(approx. 15 pages) a n (approx. 45 minut approx. 20 pages) laces Should the number Il applicants irrespo- ces will be allocated they become availa ormation : after announceme LPO I (examination regu rs in gree (1 major) Busin gree (1 major) Busin	es) and term paper (appro- of applications exceed the ective of their subjects. (2) d in the same procedure. (able. ent ulations for teaching-degree progra ess Management and Eco omathematics (2015) ess Information Systems (omathematics (2017) ess Information Systems (e number of availabl e number of availabl) Places on all cours 3) A waiting list will (2015) (2015) (2016) (2019) nomics (2019)	e places, places will es of the module wit	th a restricted
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Module Catalogue for the Subject Business Management and Economics Bachelor's with 1 major, 180 ECTS credits

Module	e title				Abbreviation		
Econon	nic Pov	ver China			12-IBL-SG-152-m01		
Module	e coord	inator		Module offered by			
			gement and Industrial	Faculty of Management and Economics			
Manag				ruculty of managen			
ECTS Method of grading Only after succ. compl. of module(s)							
5	nume	rical grade					
Duratio		Module level	Other prerequisites				
1 semester undergraduate							
Conten		undergraduate					
This mo of view	odule v of priv	ate persons and from t	well as implications of he point of view of com lisation on everyday lif	panies. Current exa			
Intende	ed lear	ning outcomes					
The stu der whi	idents ich con	will know how globaliza	ation influences both, t eir businesses. Accord e.				
Course	S (type, r	number of weekly contact hour	s, language — if other than Ger	rman)			
S (2)							
module is	s creditab	le for bonus)	uage — if other than German, o	examination offered — if no	t every semester, informati	on on whether	
b) term c) prese	i paper entatio		Inutes) or presentation (approx. and term paper (appro				
Allocat	ion of J	olaces					
by lot a numbe	among a r of pla	all applicants irrespect	applications exceed the ive of their subjects. (2) the same procedure. (e.) Places on all cours	es of the module wit	h a restricted	
Additio	onal inf	ormation					
Worklo	ad						
150 h							
Teachi		ρ					
		e: each semester					
Releffe		LFUI (examination regulation	ons for teaching-degree progra	mmes)			
Module appears in							
	Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015)						
			ithematics (2015) Information Systems ((201E)			
			Information Systems (-			
		gree (1 major) Economa	•	2010)			
			Information Systems (2010)			
			6 Management and Eco	-			
			Information Systems (-			
		jor Business Management and	•	enerated 19-Apr-2025 • exam	. reg. data re-	page 311 / 341	
Economics				80 ECTS) Wirtschaftswissens			

Module	title				Abbreviation
Semina gement	r: Cros	s-Cultural Management	1 - Introduction to Cr	oss-Cultural Mana-	12-EinCCM-152-m01
Module	coord	inator		Module offered by	
holder of the Chair of Business Management and Industrial Management				Faculty of Managen	nent and Economics
ECTS Method of grading Only after succ. con				pl. of module(s)	
5	nume	rical grade			
Duratio	n	Module level	Other prerequisites		
1 semes	ter	undergraduate			
Content	S				
text of d se studi Outline 1. Cultur 2. How o 3. Cultur 4. Cultur 5. Life a 6. The cultur	aily in es. of syll re and culture ral bla re and fter Se ategor d lear	ternational business and abus: its origins - the roots and is influenced by climate ck holes globalisation ptember 11th risation of cultures ning outcomes	l is filled with many in I routes of culture and religion	nternational busines	is taught on the basis of the con- is scenarios, simulations and ca- is and where culture comes from.
They ha	ve lea	rned about their culture i	n order to gain insigh	t into their own indiv	
S (2)	(()))			inany	
Method			ge — if other than German, d	examination offered — if no	ot every semester, information on whether
 module is creditable for bonus) a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) and presentation (approx. 15 minutes), weighted 2:1 or c) presentation (approx. 45 minutes) and term paper (approx. 10 pages), weighted 1:1 or d) term paper (approx. 20 pages) Language of assessment: German and/or English 					
Allocati	on of p	olaces			
35 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allo- cated by lot as they become available.					
Additional information					
Workloa	ad				
150 h					
Teachin	g cycl	e			
Teachin	g cycle	e: each semester			

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

Module appears in

Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2020) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023)

Module	e title				Abbreviation	
Cross-C	Cultural	Management 2 - Leadin	g Across Cultures		12-VerCCM-152-mo	1
Module	e coord	inator		Module offered by		
holder of the Chair of Business Management and Industr Management			ement and Industrial	Faculty of Manager	nent and Economics	
ECTS	Metho	od of grading	Only after succ. con	ompl. of module(s)		
5	numei	rical grade				
Duratio						
1 semester undergraduate						
Conten	ts					
nationa der tref ral Com and a F absolut at how words r trust ar Outline 1. Brief 2. Statu 3. Team 4. Motiv 5. Busin	al busin fen - Fü imunica inn, the te truth cultura may hav nd busin e of sylla review us, lead n buildi vating p ness m	abus: of the origins of culture ership & organisation ng & horizons beople & trust eetings	ns and case studies. n" ("When Cultures Co tz" ("Cross-Cultural C an and Britain, it is a ." The course will look ly filter through into t n intended which ofte	Reading includes the collide Leading Acro ommunication A w Il right if it doesn't ro at the link betweer the language we use	ne texts "Wenn Kultu oss Cultures") and "C visual Approach"). "F ock the boat. In Chin n values and commu e to influence others	ren aufeinan Cross-Cultu- or a German a, there is no nication and and how our
		n to 80 cultures in 8 regio iing outcomes				
Studen ground	ts have . Stude	continued to deepen th nts have gained a heigh ing on culturally bound	tened awareness of th	_		
	S (type, n	umber of weekly contact hours,	anguage — if other than Ger	man)		
S (2)						
		essment (type, scope, langua le for bonus)	ge — if other than German, o	examination offered — if n	ot every semester, informat	ion on whether
b) term c) prese d) term	paper entation paper	nination (approx. 60 mir (approx. 15 pages) and p 1 (approx. 45 minutes) a (approx. 20 pages) ssessment: German and	resentation (approx. nd term paper (appro			
Allocat	ion of p	laces				
by lot a numbe	imong a r of pla	Should the number of ap all applicants irrespective ces will be allocated in the they become available.	e of their subjects. (2)) Places on all cours	es of the module wit	h a restricted
	with 1 maj (2019)	or Business Management and		enerated 19-Apr-2025 • exar 80 ECTS) Wirtschaftswissen:	-	page 314 / 341

Additional information	
Workload	
150 h	
Teaching cycle	
Teaching cycle: each semester	
Referred to in LPO I (examination regulations for teaching-degree programmes)	
Module appears in	
Bachelor's degree (1 major) Business Management and Economics (2015)	
Bachelor's degree (1 major) Economathematics (2015)	
Bachelor's degree (1 major) Business Information Systems (2015)	
Bachelor's degree (1 major) Business Information Systems (2016)	
Bachelor's degree (1 major) Economathematics (2017)	
Bachelor's degree (1 major) Business Information Systems (2019)	
Bachelor's degree (1 major) Business Management and Economics (2019)	
Bachelor's degree (1 major) Business Information Systems (2020)	
Bachelor's degree (1 major) Business Information Systems (2021)	
Bachelor's degree (1 major) Economathematics (2021)	
Bachelor's degree (1 major) Business Management and Economics (2021)	
Bachelor's degree (1 major) Economathematics (2022)	
exchange program Business Management and Economics (2022)	
Bachelor's degree (1 major) Business Information Systems (2023)	
Bachelor's degree (1 major) Economathematics (2023)	
Bachelor's degree (1 major) Business Management and Economics (2023)	

Module	title				Abbreviation		
Intercu	ltural E	Business Competence			12-IKG-152-m01		
Module	coord	inator		Module offered by			
			agement and Industrial	-	nent and Economics		
Manage	ement						
ECTS	TS Method of grading Only after succ. compl. of module(s)						
5	nume	rical grade					
Duratio	n	Module level	Other prerequisites				
1 seme	ster	undergraduate					
Conten	ts						
leaders	hip in a	a global world, the top	globalisation from an e ic of multiculturality in used to illustrate releva	a business context is			
Intende	ed learı	ning outcomes					
	. In add	dition, students have l	sive understanding of re earned how to interact				
Course	S (type, n	umber of weekly contact hou	rs, language — if other than Ger	rman)			
S (2)							
		essment (type, scope, lan le for bonus)	guage — if other than German, o	examination offered — if no	t every semester, informati	on on whether	
b) term c) prese	paper entatio		d presentation (approx.) and term paper (appro				
Allocat	ion of p	olaces					
by lot a numbe	mong a r of pla	all applicants irrespect	applications exceed the tive of their subjects. (2) n the same procedure. (le.) Places on all course	es of the module wit	h a restricted	
Additio	nal inf	ormation					
Worklo	ad						
150 h							
Teachir	ng cycl	<u>م</u>					
		e: after announcement					
				mmoc)			
	Referred to in LPO I (examination regulations for teaching-degree programmes)						
Module	Module appears in						
	Bachelor's degree (1 major) Business Management and Economics (2015)						
		gree (1 major) Econom	-				
			s Information Systems ((2015)			
Bachel	or's deg	gree (1 major) Busines	s Information Systems ((2016)			
Bachel	or's deg	gree (1 major) Econom	athematics (2017)				
			s Information Systems ((2019)			
Bachel	or's deg	gree (1 major) Busines					
	Bachelor's degree (1 major) Business Management and Economics (2019)						
Bachel			s Information Systems (-		page 316 / 341	

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

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

Module title					Abbreviation	
Intercu	ltural M	Aanagement 1			12-IM1-152-m01	
Module	e coord	inator		Module offered by	ered by	
holder Manage		Chair of Business Manage	ement and Industrial	Faculty of Managem	nent and Economics	
ECTS Method of grading Only after succ. compl. of module(s)						
5	nume	rical grade				
Duratio	n	Module level	Other prerequisites			
1 seme	ster	undergraduate				
Conten	ts					
tering a intercul ferent c on, the course them w Outline 1. Multi 2. The p 3. Cultu	This module offers an introduction to intercultural management. It will sensitise students to the international world of business, in which an awareness of cultural differences is essential, and will thus prepare them for entering an international labour market. Having discussed globalisation as a context of justification and having put intercultural management in the context of international management, the course will introduce students to different concepts of culture and will investigate how international operations affect corporate culture. In addition, the course will discuss special forms of international cooperation, such as sending employees abroad. The course will not only equip students with the theoretical basics of intercultural management but will also provide them with an opportunity to apply the theories in practice, working on case studies and team exercises. Outline of syllabus: 1. Multiculturalism: a phenomenon in a global(ised) economy 2. The phenomenon of culture 3. Cultural dimensions 4. Corporate culture					
		ning outcomes				
ped an They ur so impa	in-dep Idersta acts pro	th understanding of their nd how culture influence	own cultural backgross perception, both or	ounds as well as the n an individual and c	l management and have develo- cultural backgrounds of others. on a collective level, and thus al- icular emphasis on enhancing	
Course	S (type, n	number of weekly contact hours, l	anguage — if other than Ger	man)		
S (2)						
		sessment (type, scope, langua; le for bonus)	ge — if other than German, e	examination offered — if no	t every semester, information on whether	
b) term c) prese	a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) and presentation (approx. 15 minutes), weighted 2:1 or c) presentation (approx. 45 minutes) and term paper (approx. 10 pages), weighted 1:1 or d) term paper (approx. 20 pages)					
Allocation of places						
by lot a number	Allocation of places 30 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allo- cated by lot as they become available.					
Additio	nal inf	ormation				
Worklo	ad					

150 h

Teaching cycle

Teaching cycle: after announcement

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

Module appears in

Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2020) Bachelor's degree (1 major) Business Information Systems (2020) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Business Management and Economics (2023)

Module title					Abbreviation	
Intercu	ltural I	Management 2			12-IM2-152-m01	
Module	e coord	inator		Module offered by		
holder Manag		Chair of Business Mar	nagement and Industrial	Faculty of Managen	nent and Economics	
ECTS	1	od of grading	Only after succ. con	npl. of module(s)		
5	numerical grade					
Duratio		Module level	Other prerequisites			
	-	undergraduate				
Conten						
This mo	odule v		vith more in-depth insig udents will prepare a ter			
		ning outcomes	<u> </u>		<u> </u>	
	-		understanding of specif	ic issues of intercult	ural management ar	nd will be ab-
		icate this verbally and		ie issues of interedit	and management a	
			urs, language — if other than Ge	rman)		
S (2)				-		
	d of ace	accment (type scope la	nguage — if other than German,	avamination offered if no	t avan comostar informat	ion on whother
		le for bonus)	nguage — If other than German,	examination onered — in no	n every semester, mormat	ion on whether
a) term paper (approx. 15 pages) and presentation (approx. 15 minutes), weighted 2:1 or b) presentation (approx. 45 minutes) and term paper (approx. 10 pages), weighted 1:1 or c) term paper (approx. 20 pages)						
c) term	paper					
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Module Catalogue for the Subject Business Management and Economics Bachelor's with 1 major, 180 ECTS credits

Module	e title				Abbreviation	
Busine	ss Loca	ition India			12-WSI-152-m01	
Module	coord	inator		Module offered by		
			gement and Industrial	Faculty of Management and Economics		
Manage				ruculty of managen		
ECTS Method of grading Only after succ. compl. of module(s)						
5 numerical grade						
Duratio	n	Module level	Other prerequisites			
1 semester undergraduate						
Conten	ts		•			
the cou topic a	ırse wil nd prov	ntroduces students to th l discuss the general co vide students with more grounds.	nditions for business i	investments and act	ivities in India. To ill	ustrate the
Intende	ed lear	ning outcomes				
analyze	e the de	will be able to discuss a evelopment of the South gain a good understand	n-Asian economy by ap	plying adequate me	thods and theories.	Furthermore,
Course	S (type, r	umber of weekly contact hours	, language — if other than Ger	man)		
S (2)						
		essment (type, scope, langu le for bonus)	uage — if other than German, e	examination offered — if no	t every semester, informat	ion on whether
b) term c) prese	paper entatio	nination (approx. 60 m (approx. 15 pages) and n (approx. 45 minutes) (approx. 20 pages)	presentation (approx.			
Allocat	ion of p	olaces				
by lot a numbe	mong a r of pla	Should the number of a all applicants irrespectiv ces will be allocated in s they become available	ve of their subjects. (2) the same procedure. () Places on all cours	es of the module wit	h a restricted
Additio	nal inf	ormation				
Worklo	ad					
150 h						
Teachi	ng cycl	e				
		e: each semester				
			ns for teaching-degree progra	mmes)		
Referred to in LPO I (examination regulations for teaching-degree programmes)						
Module appears in						
		gree (1 major) Business	Management and Eco	nomics (2015)		
		gree (1 major) Economa	-			
		gree (1 major) Business	•	-		
		gree (1 major) Business	•	2016)		
		gree (1 major) Economa		()		
		gree (1 major) Business gree (1 major) Business	•	-		
		or Business Management and	-	enerated 19-Apr-2025 • exam	. reg. data re-	page 322 / 341
Economics				80 ECTS) Wirtschaftswissens		



Bachelor's degree (1 major) Business Information Systems (2020)

Module	title				Abbreviation	
Globali	zation				12-GLOB-191-m01	
Module	Module coordinator			Module offered by		
Dean o mics	f the Fa	culty of Business Manag	ement and Econo-	Faculty of Management and Economics		
ECTS	Metho	od of grading	Only after succ. com	pl. of module(s)		
5	numei	rical grade				
Duratio	n	Module level	Other prerequisites			
1 seme	ster	undergraduate				
Conten	ts					
mics ar cusing There w typical mulatic attend require	nd inter on opp vill be 1 lecture on tools the clas d to pre	national management. It ortunities, threats and ch 4 two-hour classes which s presented by faculty sta s or developed as an in-cl	provides a unique con nallenges facing futur n present the differen aff. Some material is ass group assignmen course material. In c	ombination of lecture re managers and pol t topics indicated ab also worked out as a nt. In order to prepar ase they wish to rece	erested in international econo- es in business and economics fo- iticians throughout the world. pove. Most of the classes will be a case study using business si- e for the exam students have to eive the 5 ECTS credits they are	
lecture: manage	s will de ement i	eal with international fina n the wake of the demog	ancial reporting and t raphic transition.	axation, global supp	npetition policy. The business oly chains and human resource	
	S (type, n	umber of weekly contact hours, l	anguage — if other than Ger	man)		
S (2) Module	taugh	t in: German and/or Engli	sh			
		essment (type, scope, langua le for bonus)	ge — if other than German, e	examination offered — if no	t every semester, information on whether	
b) Term c) Prese	paper entatio	mination (approx. 60 to 1 (15 to 20 pages) or n (20 to 30 minutes) ssessment: German and/				
Allocat	ion of p	olaces				
among (2) Plac re. (3) A wa	 (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available. 					
Adaltio	Additional information					
 Worklo	ad					
150 h						
Teachi	ng cycle	9				
		e: after announcement				
		LPO I (examination regulations	for teaching-degree progra	mmes)		

Module appears in

Bachelor's degree (1 major) Business Management and Economics (2015)
Bachelor's degree (1 major) Business Management and Economics (2019)
Bachelor's degree (1 major) Business Management and Economics (2021)
Bachelor's degree (1 major) Business Management and Economics (2023)
Bachelor's degree (1 major) Business Management and Economics (2024)

Module title				Abbreviation		
Digitalization					12-DIGI-191-m01	
Module	coord	inator		Module offered by		
Dean of mics	f the Fa	culty of Business Manag	ement and Econo-	Faculty of Managem	ent and Economics	
ECTS	Metho	od of grading	Only after succ. com	ıpl. of module(s)		
5	nume	rical grade				
Duratio	n	Module level	Other prerequisites			
1 semes	ster	undergraduate				
Conten	Contents					
systems gy and f There w typical mulatio attend f	s and in focuse: vill be 1 lecture on tools the clas	nternational managemen s on opportunities emerg 4 two-hour classes which s presented by faculty sta s or developed as an in-cl	t. It provides a uniquing from an increasing present the different aff. Some material is ass group assignment course material. In c	e combination of buingly digitalized and g topics indicated ab also worked out as a nt. In order to prepara ase they wish to rece	erested in business information siness and information technolo- clobalized economy in Europe. hove. Most of the classes will be a case study using business si- e for the exam students have to eive the 5 ECTS credits they are	
		ning outcomes	•	-		
ment. D ant topi sed tec	ue to t ics, inc hnolog	heir interactive design, le luding digital business m	ectures provide theor nodels, business ana	etical and practical i lytics, information m	ystems and information manage- nsights into tomorrow's import- anagement, and blockchain-ba-	
S (2)		,				
Module	taugh	t in: German and/or Engli	sh			
		s essment (type, scope, languag le for bonus)	ge — if other than German, e	examination offered — if no	t every semester, information on whether	
b) Term c) Prese Langua	paper entatio ge of a	mination (approx. 60 to 1 (15 to 20 pages) or n (20 to 30 minutes) ssessment: German and/				
Allocati	ion of p	olaces				
 20 (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available. 						
Additional information						
Worklo	ad					
150 h						
Teachir						
		e: after announcement				
Referre	d to in	LPO I (examination regulations	for teaching-degree progra	mmes)		

Module appears in

Bachelor's degree (1 major) Business Management and Economics (2015)
Bachelor's degree (1 major) Business Management and Economics (2019)
Bachelor's degree (1 major) Business Management and Economics (2021)
Bachelor's degree (1 major) Business Management and Economics (2023)
Bachelor's degree (1 major) Business Management and Economics (2024)

Module title Abbreviation						
Career mics	planni	ng and professional skill	s for students of Bus	iness and Econo-	12-CC-KPBK-222-m01	
Module	e coord	inator		Module offered by		
Dean o mics	f the Fa	aculty of Business Manag	ement and Econo-	Faculty of Manager	nent 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	Its	κ				
dition to teaching subject-related key skills, it offers support with career orientation and starting a career in the field of business and economics. As part of the module, students exchange ideas with people from different cultures on interesting topics in order to promote intercultural skills, get to know professional fields for graduates in business and economics and receive information on the various fields of activity. With the help of a strengths/weaknesses analysis, the participants' personal key competencies are analysed and potential for improvement is identified. Guidelines for the design of the CV and cover letter as well as an unsolicited application are covered and the preparation of professional application documents is learnt. Participants practise their presentation skills and how to deal with real						
		using their individual st ning outcomes	rengths.			
cation ve a fee stered ons. Th Studen	docum el for th the pre ney are nts can	ents and be confident in ne different behaviours ar paration of a comprehen also familiar with argume	job interviews. They and approaches of peo sive application port entative principles for and specific require	are also prepared fo ople from different cr folio and the special r dealing with job in	e able to create appealing appli- r intercultural encounters and ha- ultures. Students will have ma- l features of unsolicited applicati- terviews. s in the field of business and eco-	
Course	S (type, r	number of weekly contact hours, I	language — if other than Gei	rman)		
S (4)						
		sessment (type, scope, langua ble for bonus)	ge — if other than German,	examination offered — if no	ot every semester, information on whether	
 a) Written examination (approx. 60 minutes) or b) Term paper (approx. 15 pages) or c) Term paper (10 to 15 pages) and presentation (approx. 10 minutes); (weighted 2:1) or d) oral examination (approx. 20 minutes) or e) Portfolio (50 to 75 hours) 						
Allocation of places						
 15 places, WB5 Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Places will be allocated according to the number of subject semesters independet of subject. Among applicants with the same number of subject semesters, places will be allocated by lot. (2) A waiting list will be maintained and places re-allocated as they become available. 						
Additio	onal inf	ormation				

Workload

150 h

Teaching cycle

Teaching cycle: each semester

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

Module appears in

Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2020) Bachelor's degree (1 major) Business Information Systems (2020) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major) Economathematics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Business Information Systems (2023)

Module title				Abbreviation		
Modern Chinese Basics 1 04-MC60-SB1-172-m01					04-MC60-SB1-172-m01	
Module	e coord	inator		Module offered by		
holder	of the (Chair of Contemporary Ch	inese Studies	Institute of East and	d South Asian Cultural Studies	
ECTS	Metho	od of grading	Only after succ. con	pl. of module(s)		
10	nume	rical grade				
Duratio	n	Module level	Other prerequisites			
1 semes	ster	undergraduate				
Conten	Contents					
rial. In s	small g		ructures and pronund	iation are practised	g with the help of teaching mate- intensively in given simple every-	
Intende	ed leari	ning outcomes				
	le sent	, ,,			and activate textbook contents hin the framework of the known	
Courses	S (type, n	umber of weekly contact hours, l	anguage — if other than Ger	man)		
Ü (9) Module	e taugh	t in: German and Chinese	2			
		e essment (type, scope, langua le for bonus)	ge — if other than German, o	examination offered — if no	t every semester, information on whether	
	ge of a	nation (approx. 90 minute ssessment: German and bonus		tion (approx. 5 minu	tes), weighted 3:1	
Allocati	ion of p	olaces				
Additio	nal inf	ormation				
Worklo	ad					
300 h						
Teachir	ıg cycl	e				
Referred to in LPO I (examination regulations for teaching-degree programmes)						
Module appears in						
		gree (1 major, 1 minor) Mo				
		gree (1 major, 1 minor) Mo				
		gree (1 major) Business M	lanagement and Eco lanagement and Eco	-		

Module	Module title Abbreviation					
Moder	n Chine	ese Basics 2			04-MC60-SB2-152-m01	
Module	e coord	inator		Module offered by	<u>.</u>	
holder	ofthe	Chair of Contemporary Ch	inese Studies	Institute of East and	d South Asian Cultural Studies	
ECTS	Meth	od of grading	Only after succ. con	npl. of module(s)		
5	nume	rical grade	04-MC60-SB1			
Duratio	on	Module level	Other prerequisites			
1 seme	ster	undergraduate				
Contents						
practis ther co	ed with ntexts	n a broadened vocabulary	 The acquired vocab nslation exercises se 	oulary and sentence rve to consolidate a	d. Orthography is intensively structures are transferred to fur- nd broadened active language	
Intend	ed lear	ning outcomes				
		eve a secure orthographi language structures and			e known vocabulary. The active blied independently.	
Course	S (type, 1	number of weekly contact hours, l	anguage — if other than Ge	rman)		
Ü (3) Module	e taugh	t in: German and Chinese	2			
		sessment (type, scope, langua ble for bonus)	ge — if other than German,	examination offered — if no	ot every semester, information on whether	
	ige of a	nation (approx. 45 minute ssessment: German and bonus		tion (approx. 5 minu	tes), weighted 3:1	
Allocat	ion of	places				
Additio	onal inf	ormation				
Worklo	ad					
150 h						
Teachi	ng cycl	e				
Referre	ed to in	LPO I (examination regulations	s for teaching-degree progra	ammes)		
Module	e appea	ars in				
		gree (1 major, 1 minor) M	odern China (Minor, :	2015)		
		gree (1 major, 1 minor) M				
		gree (1 major, 1 minor) M		-		
		gree (1 major) Business N	-	-		
Bachel	or's de	gree (1 major) Business N	Nanagement and Eco	nomics (2021)		

Modul	Module title Abbreviation						
Advan	ced Chi	nese for Economists			04-ChinFSWW-152-m01		
Modul	e coord	inator		Module offered by	<u>I</u>		
holder	ofthe	Chair of Contemporary C	hinese Studies	Institute of East an	d South Asian Cultural Studies		
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	ester	undergraduate					
Conter	nts						
her basic level. The oral training is continued in the first independent presentations with simple topics. The expansion of vocabulary takes place with regard to technical language topics. Intended learning outcomes German intended learning outcomes available but not translated yet. Vertieftes Verständnis von grammatikalischen Phänomenen und selbstständiges Lesen und freie mündliche Artikulation von vorbereiteten Themen mit fachsprachlicher Vertiefung. Courses (type, number of weekly contact hours, language – if other than German) Ü (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) and oral examination (approx. 10 minutes), weighted 4:1 Language of assessment: Chinese							
Allocat	tion of _l	places					
 Additio	onal inf	ormation					
Worklo	bad						
150 h							
Teachi	ng cycl	e					
Referred to in LPO I (examination regulations for teaching-degree programmes)							
Modul	e appea	ars in					
Module appears in							
Bachel	Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Business Management and Economics (2019)						

Module title				Abbreviation
Chinese Studies				04-ChinaK-152-m01
Module co	oordinator		Module offered by	
holder of	the Chair of China Busine	ss and Economics	Institute of East and	South Asian Cultural Studies
ECTS M	lethod of grading	Only after succ. con	npl. of module(s)	
5 ni	umerical grade			
Duration	Module level	Other prerequisites		
2 semeste	er undergraduate			
Contents	· · · · ·			
opening p studies ar	policy. Against the backdr nd discourses and debate	op of Western reporting o		e Chinese economy since the growth, economic and China
	learning outcomes			
German ir	ntended learning outcome	es available but not trans	lated yet.	
	ng und werden in die Lag			er chinesischen wirtschaftlichen en auf die Entwicklung in China
Courses (t	type, number of weekly contact ho	urs, language — if other than Gei	rman)	
S (2)				
	f assessment (type, scope, la editable for bonus)	nguage — if other than German,	examination offered — if no	t every semester, information on whether
term pape weighted) with presentation (app	rox. 30 minutes) and	discussion (approx. 15 minutes),
Allocation	n of places			
Additiona	ll information			
Workload	l			
150 h				
Teaching	cycle			
Referred t	to in LPO I (examination regula	ations for teaching-degree progra	immes)	
Module a	ppears in			
	s degree (1 major) Busine	-		
	s degree (1 major) Busine			
	s degree (1 major) Busine	•		
	s degree (1 major) Busine s degree (1 major) Busine	•	-	
	s degree (1 major) Busine		-	
	s degree (1 major) Busine			
	s degree (1 major) Busine	-		
	s degree (1 major) Busine		-	
Bachelor's	s degree (1 major) Busine	ss Management and Eco	nomics (2023)	

Module title				Abbreviation			
General Management 1					12-GM1-152-m01		
Module	coord	nator		Module offered by			
Dean of t mics	the Fa	culty of Business Manag	ement and Econo-	Faculty of Managen	nent and Economics		
ECTS I	Metho	d of grading	Only after succ. com	pl. of module(s)			
5 r	numei	rical grade					
Duration	n	Module level	Other prerequisites				
1 semest	ter	undergraduate					
Contents	Contents						
 contract ad contract 	ourses Idition ourses	erves the purpose of tran taken at other German o al courses offered on a s offered by new Chairs th the respective Chairs wi	r non-German univers hort-term basis at are yet to be inclue	ded in the FSB (subje			
Intended	d learr	ning outcomes					
As a resu	ult of a	accrediting multiple kind	s of modules, a desci	ription of acquired sl	kills cannot be given.		
Courses	(type, n	umber of weekly contact hours, l	anguage — if other than Ger	man)			
V (2) + Ü) (2)						
		essment (type, scope, langua le for bonus)	ge — if other than German, e	examination offered — if no	t every semester, information on whether		
b) term p c) oral ex Assessm	paper xamin nent o	•	and presentation (ap s)		veighted 2:1 or s are offered and in the subse-		
quent se							
Allocatio	on of p	laces					
Addition	nal info	ormation					
Workloa	ld						
150 h							
Teaching							
Teaching	g cycle	e: no courses offered					
Referred	l to in	LPOI (examination regulations	s for teaching-degree progra	mmes)			
Module a	appea	rs in					
	-	gree (1 major) Business M	-	nomics (2015)			
	-	gree (1 major) Economath	-	,			
		gree (1 major) Business Ir	•	-			
	Bachelor's degree (1 major) Business Information Systems (2016)						
Bachelor	Bachelor's degree (1 major) Economathematics (2017)						
Dachala	-						
	r's deg	gree (1 major) Economath gree (1 major) Business II gree (1 major) Business N	nformation Systems ((2019)			

Module title				Abbreviation		
General Management 2					12-GM2-152-m01	
Module	e coord	inator		Module offered by		
Dean o mics	f the Fa	aculty of Business Manag	ement and Econo-	Faculty of Managem	nent and Economics	
ECTS	Metho	od of grading	Only after succ. con	pl. of module(s)		
5	(not) s	successfully completed		-		
Duratio	n	Module level	Other prerequisites			
1 seme	ster	undergraduate				
Conten	Contents					
• c • a • c	ourses dditior ourses	erves the purpose of tran taken at other German o nal courses offered on a s offered by new Chairs th f the respective Chairs wi	r non-German univers hort-term basis at are yet to be inclue	ded in the FSB (subje		
Intende	ed lear	ning outcomes				
As a res	sult of a	accrediting multiple kind	s of modules, a desc	ription of acquired sl	kills cannot be given.	
		number of weekly contact hours, l				
V (2) +	Ü (2)					
Method	d of ass	Sessment (type, scope, langua	ge — if other than German, o	examination offered — if no	t every semester, information on whether	
		le for bonus)				
b) term c) oral (paper examin ment o	•	and presentation (ap es)		s are offered and in the subse-	
Allocat						
Allocal		Jaces				
Additio	nal inf	ormation				
Auuitio	11at 1111					
Worklo						
150 h	au					
Teachi						
		e: no courses offered				
Referre	a to in	LPO I (examination regulation	s for teaching-degree progra	mmes)		
Module				• ()		
		gree (1 major) Business A gree (1 major) Economath	-	nomics (2015)		
		gree (1 major) Economati gree (1 major) Business li		2015)		
		gree (1 major) Business II	•	-		
		gree (1 major) Economath	•	.= /		
		gree (1 major) Business li		2019)		
		gree (1 major) Business N				
	Bachelor's degree (1 major) Business Information Systems (2020)					

Module title				Abbreviation		
General Management 3					12-GM3-152-m01	
Module	e coord	inator		Module offered by		
Dean o mics	f the Fa	aculty of Business Manag	ement and Econo-	Faculty of Managen	nent and Economics	
ECTS	Metho	od of grading	Only after succ. com	pl. of module(s)		
3		rical grade		•		
Duratio		Module level	Other prerequisites			
1 seme	ster	undergraduate				
Conten			L			
• c • a • c	ourses dditior ourses	erves the purpose of tran taken at other German o nal courses offered on a s offered by new Chairs th f the respective Chairs wi	r non-German univers hort-term basis at are yet to be inclue	led in the FSB (subje		
Intende	ed lear	ning outcomes				
As a res	sult of a	accrediting multiple kind	s of modules, a desci	ription of acquired sl	kills cannot be given.	
Course	S (type, r	number of weekly contact hours, l	anguage — if other than Ger	man)		
V (2) +	Ü (2)					
Method	d of ass	sessment (type, scope, langua	ge — if other than German, e	examination offered — if no	t every semester, information on whether	
		le for bonus)				
b) term c) oral (paper examin ment o	-	and presentation (ap s)		veighted 2:1 or s are offered and in the subse-	
Allocat						
Additio	nal inf	ormation				
Additio	natim					
Worklo	ad					
90 h	au					
Teachi		0				
		e: no courses offered				
Referre	a to in	LPO I (examination regulations	s for teaching-degree progra	mmes)		
Module						
		gree (1 major) Business N	-	nomics (2015)		
	Bachelor's degree (1 major) Economathematics (2015)					
	Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major) Business Information Systems (2016)					
		gree (1 major) Economath	•			
		gree (1 major) Business Ir		2019)		
	Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2020)					

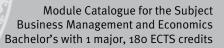
Module title					Abbreviation	
General Management 4					12-GM4-152-m01	
Module	e coord	inator		Module offered by		
Dean o mics	, , , , , , , , , , , , , , , , , , , ,				nent and Economics	
ECTS	Metho	od of grading	Only after succ. com	pl. of module(s)		
3	(not) s	successfully completed				
Duratio	'n	Module level	Other prerequisites			
1 seme	ster	undergraduate				
Conten	Contents					
• c • a • c	ourses dditior ourses	erves the purpose of tran taken at other German o nal courses offered on a s offered by new Chairs th f the respective Chairs wi	r non-German univers hort-term basis at are yet to be inclue	ded in the FSB (subje		
Intende	ed lear	ning outcomes				
As a res	sult of a	accrediting multiple kind	s of modules, a desci	ription of acquired sl	kills cannot be given.	
Course	S (type, r	number of weekly contact hours, l	anguage — if other than Ger	rman)		
V (2) +						
Method	d of ass	Sessment (type, scope, langua	ge — if other than German, e	examination offered — if no	t every semester, information on whether	
module is	creditab	le for bonus)				
b) term c) oral (paper examin ment o	-	and presentation (ap s)		s are offered and in the subse-	
Allocat						
		Jaces				
Additio	nal inf	ormation				
Additio	inat init					
Worklo	ad					
90 h	au					
Teachi		9				
		e: no courses offered				
Referre	αιοιη	LPO I (examination regulation	s for teaching-degree progra	mmes)		
 Module appears in						
			A			
		gree (1 major) Business A gree (1 major) Economath	-	nomics (2015)		
		gree (1 major) Economati gree (1 major) Business li	-	2015)		
		gree (1 major) Business II	•	-		
		gree (1 major) Economath	•	- /		
		gree (1 major) Business li		(2019)		
		gree (1 major) Business N				
	Bachelor's degree (1 major) Business Information Systems (2020)					

Module title		Abbreviation							
Training of I	ntercultural Competences	5		12-IK-232-m01					
Module coordinator			Module offered by						
Dean of the mics	Faculty of Business Mana	gement and Econo-	Faculty of Management and Economics						
ECTS Met	hod of grading	Only after succ. con	cc. compl. of module(s)						
	erical grade								
Duration	ration Module level Other prerequisites								
1 semester									
Contents									
and coopera communicat or and decis dies, role pl	"Intercultural Skills Traini ation in intercultural conte- cion, conflict resolution in ion making, and strategie ays and practical exercise heir skills in dealing with	exts. Content typically intercultural situation as to promote intercult s are often used to ac	includes cultural div s, cultural value sys ural teamwork and l	ersity awareness, in tems and their impa eadership. In additio	tercultural ct on behavi- on, case stu-				
Intended learning outcomes									
The module aims to develop participants' understanding, empathy and flexibility to operate effectively in global work environments and multicultural societies. After the course, participants will have the skills and understan- ding to navigate successfully in an increasingly interconnected and diverse world and to build and maintain po- sitive relationships in intercultural contexts.									
Courses (type, number of weekly contact hours, language — if other than German)									
S (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)									
b) term papec) written exd) portfolio	er (5 to 10 pages) and pres er (10 to 15 pages) or amination (approx. 60 mi (approx. 30 hours) or ination in groups of up to	nutes) or		didate)					
Allocation o	f places								
Additional i	nformation								
Workload									
150 h									
Teaching cycle									
Teaching cycle: after announcement									
Referred to in LPO I (examination regulations for teaching-degree programmes)									
Module appears in									
Bachelor's c Bachelor's c Bachelor's c Bachelor's c	legree (1 major) Business legree (1 major) Economa legree (1 major) Business legree (1 major) Business legree (1 major) Economa legree (1 major) Business	thematics (2015) Information Systems Information Systems thematics (2017)	(2015) (2016)						
	najor Business Management and	•		. reg. data re-	page 338 / 341				
Economics (2019)									

Julius-Maximilians-UNIVERSITÄT WÜRZBURG

Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2020) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major) Economathematics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023)





Thesis Area (10 ECTS credits)

Module	title			Abbreviation				
Bachelor-Thesis Business Management and Economics					12-BA-WIWI-192-m	01		
Module coordinator			Module offered by	offered by				
Dean of the Faculty of Business Management and Econo- mics			Faculty of 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	5				
1 semester undergraduate								
Conten	ts							
Based of and eco Within and the reprodu	on thei onomic the scc on proc uction o	Thesis is usually the last r acquired subject-spects s by using a scientific a ope of the thesis, stude ess and present them i of knowledge, less on t	cific knowledge, they w approach. nts are to research sui n a structured manner. he production. Howeve	ork on a topic in the table literature, sift t . The focus of the ba er, students can also	area of business m hrough and evaluat chelor thesis is prin contribute their ow	anagement e sources, narily on the n work. This		
		example, conducting su rther) development of a						
		ning outcomes			- prese the shart of			
fession and rec continu	al prac ognize iously.	standards in writing. St tice, critically analyze a major lines of develop	and assess the relevan ment and dynamics of	ce to their own spec the subject and the	ific questions. They	can assess		
A (o)								
Method		Sessment (type, scope, lang le for bonus)	uage — if other than German,	examination offered — if no	ot every semester, informa	tion on whether		
Langua	ge of a	(approx. 40 pages) ssessment: German an ffered: ongoing, after c		visor and registratio	n			
Allocat	ion of p	olaces						
Additio	nal inf	ormation						
Time to	compl	ete: 8 weeks						
Worklo	ad							
300 h								
Teachir								
		e: each semester						
Referre	d to in	LPO I (examination regulati	ons for teaching-degree progra	ammes)				
Bachel	or's de or's de	irs in gree (1 major) Business gree (1 major) Business gree (1 major) Business	Management and Eco	nomics (2021)				
Bachelor's		or Business Management and		enerated 19-Apr-2025 • exam 80 ECTS) Wirtschaftswissens		page 341 / 34		