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

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

Contents

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

Quantitative Methods 245

Other Faculties 258

Key Skills Area 271

General Key Skills 272

Subject-specific Key Skills 273

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

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
Law	10	46
Compulsory Electives	50	49
Business Administration	10	50
Economics	10	176
Quantitative Methods		245
Other Faculties		258
Key Skills Area	20	271
General Key Skills	5	272
Subject-specific Key Skills	15	273
Thesis Area	10	340

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

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.

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

Abbreviations used

Course types: **E** = field trip, **K** = colloquium, **O** = conversatorium, **P** = placement/lab course, **R** = project, **S** = seminar, **T** = tutorial, **Ü** = exercise, **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.

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

Compulsory Courses

(100 ECTS credits)

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

Business Administration

(30 ECTS credits)

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

Module title	Abbreviation
Introduction to Business Administration	12-EBWL-G-152-m01

Module coordinator	Module offered by
holder of the Chair for Human Resource Management and Organisation	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

This 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 syllabus
1. 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 examples

Intended learning outcomes

After completing the module, students should be able to describe and understand the organisation of enterprises as part of modern business administration as a scientific discipline. They also should master an appropriate level in the theoretical and empirical problem-solving techniques used on the level of a first grade lecture and tutorium.

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)

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

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

Module title	Abbreviation
Introduction to Market-Oriented Management	12-Mark-G-152-m01

Module coordinator	Module offered by
holder of the Chair of Business Administration and Marketing	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

Description
In this module, students will acquire the theoretical foundations of market-oriented management.

Content:
With the stakeholder approach as a starting point, the basic design of market-oriented management will be explained and exemplified in the 5 classical steps: situation analysis, objectives, strategies, tools and controlling. The course will focus not only on the behavioural approaches of consumer behaviour but also on industrial purchasing behaviour. A case study introducing students to the fundamental principles of market research based 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, 4th revised and exp. ed., Wiesbaden 2011.
Homburg, Ch.: Grundlagen des Marketingmanagements: Einführung in Strategie, Instrumente, Umsetzung und Unternehmensführung, 4th revised and exp. ed., Wiesbaden 2012.
Homburg, Ch.: Grundlagen des Marketingmanagements: Einführung in Strategie, Instrumente, Umsetzung und Unternehmensführung, 3rd ed., Wiesbaden, 2012a.
Kroeber-Riel, W. /Weinberg, P.: Konsumentenverhalten, 9th ed., Munich 2009.
Meffert, H. / Burman, Ch / Kirchgeorg, M.: Marketing -- Grundlagen marktorientierter Unternehmensführung: Konzepte -- Instrumente -- Praxisbeispiele, 11th revised and exp. ed., Wiesbaden 2012.
Meffert, H. / Burman, Ch / Becker, Ch.: Internationales Marketing-Management -- Ein markenorientierter Ansatz, 4th ed., Stuttgart 2010.
Meyer, M.: Ökonomische Organisation der Industrie: Netzwerkarrangements zwischen Markt und Unternehmung, Wiesbaden 1995.
Porter, M. E.: Wettbewerbsvorteile -- Spitzenleistungen erreichen und behaupten, 8th ed., Campus Frankfurt / New York 2014. (Original: Porter, M.: Competitive Advantage, New York 1985.)
Simon, H. / Fassnacht, M.: Preismanagement, Strategie -- Analyse -- Entscheidung -- Umsetzung, 3rd ed., Wiesbaden 2009.

Intended learning outcomes

The students have a basic understanding of business management and are able to classify the knowledge systematically. In addition, they can use the acquired knowledge solve and identify the conventional problem fields of business management.

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

V (2) + T (2)

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

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

UNIVERSITÄT WÜRZBURG
Julius-Maximilians-

Module title	Abbreviation
Financial Accounting	12-ExtUR-G-152-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Business Taxation	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

This course offers an introduction to the fundamentals of financial accounting, including the technique of double-entry book-keeping as well as the fundamentals of recognition, valuation and presentation of assets, liabilities and equity according to German commercial law.

Intended learning outcomes

Students acquire a basic unterstanding of the fundamentals of financial accounting. They are able to arrange, reproduce and apply this knowledge, i.e. they are able to solve simple accounting problems.

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)

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) 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)

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 (Minor, 2019)
Bachelor's degree (1 major) Business Information Systems (2020)

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

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	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

Content:
This course offers an introduction to aims and methods of managerial accounting (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:
Coenenberg/Fischer/Günther: Kostenrechnung und Kostenanalyse, Stuttgart.
Friedl/Hofmann/Pedell: Kostenrechnung. Eine entscheidungsorientierte Einführung.
(most recent editions)

Intended learning outcomes

After completing the course "Management Accounting and Control", the students will be able to
(i) set out the responsibilities of the company's internal accounting and control;
(ii) define the central concepts of internal enterprise computing restriction and control and assign case studies the terms;
(iii) apply the basic methods of internal corporate accounting and control on a full and cost base to idealized case studies of medium difficulty that calculate relevant costs and benefits and take on this basis a reasoned decision.

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)

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-

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

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

Module title	Abbreviation
Investment and Finance. An Introduction	12-I&F-G-152-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Corporate Finance	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

This module provides an overview of neoclassical investment and financing theory. The students will be familiarized with the basics of finance, including both tax aspects and risk considerations.

Structure:

Part 1: Investment calculation
a. Financial Mathematics: calculation of compound interest and annuities
b. Investments under certainty
c. Investments taking into account taxes
d. Investments under uncertainty

Part 2: Financing
a. Forms of financing
b. Capital structure policy (equity versus debt financing)
c. Dividend policy (external versus internal financing)

Intended learning outcomes

After completing the course „Investments and Finance: An Introduction", the students will be able to

(i) understand the fundamentals in financial mathematics;
(ii) solve investments decisions by means of dynamic approaches, in particular via capital plans and present values;
(iii) systematize forms of financing and evaluate their application.

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)

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. (4) A waiting list will be maintained and places re-allocated by lot as they become available.

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

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

Module title	Abbreviation
Supply, Production and Operations Management. An Introduction	12-BPL-G-152-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Industrial Management	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

This course will provide students with an overview of fundamental processes in procurement, production and logistics and the related corporate functions as well as a model-based introduction to related planning procedures.

Intended learning outcomes

The students will be able to describe and discuss the objectives and major processes in the domains of corporate procurement, production and logistics as well as their interdependencies. Furthermore, they are capable of developing and applying basic planning models in these fields.

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)

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. (4) 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)

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Module appears in

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

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

Economics

(30 ECTS credits)

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

Module title	Abbreviation
Introduction to Economics	12-EVWL-G-152-m01

Module coordinator	Module offered by
holder of the Senior Professorship for Economics, Money and International Economic Relations	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

The course deals with the following topics:
1. Economics shows how markets function
2. The division of labour is the basis of our wealth
3. The market in action
4. Monopolies and cartels endanger market economies
5. The labour market and the role of unions
6. The government's role in a social market economy
7. Governmental redistribution guarantees the social balance in a market economy
8. Environmental policy and the government's allocation function
9. Objectives and agents in the macro economy
10 How do aggregate supply and demand come into equilibrium?
11. The role of fiscal policy
12 How does a central bank stabilise aggregate demand by setting interest rates?

Intended learning outcomes

By completing this course, students receive a fundamental understanding of economics. Students are able to grasp microeconomic as well as macroeconomic subjects and to analyze them in theoretical models.

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

V (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 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

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

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

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

UNIVERSITÄT WÜRZBURG
Julius-Maximilians-

Module title		Abbreviation
Microeconomics 1		12-Mik1-G-152-m01

Module coordinator	Module offered by
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	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	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 mathematical knowledge is not required.

The material covered in the lecture can be reviewed in the following textbooks:

- Varian: "Intermediate Microeconomimcs"
- Pindyck und Rubinfeld: "Microeconomics"
- Nechyba: "Microeconomics - An Intuitive Approach with Calculus"

Intended learning outcomes

After completing the course students will be able to
- explain essential findings of microeconomic theory,
- apply the involved methods to given stylized examples on their own,
- recognize in which real life situations and how the results can be applied.

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

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

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

Julius-Maximilians-
UNIVERSITÄT
WÜRZBURG

Module title	Abbreviation
Microeconomics 2	12-Mik2-G-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)	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	undergraduate	--	

Contents

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

Intended learning outcomes

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

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

V (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

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

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

Workload
150 h

Teaching cycle
Teaching cycle: winter semester

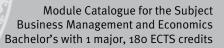| Referred to in LPO I (examination regulations for teaching-degree programmes) |
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Module appears in
Bachelor's degree (1 major) Mathematics (2015)
Bachelor's degree (1 major) Business Management and Economics (2015)
Bachelor's degree (1 major) Economathematics (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)
Bachelor's degree (1 major) Business Information Systems (2020)

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

Module title	Abbreviation
Macroeconomics 1	12-Mak1-G-152-m01

Module coordinator	Module offered by
holder of the Chair of International 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

Content

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

Key Macroeconomic Issues and Variables

1 Macroeconomics – the key issues

2 Measuring economic activity

The economy in the long-run

3 The classical model: closed economy

4 Money and inflations

5 The classical model: open economy

6 Unemployment

The economy in the short-run

7 An introduction to fluctuations

8 IS-LM-Model: closed economy

9 IS-LM-Model: open economy

10 Aggregate Supply and the Phillips-Curve

Literature:

Recent editions of:

Gregory Mankiw: Macroeconomics

Olivier Blanchard and David H. Johnson, Macroeconomics Prentice Hall

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

The course develops several case studies where further references are used.

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

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

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

Module title	Abbreviation
Macroeconomics 2	12-Mak2-G-152-m01

Module coordinator	Module offered by
holder of the Chair of Public Finance	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

Description:
The lecture provides an introduction to long run or dynamic issues of macroeconomic theory and policy.

Contents:
1. Growth theory and policy

- The Solow modell

- Automation, employment, growth and income distribution

- Ideas, innovation and endogenous growth

2. Microeconomic foundations of macroeconomics

- Consumption and savings

- Neoclassical investment theory

3. Macroeconomic policy

- Public debt and intergenerational redistribution

- Public debt and pensions in the OLG model

Lecture notes to be provided by Chair.

Intended learning outcomes

After completing the course "Macroeconomics 2" students are familiar with the most important concepts of growth theory, they know the microeconomic foundations of modern macroeconomic theory and understand the intertemporal budget constraint of the government. Therefore they are able to discuss the growth and distributional consequences of policy reforms by applying simple economic models.

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

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)

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

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

Module title	Abbreviation
Public Policy	12-WiPo-G-192-m01

Module coordinator	Module offered by
holder of the Chair of Labour 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

This course provides an introduction into public economics/finance. Public finance studies the role of the government 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, 5th 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 leanr the core theoretical models of public economics as well as modern empirical methods of public finance. The focus will not lie on the theoretical details, but rather on the beauty of the different methods to provide answers to public policy questions.

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) portfolio (approx. 20 pages)
Language of assessment: German and/or English

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

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

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

Quantitative Methods

(30 ECTS credits)

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

Module title	Abbreviation
Mathematics for Economists 1	10-M-MWW1-152-m01

Module coordinator	Module offered by
Dean of Studies Mathematik (Mathematics)	Institute of Mathematics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

Theory of real-valued functions in one or two variables.

Intended learning outcomes

The student learns the basic mathematical tools in the field of analysis, and is able to apply these methods to simple problems in economical modelling.

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

V (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. 120 minutes)

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

--

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) 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) Business Information Systems (2020)

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

Module title	Abbreviation
Mathematics for Economists 2	10-M-MWW2-152-m01

Module coordinator	Module offered by
Dean of Studies Mathematik (Mathematics)	Institute of Mathematics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

Theory of real-valued functions in several variables and basics in linear algebra.

Intended learning outcomes

The student deepens his/her knowledge in analysis and learns basic linear algebra. He/She is able to apply these methods to simple problems in economical modelling.

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

V (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. 120 minutes)

Allocation of places

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Additional information

--

Workload

150 h

Teaching cycle

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

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Module appears in

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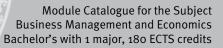Bachelor's degree (1 major) Business Information Systems (2016)
Bachelor's degree (1 major) Business Information Systems (2019)
Bachelor's degree (1 major) Business Management and Economics (2019)
Bachelor's degree (1 major) Business Information Systems (2020)

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

Module title	Abbreviation
Descriptive Statistics and Introduction to Probability	12-Stat-G-152-m01

Module coordinator	Module offered by
holder of the Chair of Econometrics	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

Description:
This module deals with the basic terms and concepts of descriptive statistics and probability calculus. It introduces students to common frequency distributions and fundamental distributional characteristics of one-dimensional data as well as basic concepts and methodology necessary for the description and interpretation of multi-dimensional data. In addition, fundamental terms of probability calculus and important distributions are discussed in the second half of the course. In this context, discrete distributions like binomial or Poisson distribution as well as continuous distributions like exponential or normal distribution are introduced.

Syllabus:
1. Basic terms in statistics
2. Frequency distributions
3. Distributional characteristics
4. Multi-dimensional data
5. Fundamental probability calculus
6. Random variables and distributions

Reading:
Assenmacher, W.: Deskriptive Statistik, Springer.
Bamberg, G., Baur, F.: Statistik, Oldenbourg.
Bohley, P.: Statistik, Oldenbourg.
Hartung, J., Elpelt, B., Klösner, K.-H.: Statistik, Oldenbourg.
Hippmann, H.-D.: Statistik, Schäffer-Poeschel.
Leiner, B.: Einführung in die Statistik.
Litz, H.-P.: Statistische Methoden in den Wirtschafts- und Sozialwissenschaften, Oldenbourg.
Mosler, K., Schmid, F.: Beschreibende Statistik und Wirtschaftsstatistik, Springer.
Schaich, E., Köhle, B., Hartung, J.: Statistik I für Volkswirte, Betriebswirte und Soziologen, Verlag Franz Vahlen.
Schira, J.: Statistische Methoden der VWL und BWL, Pearson Studium.

Intended learning outcomes

Students acquire knowledge of the fundamental terms and concepts of descriptive statistics. In particular, they become familiar with the application and interpretation of common visual and formal tools for descriptive data analysis while simultaneously learning how to competently deal with economic and/or statistical data. On the visual side, this includes knowledge of the construction and interpretation of histograms, bar plots, pie charts and empirical distribution functions, while on the formal side students learn how to deal with basic distributional characteristics and correlation measures. Additionally, students are familiarized with the most fundamental concepts and terms of probability calculus as well as with important distribution functions.
The competences acquired in this course serve as a prerequisite for "Econometrics".

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)

a) written examination (approx. 60 minutes) or
b) written examination (approx. 90 minutes) or

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

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)

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

Module title	Abbreviation
Introduction to Statistical Inference and Regression Analysis	12-QWF-G-152-m01

Module coordinator	Module offered by
holder of the Chair of Econometrics	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

Description:
This module deals with random variables and their statistical distributions as well as with the basic terms and methods of inferential statistics. Firstly, the module introduces important distribution parameters of theoretical distributions. Then, the course deals with the fundamental concepts and techniques used in inferential statistics, including interval estimation and the construction, application and interpretation of hypothesis tests. Additionally, an introduction to simple and multiple regression analysis is given towards the end of the course.

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

Intended learning outcomes

Students acquire a basic knowledge of the techniques necessary for the analysis of random events. They will be familiar with different distribution parameters of theoretical distributions. Apart from basic estimation methods for these unknown parameters, students learn how to construct and interpret common statistical tests and are able to apply these to specific economic or business questions. Additionally, students acquire a basic understanding of ordinary least squares estimation (OLS), enabling them to read simple scientific papers and to apply these tools to scientific questions.

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)

a) written examination (approx. 60 minutes) or
b) written examination (approx. 90 minutes) or
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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Module Catalogue for the Subject
Business Management and Economics
Bachelor's with 1 major, 180 ECTS credits

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

Module title	Abbreviation
Introduction to Business Informatics	12-Ewiinf-G-152-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Business Information Systems	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

This course provides a comprehensive overview of the theoretical and practical aspects of information systems. The content ranges from the history of information systems and business software to business models, technical requirements and process modelling. In addition to the lectures, tutorials with practical exercises in HTML, CSS, process mining and BPMN support a deeper understanding and application of the knowledge learnt.

Outline of syllabus:
1. overview and technological basics of WI
2. hardware, computer networks and the internet
3. databases and blockchain
4. business models, company structure and organisation
5. connection between business administration and information systems
6. business software and process mining
7. software development
8. future technologies and current research

Reading:
Thome: Grundzüge der Wirtschaftsinformatik.

Intended learning outcomes

The "Business Informatics" module aims to achieve the following learning outcomes:
1. Apply fundamentals: after completing the module, students will have an understanding of the basic concepts and terms of information systems and will be able to explain lecture elements addressed, such as hardware components, various database types or blockchain technology. Thanks to the practical exercises, they are able to implement simple applications and apply what they have learnt in practice. The students were also able to gain an overview of the various fields of business informatics.
2. Analysing business processes and system landscapes: After completing the module, students will be able to analyse business models and process modelling and demonstrate their skills by creating BPMN diagrams in practical exercises. They know the basics of software development and are familiar with ERP systems.
3. Conception of business solutions: Students are able to use learned knowledge about business software, structural and process organisation and new technologies to develop realistic solution strategies and business models for operational challenges. They have knowledge of the integration of information systems into operational processes.
4. Evaluating technology trends: Participants will be able to critically evaluate current and future trends in business informatics, including artificial intelligence and Industry 4.0, and contribute their assessments to discussions.

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)

a) written examination (approx. 60 minutes) or
b) written examination consisting entirely or partly of multiple choice questions (approx. 60 minutes)
Language of assessment: German and/or English

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

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)

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

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

Module title	Abbreviation
eBusiness Fundamentals	12-Ebus-F-192-m01

Module coordinator	Module offered by
holder of the Chair of Information Systems Engineering	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

The module provides an introduction to the impacts of digitalisation on industries, value chains and business models. The focus is on the use of information and communication technologies to redesign inter-company integration and interaction with end customers as well as supporting services (e.g. payment, logistics). The concepts taught are illustrated with numerous examples from the retail, media and banking sectors, among others.

Intended learning outcomes

- Understand selected technological foundations of digitalisation

- Apply different concepts and frameworks for digital processes and business models

- Analyse the business drivers and barriers behind the use of digital technologies in organisations

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 (approx. 15 pages) or
c) Term paper (approx. 10 pages) and presentation (approx. 10 minutes); (weighted 2:1) or
Language of assessment: German and/or English

Allocation of places

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

Law

(10 ECTS credits)

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

Module title	Abbreviation
Introduction to the German Legal System for Economists	02-EReWi-G-152-m01

Module coordinator	Module offered by
Dean of the Faculty of Law	Faculty of Law

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

This module offers an introduction to jurisprudence. It covers the formation of laws, types of laws, organisation of the judiciary, sources of law, international law (Europe, UN), the German legal system (private law, public law, criminal law).

Intended learning outcomes

German intended learning outcomes available but not translated yet.

Der/Die Studierende verfügt über Kenntnisse der nationalen und internationalen Rechtsordnung, des Zustandekommens und Inhalts sowie der Auflösung und Folgen von Verträgen, des Zustandekommens von Gesetzen, der Struktur der Rechtsordnungen.

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

V (3) + 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. 120 minutes)

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

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

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Module appears in

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

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

Module title		Abbreviation
Commercial and Business Law		02-G&Hre-G-152-m01

Module coordinator	Module offered by
Dean of the Faculty of Law	Faculty of Law

ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

This module provides an introduction to German and European corporate and commercial law.

Intended learning outcomes

German intended learning outcomes available but not translated yet.

Der/Die Studierende verfügt über Kenntnisse des Gesellschafts- und Handelsrechts, insbesondere über Gesellschaftsformen, Vertretungsmacht, Haftung, Gründung und Auflösungen von Gesellschaften sowie über Grundlagen des Rechts der Handelsgeschäfte und der Handelsgesellschaften.

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

V (3) + 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. 120 minutes)

Allocation of places

There are no restrictions with regard to available places for students of Rechtswissenschaft (Law) as well as Bachelor's students with the minor Privatrecht (Private Law). A total of 20 places will be allocated to students of other subjects. 10 of these will be allocated to students of the Master's degree programme Economics. Should the number of available places exceed the number of applications, the remaining places may be allocated to students of other subjects. Should there be more than 10 applications, the remaining places will be allocated as follows: Students applying after not having successfully completed assessment in past years will be given preferential consideration. The remaining places will be allocated by lot. A waiting list will be maintained and places reallocated by lot as they become available.

Additional information

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Workload

150 h

Teaching cycle

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

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Module appears in

Bachelor's degree (1 major) Computer Science (2015)
Bachelor's degree (1 major) Business Management and Economics (2015)
Bachelor's degree (1 major) Business Management and Economics (2019)

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

Compulsory Electives

(50 ECTS credits)

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

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

Business Administration

(10 ECTS credits)

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

Module title		Abbreviation
Sales and Customer Relationship Management		12-SCRM-211-m01

Module coordinator		Module offered by
holder of the Chair of Business Administration and Marketing		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

A key challenge for companies in a marketing context is to choose the right approaches on how to deliver their products and services to customers. In doing so, companies need to carefully consider their customers' needs and requirements to successfully manage company-customer relationships.

This course focuses on classic and new approaches of sales and customer relationship management. In particular, it covers the set-up of sales systems in terms of offline channels (e.g., retail stores) and online channels (e.g., online shops or market places), their interplay (e.g., multi-channel management), or the management of the sales force.

Moreover, it focuses on different types of customer-firm interactions, on approaches of analyzing customer satisfaction and loyalty, as well as on customer complaint management, cross-selling management or customer experience management.

Intended learning outcomes

The major goal of this class is to learn about and understand how sales management and customer relationship management work and to be able to transfer respective concepts to real life / business practice.

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 to 120 minutes) or
b) Term paper (to be prepared by one candidate or in groups of 3 candidates approx. 10 pages each person) or
c) oral examination in groups (groups of 3, approx. 10 minutes each candidate)
Language of assessment: German and/or English
creditable for bonus

Allocation of places

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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) Business Management and Economics (2015)

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 title	Abbreviation
Seminar: Marketing	12-SMA-211-m01

Module coordinator	Module offered by
holder of the Chair of Business Administration and Marketing	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

In this course, students will acquire important knowledge and skills that will enable them to prepare a well-structured paper and to present the results of their work with the help of relevant topics in the fields of strategic marketing and strategic management.

Reading:
will vary according to topic

Intended learning outcomes

After completing the course "Marketing Strategie", students will be able to

i. understand the fundamentals of scientific literature reviews;
ii. integrate elaborated content in a scientific thesis;
iii. create presentations independently.

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

S (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)

term paper (approx. 15 pages) and presentation (approx. 25 minutes); (weighted 2:1)
Language of assessment: German and/or English

Allocation of places

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Additional information

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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) 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)

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

Module title	Abbreviation
Humanitarian Supply Chain Management	12-HSCM-211-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Industrial Management	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

Despite the solidarity-based nature of humanitarian aid, up to 70% of the activities of humanitarian aid organizations are related to both, the design and the coordination of logistical processes. Humanitarian assistance is delivered through humanitarian supply chains, systems concerned with planning, executing, and controlling the effective, cost-efficient flow and storage of materials, goods, and related information from the point of origin to the point of consumption in order to meet the needs of the beneficiaries. While aid organizations do not operate in a traditional business environment, the requirements for managing humanitarian supply chains effectively and efficiently are fundamentally comparable to those of commercial supply chains. Similarly, humanitarian organizations often employ business managers to manage their business processes. The management of the supply chain of a humanitarian organization, therefore, requires basic business knowledge that will be addressed in this course.

Intended learning outcomes

The course will provide you with a basic understanding of factors influencing humanitarian supply chains and fundamental insights in managing them efficiently and effectively. You will learn about the different roles of humanitarian organizations and the challenges they face. Furthermore, you will be introduced to general supply chain management concepts that can also be applied in the humanitarian context, and that can provide a significant positive impact on the organization of humanitarian operations.

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

V (2) + Ü (2)
Module taught in: 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
b) term paper (approx. 15 pages)
Language of assessment: German and/or English

Allocation of places

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Additional information

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

Module title	Abbreviation
Introduction to Risk Management	12-ERM-211-m01

Module coordinator		Module offered by
holder of the Chair of Business Management and Corporate Finance		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

This module provides an overview of the form and approach of the systematic risk management process in a business context. This risk management process consists of the process steps of risk identification, risk assessment and aggregation, risk management and risk control.

This course is based on this process structure and is structured accordingly:

Legal and business motivation for risk management.
Risk identification
Risk assessment and aggregation
Risk control
Risk control and reporting
Risk management information systems (RMIS)
M1 | Legal and business motivation for risk management

In Germany, outside the banking sector, there have been legal regulations for setting up corporate risk management since the KonTraG came into force in 1998. In addition to the legal obligation to set up a risk management system, the systematic handling of risks is also of interest from a business management point of view, as the conscious acceptance of risks has a significant positive influence on the company's ability to plan and control.

M2 | Risk identification

Risk identification involves systematically recording all of a company's major risks. The earlier risks are identified, the more comprehensively appropriate countermeasures can be taken.
Risk identification is a fundamental task of risk management, as it provides the information basis for all further process steps, because only identified risks can be assessed, aggregated and controlled. Various methods can be used to identify risks.

M3 | Risk assessment and aggregation

Once risks have been identified, they must be assessed. Both qualitative and quantitative methods are available for this purpose. The objective of risk assessment is to describe the risk in terms of appropriate statistical distribution functions. Once the relevant risks have been described by distribution functions, the next task is to determine the company's overall risk position by means of a so-called risk aggregation.

M4 | Risk management

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 coverage potential (=available equity capital) is of decisive and existential importance.
Various strategies can be used to manage risks.

M5 | Risk control and reporting

With the help of early warning indicators (so-called key risk indicators, KRI), (negative) changes in the scope or probability of risk occurrence can be monitored and identified in good time. However, risk control does not only

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

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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) 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)

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

Module title	Abbreviation
Primer in Data Science	12-PDS-211-m01

Module coordinator	Module offered by
holder of the Chair of Business Analytics	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

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 understanding of the methods described in the course.

Intended learning outcomes

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)

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
b) oral examination (approx. 20 to 30 minutes) or
c) exercises (approx. 6 pages)
Language of assessment: German and/or English
creditable for bonus

Allocation of places

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

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

Module title		Abbreviation
Data Management and Analysis		12-DM-F-202-m01

Module coordinator		Module offered by
holder of the Chair of Business Analytics		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

The module teaches on the one hand basics and concepts of modeling data and querying and manipulating databases. 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

Intended learning outcomes

Upon completion of the module students are able
- 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

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 (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

Allocation of places

50 places.
(1) No restrictions with regard to available places for Bachelor's students of Wirtschaftsinformatik (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 number of places will be allocated in the same procedure. (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.

Additional information

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

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

Module title	Abbreviation
Entrepreneurship, Competition and Strategy	12-U&UF-F-152-m01

Module coordinator	Module offered by
Dean of the Faculty of Business Management and 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

Description:
The module builds on the introductory course "Grundlagen marktorientierter Unternehmensführung" ("Fundamentals of Market-based Management"). It provides a systematic introduction to the approaches of corporate management (stakeholder and shareholder value approach) as well as an overview of market-oriented corporate governance. In addition, aspects of responsible leadership will be discussed.
The theory of Chester Barnard with the idea of creating a complex economic incentive contribution balance in the company will help students develop an in-depth understanding of typical management tasks. In addition, the course will focus on the development of business plans for the successful establishment and the continued existence of companies.

Outline of syllabus:
1. Business and strategy in economic theory
2. Business plan as a strategy concept
3. Stakeholder management and responsible leadership
4. Stakeholder value, shareholder value and creating shared value

Intended learning outcomes

Students will gain profound knowledge of basics in business as well as basics in different approaches in corporate management. Furthermore the students will get an overview of the main tools to create a business plan.

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

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Workload

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

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)

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

Module title	Abbreviation
International Marketing	12-INMA-192-m01

Module coordinator	Module offered by
Dean of the Faculty of Business Management and 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

The course seeks to familiarize students with the tools and terminology to explore and understand marketing practices in an international environment. They will learn the scope and challenges of international marketing, the dynamic environment of international trade, culture, political, legal, and business systems of globalizing markets, opportunities and threats on global markets and develop decision-making skills for the successful formulation, implementation and control of international marketing strategies. In particular, the course highlights strategic and managerial issues related to international marketing.

Intended learning outcomes

Students are required to study and prepare marketing approaches to enter and operate in international markets. Students intensify their knowledge and develop theoretical and practical concepts through case studies

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 (15 to 20 pages) or
c) Term paper (10 to 15 pages) and presentation (approx. 20 minutes); (weighted 2:1) or
d) oral examination (approx. 20 minutes)
Language of assessment: German and/or English

Allocation of places

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Additional information

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Workload

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

Module title	Abbreviation
Supply, Production and Logistics Management. Material Requirements Planning	12-BPL-F-152-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Industrial Management	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

This module builds on the course "Beschaffung, Produktion und Logistik - Grundlagen" ("Procurement, Production and Logistics - Basics"). Selected tasks and processes, in particular in the area of materials management, will be analysed in detail and related planning and control models and methods will be developed.

Intended learning outcomes

The students are able to analyze the areas of responsibility of the functions of procurement, production and logistics as well as their interdependencies in an integrated perspective and evaluate concepts for their management. In addition, they are able to develop models in the domain of materials management and apply solution procedures to the planning problems.

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

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

Module title	Abbreviation
Seminar: Supply, Production and Logistics Management	12-BPL-FS-152-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Industrial Management	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

The seminar will focus on special problems in the areas of procurement, production, logistics or business management. Students will independently work on the respective problem and write a seminar (term) paper. Usually, this will be largely literature based with students learning how to carry out structured literature analyses and prepare systematic evaluations. In individual cases, students may also conduct empirical research of their own or further develop formal models. Students will be required to deliver a talk on the subject in class.

Intended learning outcomes

The students will be able to study advanced problems on their own and structure them in a (seminar) paper. They will learn to present the central results and discuss related issues in class.

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)

a) term paper (approx. 15 pages) and presentation (approx. 20 minutes), weighted 2:1 or
b) term paper (approx. 20 to 25 pages)
Language of assessment: German and/or English

Allocation of places

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.

Additional information

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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) 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)

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

Module title	Abbreviation
Modern Approaches in Logistics	12-AAL-221-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Industrial Management	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

In this module theoretical models and applied problems in the field of logistics are addressed.

Intended learning outcomes

The students are gaining knowledge regarding essentials problems in the field of logistics. They are able to structure applied problems, find solution procedures and processes and compute solutions to applied problems.

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
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 (approx. 20 minutes) or
e) Portfolio (15 to 20 pages)
Language of assessment: German and/or English
Assessment offered: yearly, to be announced
creditable for bonus

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-allocated by lot as they become available.

Additional information

Module can be taught in form of E Learning course, seminar, block event etc.

Workload

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) 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)

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) Economathematics (2022)

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

Module title	Abbreviation
Foundations of transport logistics	12-GT-221-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Industrial Management	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

The module focuses on baisic models in the field of transport logistics. The contents are trained via mathematical exercises.

Intended learning outcomes

The students gain knowledge regarding essentials models in the field of transport logistics. They are able to compute solutions mathematically.

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
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 (approx. 20 minutes) or
e) Portfolio (15 to 20 pages)
Language of assessment: German and/or English
Assessment offered: yearly, to be announced
creditable for bonus

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-allocated by lot as they become available.

Additional information

Module can be taught in form of E Learning course, seminar, block event etc.

Workload

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

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 (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)

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

Module title	Abbreviation
Digital Science 1	12-DS1-222-m01

Module coordinator	Module offered by
Dean of the Faculty of Business Management and 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

This module serves the purpose of transferring credits from
- courses taken at other German or non-German universities
- additional courses offered on a short-term basis
- courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)

The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.

Intended learning outcomes

As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

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 (approx. 15 pages) or
c) Term paper (10 to 15 pages) and presentation (approx. 10 minutes); (weighted 2:1)
Language of assessment: German and/or English

Allocation of places

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Additional information

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Workload

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) 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)

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, 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 title	Abbreviation
Digital Science 2	12-DS2-222-m01

Module coordinator	Module offered by
Dean of the Faculty of Business Management and 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

This module serves the purpose of transferring credits from
- courses taken at other German or non-German universities
- additional courses offered on a short-term basis
- courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)

The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.

Intended learning outcomes

As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

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 (approx. 15 pages) or
c) Term paper (10 to 15 pages) and presentation (approx. 10 minutes); (weighted 2:1)
Language of assessment: German and/or English

Allocation of places

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Additional information

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Workload

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) 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)

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, 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 title	Abbreviation
Digital Science 3	12-DS3-222-m01

Module coordinator	Module offered by
Dean of the Faculty of Business Management and 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

This module serves the purpose of transferring credits from
- courses taken at other German or non-German universities
- additional courses offered on a short-term basis
- courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)

The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.

Intended learning outcomes

As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

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)

a) Term paper (approx. 15 pages) and presentation (approx. 20 minutes); (weighted 2:1) or
b) Term paper (20 to 25 pages)
Language of assessment: German and/or English

Allocation of places

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Additional information

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Workload

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) 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)

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, 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 title	Abbreviation
Digital Science 4	12-DS4-222-m01

Module coordinator	Module offered by
Dean of the Faculty of Business Management and 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

This module serves the purpose of transferring credits from
- courses taken at other German or non-German universities
- additional courses offered on a short-term basis
- courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)

The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.

Intended learning outcomes

As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

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)

a) Term paper (approx. 15 pages) and presentation (approx. 20 minutes); (weighted 2:1) or
b) Term paper (20 to 25 pages)
Language of assessment: German and/or English

Allocation of places

--

Additional information

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Workload

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) 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)

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, 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 title			Abbreviation	
Financial Accounting and Auditing 1 - Financial Statements (German GAAP, IFRS)			12-Wipr1-F-152-m01	

Module coordinator			Module offered by	
holder of the Chair of Business Management and Accounting			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

The historical role of financial accounting is to aggregate information and make it accessible to various actors. Companies in Germany are generally obliged to prepare annual financial statements following the German Commercial Code (HGB). These national accounting rules are essential for non-capital market-oriented and small and medium-sized enterprises (SMEs). This module offers a systematic approach and interpretation of these accounting principles. In addition to covering accounting principles under HGB, recognition criteria, accounting for assets and liabilities, and the profit and loss statement are discussed in detail.

Intended learning outcomes

Students understand the key concepts and elements of accounting under HGB. They also have an in-depth knowledge of the steps necessary to prepare and interpret financial statements following national accounting.

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)
Language of assessment: German and/or English

Allocation of places

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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) 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)

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)

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

Module title		Abbreviation
Financial Accounting and Auditing 2 - Consolidated Financial Statements (German GAAP, IFRS)		12-Wipr2-F-152-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Accounting	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

As the economy becomes more global, so do the activities of companies and investors. This results in a greater need for internationally accepted accounting standards to ensure that financial records and reports are comparable, reliable, and transparent at international and domestic levels. Thus, international accounting aims to provide a global financial reporting framework that ensures the efficient flow of information in capital markets worldwide. This module introduces the principles and rules for international accounting under IFRS (International Financial Reporting Standards). It provides students with a systematic approach to international accounting and in-depth knowledge of relevant international accounting standards. Students get to know the institutional background of international accounting, the principles driving reporting under IFRS, and specific standards covering core business transactions. In addition, various problems concerning the provision of information by companies and their use by investors are discussed.

Intended learning outcomes

Students understand the key concepts and elements of accounting under IFRS (International Financial Reporting Standards). They also have an in-depth knowledge of the steps necessary to prepare and interpret financial statements following international accounting rules. Students know the institutional framework, can solve relevant accounting problems, and can critically evaluate financial statements.

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)
Language of assessment: German and/or English

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)

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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)

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

Module title	Abbreviation
Financial Accounting and Auditing 3 - Auditing	12-Wipr3-F-152-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Accounting	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

Fundamental investing involves valuation, and much of the information for valuation is contained in financial statements. This module provides a basic understanding of financial statement analysis, particularly on how to extract value-relevant information from financial statements, carry out financial statement analysis, and use financial data to value corporations. The module also provides the necessary tools to gain insights into what generates value in a corporation.

Intended learning outcomes

Students can understand publicly traded companies' financial statements (US GAAP/IFRS), identify value-relevant information in financial statements, and use this information for valuation. They know the relevant techniques to evaluate financial statements and understand the fundamental role of financial information in the valuation process. Students can apply valuation technics to real-world cases and recommend investment decisions.

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)
Language of assessment: German and/or English

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)

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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)
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)

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

Module title	Abbreviation
Seminar: Financial Accounting and Auditing	12-Wipr-FS-152-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Accounting	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

This module is a seminar. The aim of the seminar is to critically analyze a current issue in financial accounting using the relevant academic literature and discuss results with seminar participants.

Intended learning outcomes

After completing the seminar, students will be able to use scientific methods to analyze complex issues in financial accounting, and to suggest solutions. They can present and defend their results and analyzes.

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. 25 pages) and presentation (approx. 20 minutes), weighted 2:1
Language of assessment: German and/or English

Allocation of places

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.

Additional information

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

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

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

Module title	Abbreviation
Decision Theory	12-I&F-F-192-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Corporate Finance	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

Based on the decision theory under certainty, this module covers normative decision theory under uncertainty in its manifestations of the expected utility theory and the $\mu - \#$ theory.

Syllabus:

Part 1: Decisions under certainty
1. Fisher mode
2. Revealed preferences
3. Preference relations

Part 2: Decisions under uncertainty: Expected Utility Theory
1. The basic model
2. Risk preferences
3. Intensity of risk aversion
4. Stochastic dominance
5. Prospect Theory

Part 3: Decisions under uncertainty: $\mu - \#$ principle
1. Introduction
2. Relation to expected utility theory
3. Application in Portfolio Theory & Tobin-Separation
4. Properties

Intended learning outcomes

The students acquire knowledge about how to describe appropriate decision situations and how to solve them based on the learned concepts.

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

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Workload

150 h

Teaching cycle

Teaching cycle: summer semester

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

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) 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 title	Abbreviation
Seminar: Investment and Finance	12-I&F-FS-192-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Corporate Finance	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

This seminar deals with current topics in investment and finance. Students are required to independently analyze a selected topic and to write a seminar thesis. Moreover, they are required to present, discuss and defend their thesis. The seminar may be largely literature based or empirical or may be based on independent work with formal models.

Intended learning outcomes

Students will gain in-depth knowledge in recent application areas of investment and finance. They are able to transport their knowledge in a written seminar thesis, and to present and defend it in a final talk.

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 oral examination (approx. 25 minutes); (weighted 3:2)

Allocation of places

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.

Additional information

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

Module title		Abbreviation
Business Valuation between Financial Mathematics and Data on Capital Market		12-UBW-F-152-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Corporate Finance	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

Content:
This course deals with the "objectified corporate valuation" of public companies, the components of the discount rate and the mathematical structure of the DCF methods.

Outline of syllabus:
1. Introduction
2. Uncertainty as the central problem in the valuation of a company
3. Estimation of surpluses: accuracy and consistency
4. Risk free rate: capitalised value under certainty applying different interest rate structures
5. The risk premium: identification of the relevant risk and its equivalence for valuation object and alternative investment
6. Different discounted cash flow valuation methods: formal foundations and economic principles

Intended learning outcomes

After completion of the module "Business valuation between Financial Mathematics and capital market data" students can
(i) understand the modern process of objectified business valuation theory;
(ii) examine submitted reviews according to consistent application of these methods.

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

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Workload

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)

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

Module title	Abbreviation
Business Taxation 1: An Introduction to Tax Law & Tax Planning	12-St1-F-152-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Business Taxation	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

This module will introduce students to the field of business taxation. It will provide an overview of German tax law and will analyse tax effects on economic decisions in standard models for investment and financing decisions.

Intended learning outcomes

Students get an overview of the German tax law and they acquire the ability to recognize and understand the effect of taxation in fundamental ecomonic decisions. Therefore, the module is recommended also for students who don't want to specialize in finance and accounting but rather in management studies.

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

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	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

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

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

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

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	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

Introduction to German value added tax.

Intended learning outcomes

Students acquire a thorough knowledge of German VAT law. They are able to solve VAT problems of low to medium complexity by using the tax code itself as well as related 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)

a) written examination (approx. 60 minutes) or
b) oral examination (one candidate each: approx. 10 to 15 minutes, groups of 2: approx. 20 minutes, groups of 3: approx. 30 minutes)
creditable for bonus

Allocation of places

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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) 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)

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, 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 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 Taxation	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

This module deals with selected problems and issues of business taxation.

Intended learning outcomes

The students will be able to edit and solve selected problems and issues of business.

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 (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 subsequent semester
creditable for bonus

Allocation of places

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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)

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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)
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 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)

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

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 Taxation	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

This module deals with selected problems and issues of business taxation.

Intended learning outcomes

The students will be able to edit and solve selected problems and issues of business taxation.

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)

a) written examination (approx. 60 minutes) or
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 subsequent semester
creditable for bonus

Allocation of places

20 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.

Additional information

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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) 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)

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

Module title	Abbreviation
Integrated Business Processes	12-GP-G-152-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Business Information Systems	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

This course is aimed at students of Wirtschaftsinformatik (Business Information Systems) and Wirtschaftswissenschaft (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 basis for the practical part. The practical exercise will present students with an opportunity to apply their newly acquired knowledge by working with an SAP S4/HANA on case studies on the model company Almika. In this context, the human resources, purchasing, sales, service, project management and finance departments will be dealt 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 processes and functionalities.

Intended learning outcomes

After completing the course, the students will be able to
1. reflect technical principles and operational models of ERP systems,
2. understand the functionality of ERP systems and
3. perform and understand business processes within the ERP system SAP Business ByDesign.

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 (approx. 15 pages) or
c) term paper (approx. 10 to 15 pages) and presentation (approx. 10 minutes); (weighted 2:1)
creditable for bonus

Allocation of places

15 places. (1) The number of places is not restricted for students of the Bachelor's degree subject Wirtschaftsinformatik (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 number of places will be allocated in the same procedure. (4) 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)

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

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

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 Information Systems	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

"Business Engineering" refers to the method and model-based design theory for companies in the information age. "Forward" refers to design methods (such as situation analysis, requirements analysis and business process modelling) that help implement a new solution. "Reverse" refers to approaches (such as the use and process analysis) that make it possible to improve or re-design existing structures and processes. Market requirements and technological innovation potential are typical reasons for the continuous transformation of a company. The resulting change needs to be implemented into the organisational structure, business processes and information systems.

The course traces the implementation cycle of enterprise software from the point of view of a member of a project team. In addition to acquainting students with the theoretical basis of adaptation, the course will also discuss examples from practical projects.

Intended learning outcomes

The "Forward und Reverse Business Engineering" module aims to achieve the following learning outcomes:
1. Students acquire profound expertise in the process of adapting business software libraries and learn how to apply this knowledge to practical scenarios.
2. 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.
3. 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

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 (approx. 15 pages) or
c) term paper (approx. 10 to 15 pages) and presentation (approx. 10 minutes); (weighted 2:1)
creditable for bonus

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 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.

Additional information

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

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

Module title	Abbreviation
Seminar: Information Technologies	12-Wiinf-FS-152-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Business Information Systems	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

In this course, students will acquire important knowledge and skills that will enable them to prepare a well-structured term paper and to present the results of their work with the help of relevant topics in the fields of information systems and enterprise systems.

Reading:
will vary according to topic

Intended learning outcomes

After completing the course "Wirtschaftsinformatik-Seminar", students will be able to
1. understand the fundamentals of scientific literature reviews;
2. integrate elaborated content in a scientific thesis;
3. create presentations independently.

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. 20 pages) and presentation (approx. 20 minutes), weighted 2:1
Language of assessment: German and/or English
creditable for bonus

Allocation of places

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.

Additional information

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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)

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 (Minor, 2019)
Bachelor's degree (1 major) Business Information Systems (2020)

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

Module title		Abbreviation
Human Resource Management & Organizational Theory		12-P&O-F-152-m01

Module coordinator		Module offered by
holder of the Chair for Human Resource Management and Organisation		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

The lecture "Personal" ("Human Resources Management") presents and discusses basic theories, estimation techniques and empirical results from the area of personnel economics and human resource management.

Syllabus

1. Human Resource Management in enterprises
2. The economic drivers of employers and employees
3. Incentive and remuneration systems
4. Challenges for the management of teams
5. Information as a driving force of personnel management
6. Demographic challenges of human resource management

Intended learning outcomes

The aim of the lecture is to enable students to understand and apply basic theories, estimation techniques and empirical results in the areas personnel economics and management on the basis of text books and scientifc 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)

Allocation of places

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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) 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)

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)
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 (Minor, 2019)
Master's degree (1 major) Media Communication (2019)
Bachelor's degree (1 major) Business Information Systems (2020)

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

Module title	Abbreviation
Seminar: Human Resource Management & Organizational Theory	12-P&O-FS-152-m01

Module coordinator	Module offered by
holder of the Chair for Human Resource Management and Organisation	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

Students will write a seminar paper on, deliver a talk on and discuss current issues in the field of human resources management and organisation in class.

Intended learning outcomes

The students learn to handle, formulate in own words, present, and discuss current research literature.

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. 20 minutes), weighted 2:1
Language of assessment: German and/or English
Assessment offered: Once a year, winter semester

Allocation of places

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.

Additional information

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

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

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

Module title	Abbreviation
Strategic and Innovation Management	12-IM-192-m01

Module coordinator	Module offered by
holder of the Chair of Entrepreneurship and Strategy	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

This theory-led and practice-oriented module equips you with essential knowledge in the areas of strategic management and innovation management. It is a primer on these topics that provides a broad overview on the field.

Strategic management

(1) Introduction

(2) Strategic analysis

(3) Business strategy

(4) Corporate strategy

(5) Strategy implementation

(6) Strategic leadership

(7) Internationalization, corporate governance, and corporate social responsibility

Innovation management

(8) Introduction

(9) Sources of technology and innovation

(10) Developing new products and services

(11) Introducing new products and services

(12) Technology and innovation strategy

(13) Open innovation

(14) Wrap-up and Q&A

Intended learning outcomes

Educational aims
- Understand the role of strategic and innovation management
- Understand theoretical concepts related to strategic and innovation management
- Critically appraise alternative approaches to strategic and innovation management
- Evaluate the boundaries and risks of strategic and innovation management

Learning outcomes

On successful completion of this module you will be able to:

- Create and evaluate concepts related to strategic and innovation management

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

- 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

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

Module title	Abbreviation
Entrepreneurship	12-EPS-192-m01

Module coordinator	Module offered by
holder of the Chair of Entrepreneurship and Strategy	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

This theory-led and practice-oriented module provides you with a toolbox of key concepts and theories to support careers as entrepreneurs or in entrepreneurship-related fields, such as venture capital or public entrepreneurship support.

(1) Introduction

(2) Who becomes an entrepreneur?

(3) Opportunity identification & exploitation entrepreneurship

(4) The business model

(5) The business plan

(6) Entrepreneurial strategies

(7) Finance for entrepreneurs

(8) Marketing for entrepreneurs

(9) Entrepreneurial networks

(10) Digital strategy and digital transformation

(11) Entrepreneurial leadership and team

(12) Entrepreneurial exit and failure

(13) Corporate entrepreneurship and innovation

(14) Wrap-up and Q&A

Intended learning 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:

- Assess alternative options for creating and sustaining competitive advantage of startups
- Create and evaluate concepts related to entrepreneurship
- Make judgements about the organizational and managerial implications of entrepreneurial decisions
- Systematically choose between different routes of action

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

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
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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)
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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) Business Information Systems (2020)

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

Module title	Abbreviation
Research Seminar	12-RES-192-m01

Module coordinator	Module offered by
holder of the Chair of Entrepreneurship and Strategy	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

Students develop seminar papers on varying topics in the domain of entrepreneurship, strategy, and innovation and present the key insights from their work.

Intended learning 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
- Present and explain their research outcomes in class

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 (10 to 15 pages) and presentation (in groups of up to three candidates, approx. 10 minutes per candidate)
Language of assessment: German and/or English

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.

Additional information

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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)

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

Module title	Abbreviation
Business Simulation	12-BUS-192-m01

Module coordinator	Module offered by
holder of the Chair of Entrepreneurship and Strategy	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

This action-oriented module complements the lecture "Strategic and Innovation Management" (12-IM). In teams of up to four students, student compete in a business simulation that covers critical elements of managerial decision making. Participants act as a board of directors to develop the business by making decisions related to strategy, finance, market, operations, staffing, and innovation. This provides a unique opportunity to directly apply and critically reflect topics discussed in the classroom, while working in a team.

Intended learning outcomes

Educational aims
- Raise students' situational awareness in managerial decision making
- Promote students' ability to make informed managerial decisions in complex situation
- Sensitize students for the need to anticipate competitive actions and reactions

Learning outcomes

On successful completion of this module students will be able to:

- Understand how management theories can be applied in 'real-life' decision making scenarios
- Understand the interconnectivity of managerial decisions in different areas of a company, e.g., marketing, finance, and innovation
- Make managerial group decisions based on anticipated competitor behavior

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 (10 to 15 pages) and presentation (in groups of up to three candidates, approx. 10 minutes per candidate)
Language of assessment: German and/or English

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 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

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

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

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

UNIVERSITÄT WÜRZBURG
Julius-Maximilians-

Module title	Abbreviation
Business Plan Seminar	12-BPS-192-m01

Module coordinator	Module offered by
holder of the Chair of Entrepreneurship and Strategy	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

Students work in teams of up to three students to develop a business model and a business plan for an own business idea or a notional one.

Intended learning outcomes

Educational aims
- Clarify the role of business models and business plans
- Clarify theoretical concepts related to business models and business plans
- Enable students to critically appraise alternative approaches to business modelling and business planning
- Enable students to evaluate the boundaries and risks of business modelling and business planning

Learning outcomes

On successful completion of this module you will be able to:

- Assess the role of business models and business plans for startups and established companies
- Make judgements about the design of business models and business plans
- Create and evaluate concepts related to business models and business plans
- Systematically choose between different routes of action

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 (10 to 15 pages) and presentation (in groups of up to three candidates, approx. 10 minutes per candidate)
Language of assessment: German and/or English

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 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: each semester

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

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

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

Module title		Abbreviation
Managerial Accounting: cost-based decision-making and control		12-KR-152-m01

Module coordinator		Module offered by
holder of the Chair of Business Management, Controlling and Accounting		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

First, this module will discuss basic principles of accounting such as full and direct costing as well as cost and performance accounting in the context of decision-making. The course will then focus on decision-making processes (short-term production planning, pricing decisions) and internal control calculations (the role of controls, deviation analyses).

Intended learning outcomes

This module provides competences in order to apply systems of full and direct costing, cost and performance accounting with regard to decision-making and internal control processes. After completing the course unit, students will be able to understand and assess the theoretical principles and interrelationships in decision-making and control as well as be able to apply them to examples from corporate practice. The goal is to promote analytical thinking and problem-solving abilities by analyses of complex problem structures.

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

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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) 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)

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)
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 title	Abbreviation
Aspects of Managerial Accounting and Control	12-AAC-152-m01

Module coordinator	Module offered by
holder of the Chair of Business Management, Controlling and Accounting	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

In this seminar, students will acquire important knowledge and skills that will enable them to prepare a well-structured paper and to present the results of their work by means of key aspects of cost accounting and control.

Intended learning outcomes

After completing the seminar, students will be able to work on simple questions from the field of cost accounting and control at a scientific level. They can conduct basic scientific literature research and understand its contents, integrate obtained results into scientific papers and independently prepare presentations and lectures.

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. 12 pages) and presentation (approx. 20 minutes), weighted 2:1

Allocation of places

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Additional information

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

Module title	Abbreviation
Web Programming	12-WebP-F-152-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Business Information Systems	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

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
- Integrating backend and frontend by implementing a Flask web application
- Strengthening modeling and programming skills through regular exercises

Intended learning 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, 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) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or
c) completion of programming exercises (approx. 20 hours) and written examination (approx. 60 minutes), weighted 1:1

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

Language of assessment: German and/or English

Allocation of places
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Additional information
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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) 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 title		Abbreviation
Advanced Web Engineering		12-AWE-152-m01

Module coordinator		Module offered by
holder of the Chair of Information Systems Engineering		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

The module provides an introduction to the development of web-based applications based on current development systems, software components and frameworks.

Intended learning outcomes

- Understand the technological foundations of web applications

- Designing the architecture and data model of an application system

- Implementing with the help of SW components and frameworks

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) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or
c) completion of programming exercises (approx. 20 hours) and written examination (approx. 60 minutes), weighted 1:1
Language of assessment: German and/or English

Allocation of places

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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) 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)

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

Module title	Abbreviation
E-Business Project	12-EBP-152-m01

Module coordinator	Module offered by
holder of the Chair of Information Systems Engineering	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

In this course, students will acquire the technical, organisational and social skills necessary for a real e-business. The principal distinguishing feature of this course is its high practical relevance. The project work - evolving from the conceptual design to status presentations and final report - will be completed in small groups.

Intended learning outcomes

- Understand challenges of real e-business organisations
- Apply the acquired knowledge to solve a specific, real problem
- Present the developed results

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 (approx. 20 pages) or
c) term paper (approx. 10 to 20 pages) and presentation (approx. 15 minutes), weighted 2:1 or
d) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German and/or English

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)

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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)
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 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)
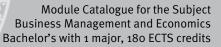Bachelor's degree (1 major) Business Information Systems (2020)
Master's degree (1 major) China Business and Economics (2021)
Bachelor's degree (1 major) Business Information Systems (2021)
Bachelor's degree (1 major) Economathematics (2021)
Bachelor's degree (1 major) Business Management and Economics (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 Catalogue for the Subject
Business Management and Economics
Bachelor's with 1 major, 180 ECTS credits

Module title	Abbreviation
Business Intelligence Fundamentals	12-BIF-192-m01

Module coordinator	Module offered by
holder of the Chair of Information Systems Engineering	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

Technologies and methods of "Business Intelligence" are aimed at supporting managerial decision-making processes by analyzing and presenting large amounts of data. The module provides an overview of the corresponding analytical information systems, their technical architecture and areas of application. In the practical exercises, the concepts taught are practically demonstrated and applied by the example of a state-of-the-art BI software suite.

Intended learning outcomes

- Understand the technological foundations of data warehouses and BI tools.

- Analyse and design conceptual models for analytical information systems.

- Apply real-world BI software products to analyse large structured data sets

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 (approx. 20 pages) or
c) Term paper (10 to 20 pages) and presentation (approx. 15 minutes); (weighted 2:1) or
d) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German and/or English

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)

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

Module title	Abbreviation
Programming for Management Students	12-PFM-192-m01

Module coordinator	Module offered by
holder of the Chair of Business Analytics	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

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
- Practical examples and exercises

Intended learning outcomes

The lecture teaches the basics of the programmer. At the end of the course, the participants should be able to understand simple Python programs and are able to independently implement simple small programming projects in practice with Python.

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) Oral examination in groups of up to 3 candidates (approx. 10 minutes per candidate) or
c) Programming exercises (approx. 20 hours total) and written examination (approx. 60 minutes); (weighted 1:1) or
d) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German and/or English

Allocation of places

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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) 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)

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

Module title		Abbreviation
Seminar: Information Systems		12-INS-FS-152-m01

Module coordinator	Module offered by
Dean of the Faculty of Business Management and 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

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.

Intended learning outcomes

- Academic literature research
- Integration of compiled results into scientific term papers
- Preparation of presentations and talks

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. 20 pages) and presentation (approx. 20 minutes), weighted 2:1
Language of assessment: German and/or English

Allocation of places

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.

Additional information

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Workload

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) 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)

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

Module title			Abbreviation
Supply Chain Management			12-SCM-F-152-m01

Module coordinator		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	--	

Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	

Contents

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.

Intended learning outcomes

After completing this seminar students can
(i) apply selected and applied quantitative models for procurement, production, sales and supply chain management;
(ii) face the practical problems when using real data to feed models;
(iii) understand the challenges to reach a coordinated decision in a company.

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 (approx. 15 pages) or
c) term paper (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

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Additional information

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Workload

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) 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)

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

Module title	Abbreviation
Seminar: Logistics & Supply Chain Management	12-LSCM-152-m01

Module coordinator	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	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	undergraduate	--	

Contents

In this module, students will learn, on a case-by-case basis, how companies successfully implemented quantitative planning methods to optimise their processes in logistics and supply chain management.

Intended learning outcomes

After completing this module students can
1. understand mathematical models to solve practical problems in logistics and supply chain management,
2. evaluate and critique the results of such models, and
3. understand, describe, and evaluate the limits of such models.

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, winter 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)

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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)
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)

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

Module title	Abbreviation
Toyota Supply Chain Management	12-MDM-152-m01

Module coordinator	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	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

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

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

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

Module title		Abbreviation
Planning and Decision Making with Business Information Systems		12-PEBI-192-m01

Module coordinator		Module offered by
holder of the Chair of Business Analytics		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

Quantitative methods form a central basis for business planning and decision-making. From the information systems perspective, these methods must be integrated into IT systems and processes. The lecture presents fundamental concepts and methods from the areas of decision theory and analysis, mathematical optimization and discrete Markov chains. The methods are applied in the exercise on the basis of examples and solved computer-aided.

Intended learning outcomes

- Normative and empirical decision theory
- Fundamentals of linear programming
- Sensitivity analysis
- Discrete Optimization
- Discrete Markov chains

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)

a) Written examination (approx. 60 minutes) or
b) oral examination (20 to 30 minutes) or
Language of assessment: German and/or English
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)

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

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

Module title	Abbreviation
Selected Topics in Business Management 1	12-APB1-152-m01

Module coordinator	Module offered by
Dean of the Faculty of Business Management and 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

This module serves the purpose of transferring credits from
- courses taken at other German or non-German universities
- additional courses offered on a short-term basis
- courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)

The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.

Intended learning outcomes

As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

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 (approx. 10 to 15 pages) and presentation (approx. 20 minutes), weighted 2:1 or
c) oral examination (approx. 20 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 subsequent semester

Allocation of places

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Additional information

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Workload

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

Module title	Abbreviation
Selected Topics in Business Management 2	12-APB2-152-m01

Module coordinator	Module offered by
Dean of the Faculty of Business Management and 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

This module serves the purpose of transferring credits from
- courses taken at other German or non-German universities
- additional courses offered on a short-term basis
- courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)

The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.

Intended learning outcomes

As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

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 (approx. 10 to 15 pages) and presentation (approx. 20 minutes), weighted 2:1 or
c) oral examination (approx. 20 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 subsequent semester

Allocation of places

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Additional information

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Workload

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

Module title	Abbreviation
Selected Topics in Business Management 3	12-APB3-152-m01

Module coordinator	Module offered by
Dean of the Faculty of Business Management and 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

This module serves the purpose of transferring credits from
- courses taken at other German or non-German universities
- additional courses offered on a short-term basis
- courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)

The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.

Intended learning outcomes

As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

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 (approx. 10 to 15 pages) and presentation (approx. 20 minutes), weighted 2:1 or
c) oral examination (approx. 20 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 subsequent semester

Allocation of places

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Additional information

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Workload

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

UNIVERSITÄT WÜRZBURG
Julius-Maximilians-

Module title	Abbreviation
Selected Topics in Business Management 4	12-APB4-152-m01

Module coordinator	Module offered by
Dean of the Faculty of Business Management and 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

This module serves the purpose of transferring credits from
- courses taken at other German or non-German universities
- additional courses offered on a short-term basis
- courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)

The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.

Intended learning outcomes

As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

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 (approx. 10 to 15 pages) and presentation (approx. 20 minutes), weighted 2:1 or
c) oral examination (approx. 20 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 subsequent semester

Allocation of places

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Additional information

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Workload

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

Module title		Abbreviation
Social Commerce		12-SC-232-m01

Module coordinator	Module offered by
holder of the Chair of Business Administration and Marketing	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

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 understanding 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
- Social competence (in particular communication and cooperation) by working together on parts of the portfolio exam

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
b) portfolio (50 to 75 hours)
Language of assessment: German and/or English
creditable for bonus

Allocation of places

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

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

Module title	Abbreviation
Customer Analytics	12-CA-232-m01

Module coordinator	Module offered by
holder of the Junior Professorship of Marketing Analytics	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

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 applications, 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 information about their customers so they can make better decisions. This information can help them tailor their products, optimize marketing efforts, improve customer satisfaction, and ultimately increase revenue and profitability.

This course provides a comprehensive understanding of fundamental principles, methods, and tools used in customer analytics. The first part of the course focuses on the importance of customer value and its impact on business success. Emphasis is placed on the key methods and analytical tools for assessing and effectively managing customer heterogeneity in data-driven marketing. The remainder of the course focuses on modeling the impact 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

- Understand the importance of customer value and its impact on business success.
- Learn key methods and analytical tools to effectively address customer heterogeneity in marketing strategies.
- Develop practical data analysis skills for data-driven marketing decisions.

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)

written examination (approx. 60 minutes)
Language of assessment: German and/or English
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)

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

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)

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

Module title	Abbreviation
Data-Driven Supply Chain Management	12-DDSCM-232-m01

Module coordinator	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	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

This course aims to familiarize students with the pioneering methods of "Data-Driven Supply Chain Management (DSCM)". DSCM comprises novel methods that use machine learning to derive tactical and operational planning decisions in supply chain management from a variety of real data. These methods are not only the focus of a now very large field of research, but are also increasingly finding their way into commercial software systems to support supply chain management (e.g. SAP, Blue Yonder, etc.).

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
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

Allocation of places

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Additional information

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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

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

Module title	Abbreviation
Seminar: Digitalization in Supply Chain Management	12-DSCM-232-m01

Module coordinator	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	--

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.

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

S (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)

term paper (10 to 15 pages) and presentation (approx. 10 minutes); (weighted 2:1)
Language of assessment: German and/or English

Allocation of places

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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) 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)

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

Module title		Abbreviation
Seminar: Supply Chain Analytics		12-SCA-232-m01

Module coordinator		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	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

This seminar offers a deep dive into the critical domain of supply chain management, emphasizing the role of data analysis and decision-making tools. The course revolves around essential topics such as forecasting, optimization, inventory management, and logistics. Leveraging real-world scenarios and practical applications, students will gain a comprehensive understanding of supply chain dynamics and the vital role of analytics in supply chain management.

Intended learning 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)
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)

term paper (10 to 15 pages) and presentation (approx. 10 minutes); (weighted 2:1)
Language of assessment: German and/or English

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)

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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)

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) 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 title	Abbreviation
Decision-Making in Organizations and Teams	12-DMOT-232-m01

Module coordinator	Module offered by
holder of the Junior Professorship of Applied Microeconomics, esp. Human-Machine Interaction	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

Many economic activities result from individual decisions. Understanding these is necessary in order to grasp economic phenomena and effectively influence organizational outcomes. This course, therefore, provides an overview of economic decision-making in teams and organizations. It uses tools from microeconomic theory as well as empirical results from field studies and laboratory experiments. Topics covered in the course include, for example, team production, intrinsic motivation, monetary incentives and fairness, and the allocation of decision rights.

We will discuss (in detail) various empirical and theoretical works on economic decision-making in teams and organizations. The relevant research articles will be made available to students.

Some contents of the lecture can also be reviewed and studied using the following textbook:
Gibbons, Robert, and John Roberts, eds. The Handbook of Organizational Economics. Princeton University Press, 2013.

Intended learning outcomes

With this course,
- students will be able to understand and reflect on modern microeconomic concepts and current organizational economics.
- students will learn to master and apply quantitative microeconomic methods.
- students will be enabled to classify and relate specialized knowledge from theoretical microeconomics, experimental and empirical microeconomics, business administration, and psychology.

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
b) oral examination in groups of up to 3 candidates (approx. 15 minutes per candidate)
Language of assessment: German and/or English

Allocation of places

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

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

Module title	Abbreviation
Management & Digital Transformation	12-MDT-232-m01

Module coordinator	Module offered by
holder of the Junior Professorship of Applied Microeconomics, esp. Human-Machine Interaction	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

The lecture Management and Digital Transformation offers a comprehensive introduction to the role of management in the context of the digital transformation of companies. Basic management concepts are taught from a (micro-)economic perspective and linked to the challenges, opportunities, and strategies of digital transformation. The lecture focuses on the organizational architecture and the distribution of decision-making competencies, on the use of machine learning for management decisions and the associated risks, as well as on strategic aspects, in particular the right decisions in the context of changing market conditions.

Intended learning outcomes

Students learn how the digital transformation affects organizations and their architecture. Problem-oriented thinking in strategic decision-making is encouraged to evaluate when and to what extent the application of new technologies can deliver value. They will become familiar with how incentives shape economic outcomes for individuals and firms. Furthermore, they will be able to apply basic concepts of game theory to strategic management decisions.

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
b) oral examination in groups of up to 3 candidates (approx. 15 minutes per candidate)
Language of assessment: German and/or English
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)

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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)

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) 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)
Bachelor's degree (1 major) Artificial Intelligence and Data Science (2024)

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

UNIVERSITÄT
WÜRZBURG
Julius-Maximilians-

Module title	Abbreviation
Seminar: Information Systems and Engineering	12-Wise-FS-232-m01

Module coordinator	Module offered by
holder of the Chair of Information Systems Engineering	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

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.

Intended learning outcomes

- Academic literature research
- Integration of compiled results into scientific term papers
- Preparation of presentations and talks

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

S (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)

term paper (approx. 20 pages) and presentation (approx. 20 minutes); (weighted 2:1)
Language of assessment: German and/or English
creditable for bonus

Allocation of places

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Additional information

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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) 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)

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, 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 title		Abbreviation
Seminar: Information Systems and Business Analytics		12-Wiba-FS-232-m01

Module coordinator		Module offered by
holder of the Chair of Business Analytics		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

In this course, students will acquire important knowledge and skills that will enable them to prepare a well-structured term paper and to present the results of their work with the help of relevant topics in the field of business management decision models and methods and their application in the development of decision-support systems as well as analytical information systems and quantitative methods of data analysis.

Students work on current topics using methods from machine learning, mathematical optimization and simulation.

Intended learning outcomes

The module provides students with knowledge of:
- Scientific literature
- Implementation of methods in code
- Integration of developed results in scientific papers
- Creating presentations and lectures

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

S (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)

term paper (approx. 20 pages) and presentation (approx. 20 minutes); (weighted 2:1)
Language of assessment: German and/or English
creditable for bonus

Allocation of places

--

Additional information

--

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) 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)

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

Module title	Abbreviation
Seminar: Information Systems and Enterprise Artificial Intelligence	12-Wiki-FS-232-m01

Module coordinator	Module offered by
holder of the Chair of Business Informatics and AI for Enterprise	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

The seminar addresses advanced questions from research and teaching of the Chair for Enterprise AI. This includes both methodological questions from the fields of AI & Data Science and domain-specific questions from the areas of energy, mobility, and smart cities. An overview of the topics can be obtained by visiting the chair's website.

Intended learning outcomes

With the assistance of the chair, students learn to tackle a question according to scientific standards and to communicate the results in presentations and a written seminar paper.

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

S (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)

term paper (approx. 20 pages) and presentation (approx. 20 minutes); (weighted 2:1)
Language of assessment: German and/or English
creditable for bonus

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)

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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)

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, 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 title	Abbreviation
Simulation for Decision Making	12-SDM-232-m01

Module coordinator	Module offered by
holder of the Chair of Business Informatics and AI for Enterprise	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

Many entrepreneurial and organizational questions ("When will a bank's liquidity be exhausted?", "How many employees are needed at minimum to keep customer waiting times tolerable?", "How many charging stations for electric vehicles are needed in a city?") involve complex interactions that managers cannot easily understand. Simulations replicate underlying systems and processes digitally, allowing modifications to be made to perform "What if..." analyses. This leads to a better understanding and ultimately more informed decisions.

Intended learning outcomes

The course teaches how to conduct simulation studies: from programming the simulation model, to aligning it with the real system, to conducting experiments and making decisions. Learning is "hands-on," with simulation models being programmed and studies conducted based on real-world examples. Prior knowledge in programming is helpful but not required.

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
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

Allocation of places

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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) 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)

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

Module title	Abbreviation
Geospatial Data Analytics & Smart Cities	12-GDA-232-m01

Module coordinator	Module offered by
holder of the Chair of Business Informatics and AI for Enterprise	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

The course teaches how to use spatial data (e.g., from Google Maps) to gain business-relevant insights and make decisions. Students learn to answer entrepreneurial and organizational questions based on data, primarily from urban areas - such as: In which neighborhood should I open my restaurant? What price can I achieve for a property in a specific location? How is mobility demand (for carsharing, e-scooters, etc.) distributed in a city, and how should the business area for such offerings be designed accordingly?

Intended learning outcomes

In this course, students will become proficient in geospatial data science. Students learn essential tools for data manipulation, spatial data handling, and more advanced spatial data analytics techniques like clustering as well as spatial machine learning. Students will gain the skills to extract meaningful insights from real-world geographical data and use them to solve business problems. The course covers both theoretical concepts as well as the necessary application-oriented tools (using Python and Jupyter notebooks) to become a skilled geospatial analyst ready to make data-driven decisions.

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
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

Allocation of places

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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)

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Module appears in

Bachelor's degree (1 major) Business Management and Economics (2015)
Bachelor's degree (1 major) Economathematics (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)
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 Catalogue for the Subject
Business Management and Economics
Bachelor's with 1 major, 180 ECTS credits

Module title	Abbreviation
Data-Driven Decisions in Practice	12-DDD-232-m01

Module coordinator	Module offered by
holder of the Chair of Business Informatics and AI for Enterprise	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

In the course of digital transformation, the amount of data sources on business and social processes is steadily increasing. Decision-makers face the question of how to use this data to develop more attractive products, improve processes, or increase customer satisfaction. The course "Data Driven Decisions (D3) in Practice" addresses how important business decisions can be better made using "big" data. The focus of the course is on implementing a structured process that includes the steps of problem definition and structuring, data collection and preprocessing, modeling and analysis, as well as decision-making.

The course is collaboratively conducted by the Data Driven Decisions (D3) Group, consisting of the Chairs for Enterprise AI, Information Systems and Business Analytics, Information Systems and Systems Development, as well as the Chair for Logistics and Quantitative Methods

Intended learning outcomes

This course is strongly application- and practice-oriented. Using several case studies from various industries and business sectors (e.g., logistics, marketing, etc.), real entrepreneurial problems are examined, demonstrating how companies can make better decisions with the help of extensive data. Participants learn to apply fundamental methods from the fields of optimization and data science and to build data analysis pipelines. A basic understanding or a strong willingness to familiarize oneself with the basics of programming, data science, and optimization is expected.

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
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

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: summer semester

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

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

Economics

(10 ECTS credits)

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

Module title	Abbreviation
International Money & Finance	12-IFM-211-m01

Module coordinator	Module offered by
holder of the Senior Professorship for Economics, Money and International Economic Relations	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

The module introduces students to exchange rate theory, the determinants of international financial flows and monetary open economy models for the analysis of monetary and fiscal policy. The module is divided into three parts. The first one covers exchange rates and the second one the balance of payments, international financial flows and financial market globalization. Based on these two, the third one focusses on economic policy applications including the exchange rate regime choice, exchange rate crises and optimum currency area theory.

Format of the module: Lectures and exercise sessions

Prerequisites: Basic knowledge of microeconomics and macroeconomics as taught for example in a Principles of Economics class or in Microeconomics I and Macroeconomics I.

Usability: Bachelor Wirtschaftswissenschaften

Requirements for getting credit points according to the Eropean Credit Transfer System (ECTS): Passing the final exam.

ECTS and grading: 5 ECTS, Grading on a scale from 1-5 based on the final exam.

Frequency of the module: Each summer term

Workload: 150 hours (Lecture + Exercise Session + Self Study)

Duration: 1 Semester

Intended learning outcomes

Students will acquire a basic understanding of international finance and learn analyzing practical examples with monetary models. Students gain expertise on institutional aspects and theoretical models. Having completed the module, students will be able to understand current developments in international finance and apply models and theories to analyze and evaluate these.

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

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Workload

150 h

Bachelor's with 1 major Business Management and Economics (2019)
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page 177 / 341

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

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

Module title		Abbreviation
Applied Business Cycle Analysis and Forecasting		12-AKP-211-m01

Module coordinator		Module offered by
holder of the Chair of Monetary Economics and International Financial Markets		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

This module is an introduction to economic forecasting and business cycle analysis. The course is divided into three sections. In the first section, statistical and methodological basics on quantitative macroeconomic analysis and forecasting are discussed. The second section covers various aspects and issues related to economic forecasting. In the last sections, recent developments, topics, and research insights are presented.

Intended learning outcomes

Students will acquire a basic understanding of the theory and practice of applied business cycle analysis and forecasting. Further, students will learn how to analyze and answer real-world economic problems using their economic toolkit. Students gain expertise on applying their knowledge gained in basic economics courses on policy-relevant issues. Having completed the module, students will be able to understand current macroeconomic and economic policy developments and to use models and theories to analyze and evaluate these.

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

S (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
b) term paper (approx. 15 pages) or
c) term paper (10 to 15 pages) and presentation (approx. 20 minutes); (weighted 2:1) or
d) oral examination (approx. 20 minutes)
Language of assessment: German and/or English

Allocation of places

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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)

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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)

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

Module title		Abbreviation
Seminar: Business cycles, corporate finance and asset markets		12-KUV-211-m01

Module coordinator		Module offered by
head of the Work Group of Empirical 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

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 fiannce 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)

term paper (approx. 15 pages) and presentation (approx. 25 minutes); (weighted 2:1)

Allocation of places

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Additional information

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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) 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)

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, 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 title	Abbreviation
European Macroeconomics	12-EM-211-m01

Module coordinator	Module offered by
holder of the Senior Professorship for Economics, Money and International Economic Relations	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

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).

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

V (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) and presentation (approx. 20 minutes); (weighted 2:1) or
c) oral examination (approx. 20 minutes)
Language of assessment: German and/or English

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)

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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)

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)

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

Module title	Abbreviation
Seminar: Business Journalism and Business Communication	12-WUW-211-m01

Module coordinator	Module offered by
holder of the Professorship of Economic Journalism	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

This seminar is offered as a preparatory seminar for the bachelor thesis. Basic scientific knowledge is taught. The focus is on the goal of independently preparing a well-founded scientific thesis. For this purpose, the individual steps from the generation of a research question to the actual survey are explained. In addition, an overview of scientific writing is provided.

Intended learning outcomes

Upon completion of the seminar, students will be able to independently prepare a scientific paper.
- Consolidation of the learned and, if necessary, application of further techniques of scientific work
- Preparation, presentation, and defense of a scientific paper
- Examination of the working papers of other seminar participants
- Preparation for the Bachelor and Master Thesis

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 (10 to 15 pages) and presentation (approx. 15 minutes); (weighted 1:1)
Language of assessment: German and/or English

Allocation of places

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Additional information

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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) 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)

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)
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 title	Abbreviation
Economist Practice Lectures	12-VWP-211-m01

Module coordinator	Module offered by
holder of the Senior Professorship for Economics, Money and International Economic Relations	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

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.

The invitation of speakers from practice strengthens the practical orientation of the scientifically founded and at the same time internationally oriented education at the faculty of economics of the University of Würzburg.

In this way, students will gain lasting insights into the fields of activity of economists, gain an insight into practical activities, discuss these with high-ranking economists and combine them with theoretical economic knowledge gained during their studies.

Intended learning 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.

In addition, the participants of the seminar will have the opportunity to apply the knowledge of economics they have acquired during their studies. For this purpose, in addition to a discussion with the speakers following the respective lecture, a debating workshop is offered to the participants of the seminar, in which the students are to learn economic argumentation and debate management. The learned contents and competencies will be tested at the end of the semester.

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)

a) oral examination (approx. 30 minutes) or
b) term paper (approx. 10 pages) and presentation (approx. 15 minutes); (weighted 2:1) or
c) written examination (approx. 60 minutes)
Language of assessment: German and/or English

Allocation of places

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Additional information

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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

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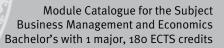
Module Catalogue for the Subject
Business Management and Economics
Bachelor's with 1 major, 180 ECTS credits

Module title	Abbreviation
European Monetary Policy	12-EuGP-F-152-m01

Module coordinator	Module offered by
holder of the Senior Professorship for Economics, Money and International Economic Relations	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

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?

Intended learning outcomes

By completing this course, students receive a profound understanding of theory and practice of monetary policy. 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)

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

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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) 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)

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

Module title	Abbreviation
Business Cycle Analysis	12-Konj1-F-152-m01

Module coordinator	Module offered by
head of the Work Group of Empirical 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

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 policy which enables them to critically access contemporaneous policy. Thereby students are equipped with fundamental knowlegde on how to analyze business cycles.

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 (approx. 40 pages, to be prepared in groups of 3 candidates) and presentation (approx. 40 minutes, to be prepared and delivered in groups of 3 candidates), weighted 3:2 or
c) term paper (approx. 15 pages)

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)

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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)

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

UNIVERSITÄT WÜRZBURG
Julius-Maximilians-

Module title	Abbreviation
Seminar: Economic Policy	12-VWL1-FS-152-m01

Module coordinator	Module offered by
holder of the Chair of Monetary Economics and International Financial Markets	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

Gaining a more in-depth understanding of specific problems of macroeconomics and, in particular, monetary policy.

Format of the module: seminar

Prerequisites: Basic knowledge of macroeconomics as taught for example in Macroeconomics I.

Usability: Bachelor Wirtschaftswissenschaften

Requirements for getting credit points according to the Eropean Credit Transfer System (ECTS): Passing the seminar

ECTS and grading: 5 ECTS, Grading on a scale from 1-5 based on a seminar presentation and a seminar paper

Frequency of the module: Each term

Workload: 150 hours

Duration: 1 Semester

Intended learning outcomes

Students are able to independently investigate and classify scientific publications on their relevance to a given theme. In addition, they are able to present the results orally and in writing by conventional scientific standards.

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. 25 minutes), weighted 2:1

Allocation of places

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.

Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: after announcement

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

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

Module title	Abbreviation
International Economics	12-IntÖk-152-m01

Module coordinator	Module offered by
holder of the Chair of International 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

Content

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 variety) and for international factor movements (if time permits). Current issues and controversies (e.g. globalization and labor; globalization and the environment; migration within the European Union) are analyzed on this background.

Outline
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]

Literature
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 also do).

The course develops case studies that use additional references.

Intended learning outcomes

The students acquire the ability to critically reflect and understand trends and developments concerning the real side of the world economy: trade flows and international factor movements. They are enabled to understand and defend the causes and consequences of globalization both analytically as well as in an intuitive manner. They acquire the scientific knowledge to evaluate controversies associated with the ongoing deepening of the international division of labor.

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)
Language of assessment: German and/or English

Allocation of places

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Additional information

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Workload

150 h

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

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

UNIVERSITÄT WÜRZBURG
Julius-Maximilians-

Module title	Abbreviation
Seminar: International Economics	12-IntÖk-FS-152-m01

Module coordinator	Module offered by
holder of the Chair of International 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

Content

Current topics in international economics and economic geography [e.g. Urbanization and Inequality; Tasks, Trade, and Cities; Outsourcing, Offshoring and Multinational Firms; Competition of Locations, Jurisdictions and Systems; Globalization and the Environment; Trade, Multinational Firms and Labor Markets; Triumph of the City]

Literature
Peer-reviewed articles and/or monographs.

Intended learning outcomes

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 (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. 30 minutes), weighted 3:1
Language of assessment: German and/or English

Allocation of places

10 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.

Additional information

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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) 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)

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

Module title		Abbreviation
Applied Regional and Urban Economics		12-ARS-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)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

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"

Intended learning outcomes

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 hands-on 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.

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 (approx. 10 pages) including empirical analysis prepared by candidates
Language of assessment: German and/or English

Allocation of places

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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

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

Module title	Abbreviation
Competition and Strategy 1	12-S&W1-F-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)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

Outline of syllabus:
1. Static games with complete information
   - Concept of a game
   - Solution concepts and the Nash equilibrium
   - Continuous strategy sets
   - Nash equilibrium in mixed strategies
2. Dynamic games with complete information
   - Subgame perfect Nash equilibrium
   - Repeated games
3. Static games with incomplete information:
   - Bayesian Nash equilibrium
4. Dynamic games with incomplete information
   - Perfect Bayesian 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;
(iii) apply these concepts to simple realistic strategic situations;
(iv) choose the appropriate equilibrium concept which fits best to a given strategic situation.

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)
Language of assessment: German and/or English

Allocation of places

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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

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

Module title	Abbreviation
Competition and Strategy 2	12-S&W2-F-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)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

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:
Schulz: Wettbewerbspolitik, Tübingen.

Intended learning outcomes

After completing the course students are able to
(i) recognize the potential of lessening competition due to certain practices by firms;
(ii) argue by using results from industrial economics why certain practices hinder competition;
(iii) understand decisions of the Bundeskartellamt and of the European Commission and evaluate such decisions from an economic point of view.

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

V (3) + 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 to 90 minutes) or
b) term paper (approx. 10 pages) and presentation (approx. 15 minutes), weighted 2:1
Language of assessment: German and/or English

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: winter semester

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

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

Module title		Abbreviation
Competition and Strategy 3		12-S&W3-F-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)	
5	numerical grade	--	

Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	

Contents

Outline of syllabus:
1. Repetition of micro skills
   - Definitions and basic concepts
   - Market analysis
2. Introduction to regulation theory
   - The regulatory process
   - The natural monopoly
   - Optimal pricing of natural monopoly
   - Privatisation
3. 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
   - Sharing and P2P markets

This course will be taught in English.

Intended learning outcomes

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 utility 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)

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

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Additional information

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

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

Module title		Abbreviation
Seminar: Competition and Strategy		12-S&W-FS-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)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

This course covers selected topics from the field of industrial economics. Students, with the help of their advisor, will choose a topic and formulate a research question. Then they are expected to conduct research and write a paper on this research question. At the end of the semester the students will present their findings orally to an audience.

Intended learning outcomes

Students will be able to independently investigate a topic based on scientific publications, and critically interpret and summarize the findings of these studies. They will be able to present the results of their research in a paper written according to conventional scientific standards and present it to an audience.

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. 20 minutes), weighted 2:1
Language of assessment: German and/or English

Allocation of places

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.

Additional information

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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) 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)

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

Module title	Abbreviation
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)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

Outline of syllabus:
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 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 the increasingly important hi-tech industries. They will be able to comment on emerging selling mechanisms for books, music and video. They will be able to explain the underlying logic for observed pricing patterns for software products, social media sites and the services found in the so called sharing economy. They will not only be able to understand observed behavior in information goods markets, industries which exhibit network effects and platform markets but will be able argue for new strategies in light of the specific features a market/product may exhibit.

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

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: summer semester

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

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

Module title	Abbreviation
Introduction to Industrial Organization	12-IIO-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)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

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 oligopoly 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

This course will be taught in English.

Intended learning 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.

This course will be taught in English.

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

Allocation of places

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

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

Module title	Abbreviation
Labour Economics	12-A&S-F-192-m01

Module coordinator	Module offered by
holder of the Chair of Labour 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

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

1. 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.
2. Wage formation
   1. Human capital formation
   2. Compensating wage differentials
   3. Discrimination
   4. 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: 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)

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) portfolio (approx. 20 pages)
Language of assessment: German and/or English

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: winter semester

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

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

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

Module title	Abbreviation
Seminar: Labour Economics	12-LES-192-m01

Module coordinator	Module offered by
holder of the Chair of Labour 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

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

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

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

Module title	Abbreviation
Seminar: Public Finance	12-Fiwi-FS-152-m01

Module coordinator	Module offered by
holder of the Chair of Public Finance	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

In this course, students will acquire an in-depth understanding of specific problems discussed in "Makroökonomik II" ("Macroeconomics II"). The course will use scientific economic journal articles in German and English language.

Intended learning outcomes

After completing this module, students
(i) consolidate what they have learned and if necessary apply additional techniques of scientific work;
(ii) create, present and defend a research paper;
(iii) deal with the working papers of other participants;
(iv) are better prepared for the processing of the bachelor thesis.

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. 25 minutes), weighted 2:1

Allocation of places

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Additional information

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

Module title		Abbreviation
Economic Principles of Risk Management		12-Risk-152-m01

Module coordinator	Module offered by
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	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

Rational decisions under uncertainty
1. Measures of risk aversion
2. Mean preserving spread
3. Axiomatic foundations of the expected utility hypothesis (Neumann/Morgenstern, Savage)
4. Insurance contracts
5. Optimal portfolios
6. Adverse selection
7. Moral Hazard
8. Experimental evidence and alternative approaches

Intended learning outcomes

After completing the course students are able to
1. explain the results of the economic theory of decisions under risk,
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.

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)
Language of assessment: German and/or English
creditable for bonus

Allocation of places

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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) 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)

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

Module title	Abbreviation
Insurance Markets	12-VM-152-m01

Module coordinator	Module offered by
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	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

Asymmetric information makes insurance markets different from common goods markets. Research questions and methods thus have to take these special features into account. Typical subjects covered in the course:
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 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) + 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

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Workload

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) 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)

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) 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)

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

Module title			Abbreviation	
Economics of Information			12-IÖ-152-m01	

Module coordinator			Module offered by	
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		--	

Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	

Contents

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 where one party has private knowledge before a contract is signed). As applications we will address questions discussed in organizational, personnel or industrial economics, such as incentive design within organizations or the design of labor law regulations and competition laws.

Even though we will work with precise mathematical formalizations of the ideas that we want to think and talk about, this course requires little more than a solid understanding of basic differential calculus. More important than having a solid mathematical background is having a strong interest in formal economic analysis and fun with logical thinking and puzzle solving.

The exposition is primarily based on the following textbook:

- Laffont und Martimort (2002): "The Theory of Incentives"

Intended learning outcomes

After completing the course students will be able to
- explain essential findings of contract theory,
- apply the involved methods to given stylized examples on their own,
- interpret the properties of real-life contracts as the outcome of the interaction between two or more contracting parties in the presence of asymmetric information,
- evaluate government interventions with regard to their effect on the efficiency properties of the interaction between the contracting parties.

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

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Workload

150 h

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

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

Module title		Abbreviation
Seminar: Incentives and Organizations		12-IAO-192-m01

Module coordinator	Module offered by
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	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

This seminar covers the following special topics in organisational economics:
- Hidden costs of control - theory and evidence
- Reciprocity and incentives - experimental evidence
- Task meaning, respect, and performance effects - experimental evidence
- Leadership - theory and evidence

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)

Term paper (approx. 10 pages) and presentation (approx. 20 minutes); (weighted 2:1)

Allocation of places

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Additional information

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

Module title	Abbreviation
Challenges of Chinas Economic Rise	12-CCER-152-m01

Module coordinator	Module offered by
holder of the Chair of China Business and 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

This course will be taught in English.Over the last 30 years, China has experienced an unprecedented economic growth period. This economic success is awesome and challenging at the same time. Within this seminar we take a look at a selection of challenges resulting from China's economic rise. We look into challenges arising within China, but also into selected international ones. We approach the challenges by first looking at how they have been discussed in Western media. Starting from there we look 'behind the curtain' to analyse the topics and debates more in-depth in the context of China's economic rise and relevant economic theories. To attend this class you do not need ex ante knowledge about China. You should, however, be willing to read texts, also academic texts, in English language. Apart from reading, participants of the seminar are expected to prepare inputs for the seminar and to participate in class discussion. The seminar ends with a written examination.

Intended learning outcomes

Students of the seminar gain knowledge about China and its global relevance. In addition they learn how the experiences of an emerging markets at times defy mainstream economic theory.

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

V (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 (approx. 15 to 20 pages) and presentation (approx. 10 to 15 minutes), weighted 2:1
Language of assessment: English
Assessment offered: Once a year, summer semester

Allocation of places

20 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.

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) 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)

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

Module title	Abbreviation
Introduction to Business Journalism	12-EWJ-192-m01

Module coordinator	Module offered by
holder of the Professorship of Economic Journalism	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

The course provides a practical introduction to the functions and goals of business journalism and gives an initial overview of the subject area of journalism. The focus is on the following questions: What is communication? What are the special features of business journalism? How does one communicate complex economic-political contexts? What needs to be taken into account when providing information and conducting research? How are sources handled in journalism? How are journalistic products such as a report or news item or a report written? How does storytelling work? What is the most efficient way to disseminate journalistic products? What comprises the field of journalistic ethics?

Intended learning outcomes

Through practical exercises, students learn about different forms of presentation and gain insight into research techniques. After completing the "Introduction to Business Journalism" module, students are able to comprehend and evaluate the work of journalists and likewise write journalistic products independently.

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)

Portfolio (approx. 20 pages)
Language of assessment: German and/or English

Allocation of places

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Additional information

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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) 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)

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 (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 title	Abbreviation
Crossmedia Storytelling in Business Communication	12-CWK-192-m01

Module coordinator	Module offered by
holder of the Professorship of Economic Journalism	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

Online and cross-media journalism takes into account the current media convergence. This seminar focuses on the individual elements and phases of production for the website, Facebook, Instagram, Twitter, and Tiktok against the background of current trends and developments. In addition, the seminar covers current trends in journalism. In addition to content-related topics, the focus is also on new methods (e.g. of storytelling), as well as technical developments.

Intended learning outcomes

After successful completion, students will be able to name the individual phases of online and cross-media journalism and carry them out on sample projects, explain and go through the individual production stages, use methods and tools for the individual steps.

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)

Portfolio (approx. 20 pages)
Language of assessment: German and/or English

Allocation of places

20 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.

Additional information

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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) 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)

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 (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 title	Abbreviation
Managerial Practice Lectures	12-VGP-192-m01

Module coordinator	Module offered by
holder of the Professorship of Economic Journalism	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

In this lecture, we invite board members of publicly listed companies, SMEs and Startups to discuss contemporary challenges of corporate management.

Students gain sustainable insights into current management practices, challenges of corporate management in various industries, and discuss pressing managerial issues with C-level executives. In individual and group assignments, students are required to connect management theories with the managerial challenges of the speakers.

Managers of the different companies are required to address the following questions that will foster a detailed discussion at the end of each lecture:

- What are the current challenges facing your company?

- Which strategies do you employ to respond to these challenges?

- How have leadership concepts and approaches changed in your company?

Intended learning outcomes

After participating in this module, students should be able to combine theoretical approaches with current challenges in management. The students obtain a realistic insight into a cross-section of the German economy. Through discussions reports and group presentations students' social skills are trained in addition to professional skills.

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)

Portfolio (approx. 20 pages)
Language of assessment: German and/or English

Allocation of places

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Additional information

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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)

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 title	Abbreviation
Selected Topics in Economics 1	12-APV1-152-m01

Module coordinator	Module offered by
Dean of the Faculty of Business Management and 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

This module serves the purpose of transferring credits from
- courses taken at other German or non-German universities
- additional courses offered on a short-term basis
- courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)

The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.

Intended learning outcomes

As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

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 (approx. 10 to 15 pages) and presentation (approx. 20 minutes), weighted 2:1 or
c) oral examination (approx. 20 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 subsequent semester

Allocation of places

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Additional information

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Workload

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

Module title	Abbreviation
Selected Topics in Economics 2	12-APV2-152-m01

Module coordinator	Module offered by
Dean of the Faculty of Business Management and 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

This module serves the purpose of transferring credits from
- courses taken at other German or non-German universities
- additional courses offered on a short-term basis
- courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)

The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.

Intended learning outcomes

As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

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 (approx. 10 to 15 pages) and presentation (approx. 20 minutes), weighted 2:1 or
c) oral examination (approx. 20 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 subsequent semester

Allocation of places

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Additional information

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Workload

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

Module title	Abbreviation
Selected Topics in Economics 3	12-APV3-152-m01

Module coordinator	Module offered by
Dean of the Faculty of Business Management and 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

This module serves the purpose of transferring credits from
- courses taken at other German or non-German universities
- additional courses offered on a short-term basis
- courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)

The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.

Intended learning outcomes

As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

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 (approx. 10 to 15 pages) and presentation (approx. 20 minutes), weighted 2:1 or
c) oral examination (approx. 20 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 subsequent semester

Allocation of places

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Additional information

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Workload

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

Module title	Abbreviation
Selected Topics in Economics 4	12-APV4-152-m01

Module coordinator	Module offered by
Dean of the Faculty of Business Management and 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

This module serves the purpose of transferring credits from
- courses taken at other German or non-German universities
- additional courses offered on a short-term basis
- courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)

The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.

Intended learning outcomes

As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

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 (approx. 10 to 15 pages) and presentation (approx. 20 minutes), weighted 2:1 or
c) oral examination (approx. 20 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 subsequent semester

Allocation of places

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Additional information

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Workload

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

Module title	Abbreviation
Data Science and Applied Econometrics in Business and Economics	12-DAS-232-m01

Module coordinator	Module offered by
holder of the Chair of Data Science in Business and 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

This course offers an introduction to the fundamentals of causal inference and to widely used research designs in the social sciences. Students that attend this course should have some basic knowledge in statistics and econometrics. The course covers the following emprical methods: Repetition of statistical foundations, Simple Linear Regression (OLS + Assumptions), Multiple Regression (Multicollinearity, OVB, Categorial Varables, Interaction Terms), and many methods and designs related to causal inference (experiments, DiD, IV). The course covers applications in: Competition among firms, productivity, banking crisis, trade, growth, Taxes & investments ... and many more

Intended learning outcomes

After the course, students should be able to understand the basic concepts and methods of causal inference; should be able to read and interpret research and judge its credibility.

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

V (2) + Ü (2)
Module taught in: 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)

written examination (approx. 60 minutes)
Language of assessment: German and/or English

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)

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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)

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

Module title	Abbreviation
Seminar: Empirical and Experimental Psychology and Economics	12-EV-232-m01

Module coordinator	Module offered by
holder of the Chair of Data Science in Business and 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

In order to understand why some people are more successful in life than others, it is essential to understand why they behave the way they do in certain situations. Economic decisions are based on economic preferences: Would I rather have fun today or make provisions for later? Am I prepared to take risks or do I prefer to play it safe? Am I prepared to share with others or is my own advantage more important to me?

A keen interest in empirical studies and a good knowledge of the contents of the statistics and econometrics lectures are therefore of great importance for successful participation in this seminar. Students are also expected to familiarize themselves in advance with the contents of the key qualification "Scientific Work".

Intended learning outcomes

Students are introduced to the latest research questions and methods using exciting literature; they learn to analyze these topics critically and independently using seminar-based methods and to present them both orally and in writing and to critically examine the work results of other seminar participants.

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

S (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)

term paper (10 to 15 pages) and presentation (approx. 20 minutes); (weighted 2:1)
Language of assessment: German and/or English

Allocation of places

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Additional information

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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) 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)

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

Module title		Abbreviation
Behavioral and Experimental Economics		12-BEE-232-m01

Module coordinator		Module offered by
holder of the Junior Professorship of Microeconomics, esp. Economics of Digitization		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

Experimental methods have been increasingly employed in economics to collect decision data using randomization or in highly controlled environments. This course offers an introduction to the methodology of experimental economics and digital economic experiments.

The methodology part explains why experiments are a good tool to generate scientific knowledge. Widely used techniques in experimental studies are explained and how economic experiments differ from experiments in other social sciences. This part also deals with data analysis and methods of reasoning, i.e., how inferences can be drawn from the evidence that is generated by experiments.

Intended learning outcomes

In this module,
- students are introduced to the methodology of economic experiments.
- students learn how to develop a research question and design an economic experiment to answer it.
- students are familiarized with the analysis of experimental data and learn how to draw causal conclusions from it.

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
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)
Language of assessment: German and/or English

Allocation of places

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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)

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Module appears in

Bachelor's degree (1 major) Business Management and Economics (2015)
Bachelor's degree (1 major) Economathematics (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)
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 Catalogue for the Subject
Business Management and Economics
Bachelor's with 1 major, 180 ECTS credits

Module title	Abbreviation
Globalization and the Environment	12-GAE-232-m01

Module coordinator	Module offered by
holder of the Junior Professorship of Quantitative International and Environmental 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

Is international trade bad for the environment? Increasingly, the public debate on globalization raises concerns that global economic integration is linked to the relocation of pollution do developing countries, that it undermines the effectiveness of climate policy initiatives, or that it contributes to deforestation in the Global South, to name just a few examples. In this course, we will consider how globalization and the environment interact. The analysis will be rooted in trade theory, but complemented by empirical evidence, as well as illustrative case-studies of specific trade and environmental policies, e.g. on the environmental effects of the North American Free Trade Agreement and on the EU's upcoming Carbon Border Adjustment Mechanism. Students will become equipped with an analytical toolkit to assess questions in the globalization and environment nexus in a systematic fashion.

Intended learning outcomes

- knowledge of key concepts in the trade & environment nexus
- ability to translate economic concepts into formal models
- comparative statics analysis
- descriptive analysis of key variables on the trade & environment relationship using statistical software

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
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) portfolio (50 to 75 hours)
Language of assessment: German and/or English

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)

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Module appears in

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

Quantitative Methods

(ECTS credits)

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

Module title	Abbreviation
Time Series Analysis	12-Konj2-F-152-m01

Module coordinator	Module offered by
holder of the Chair of Econometrics	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

In this module, students will become familiar with basic methods for describing, analysing and forecasting economic time series. Filter and component models, ARIMA and spectral analytic methods will be discussed.

Intended learning outcomes

Students acquire comprehension on the key methods of time-series analysis. They will be able to analyze and forecast economic time-series competently.

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

20 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.

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)

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

Module title	Abbreviation
Practice of Data Analysis	12-PD-152-m01

Module coordinator	Module offered by
holder of the Chair of Econometrics	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

Daily work in all areas of business - companies, science, institutions and politics - is based on the acquisition, processing and analysis of various data. These must be collected or generated and then processed and analyzed. In addition, data-based processes and business models offer many opportunities and challenges. The course covers the above mentioned topics and includes a theoretical and a practical part. In the theoretical part, basic knowledge in dealing with data, empirical work and the statistical software R will be taught. In the practical part of the research seminar webinars & field trips are offered.

Intended learning outcomes

Students able to apply statistical methods to collect numerical data.

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 (approx. 10 pages) and presentation (approx. 20 minutes), weighted 2:1
Language of assessment: German and/or English

Allocation of places

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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) 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)
Master's degree (1 major) China Business and Economics (2021)

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, 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 title		Abbreviation
Computer Lab in Regression Analysis		12-CQW-152-m01

Module coordinator		Module offered by
holder of the Chair of Econometrics		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

This course considers different distributions, their characteristics, simulation experiments as well as the linear regression model. The main softwares used are Excel and Gretl. The course starts by reviewing different distributions. 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 models. The students will be able to estimate a linear regression model using Gretl or Excel, interpret the results and will be aware of possible shortcomings in the data.

Intended learning outcomes

After 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 theoretical moments;
(iii) can perform smaller simulations in Excel;
(iv) got to know a variety of different Excel commands which are important for statistical working;
(v) are introduced to the linear regression analysis, can perform it in Excel and Gretl and know how to interpret the results.

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

P (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 (approx. 10 pages) and presentation (approx. 20 minutes), weighted 2:1

Allocation of places

20 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.

Additional information

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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

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

Module title	Abbreviation
Seminar: Quantitative Economic Research	12-QWF-FS-152-m01

Module coordinator	Module offered by
holder of the Chair of Econometrics	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

This module will take the form of a seminar. Participants will independently work on a subdomain of applied quantitative economics, either theoretically or applying the techniques they have acquired in an empirical study.

Intended learning outcomes

Students acquire the ability to work independently on a given topic in applied quantitative economics, write a summary, and present it to and discuss it with other seminar participants.

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. 25 minutes), weighted 2:1

Allocation of places

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.

Additional information

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

Module title		Abbreviation
Computational Economics		12-CE-152-m01

Module coordinator		Module offered by
holder of the Chair of Public Finance		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

This module introduces students to the numerical implementation of economic models. It consists of three main parts:
1. The programming language FORTRAN 90
2. Numerical solution methods
3. Economic applications:
  - The static general equilibrium model
  - Topics in finance and risk management
  - Life cycle model
  - Overlapping generations model

Intended learning outcomes

After finishing this module students are able to
1. implement simple economic models on the computer using Fortran 90
2. using MonteCarlo techniques to find optimal portfolio structures and option prices
3. quantify the risks of portfolios of banks and insurance companies
4. simulate simple reforms of the tax and transfer system
5. interpret the simulation results economically.

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

P (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)

project: term paper and programming a model (approx. 10 pages total)

Allocation of places

20 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.

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

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

Module title	Abbreviation
Selected Topics in Quantitative Methods 1	12-APM1-152-m01

Module coordinator	Module offered by
Dean of the Faculty of Business Management and 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

This module serves the purpose of transferring credits from
- courses taken at other German or non-German universities
- additional courses offered on a short-term basis
- courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)

The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.

Intended learning outcomes

As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

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 (approx. 10 to 15 pages) and presentation (approx. 20 minutes), weighted 2:1 or
c) oral examination (approx. 20 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 subsequent semester

Allocation of places

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Additional information

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Workload

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

Module title	Abbreviation
Selected Topics in Quantitative Methods 2	12-APM2-152-m01

Module coordinator	Module offered by
Dean of the Faculty of Business Management and 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

This module serves the purpose of transferring credits from
- courses taken at other German or non-German universities
- additional courses offered on a short-term basis
- courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)

The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.

Intended learning outcomes

As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

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 (approx. 10 to 15 pages) and presentation (approx. 20 minutes), weighted 2:1 or
c) oral examination (approx. 20 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 subsequent semester

Allocation of places

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Additional information

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Workload

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

Module title	Abbreviation
Selected Topics in Quantitative Methods 3	12-APM3-152-m01

Module coordinator	Module offered by
Dean of the Faculty of Business Management and 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

This module serves the purpose of transferring credits from
- courses taken at other German or non-German universities
- additional courses offered on a short-term basis
- courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)

The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.

Intended learning outcomes

As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

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 (approx. 10 to 15 pages) and presentation (approx. 20 minutes), weighted 2:1 or
c) oral examination (approx. 20 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 subsequent semester

Allocation of places

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Additional information

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Workload

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

Module title	Abbreviation
Selected Topics in Quantitative Methods 4	12-APM4-152-m01

Module coordinator	Module offered by
Dean of the Faculty of Business Management and 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

This module serves the purpose of transferring credits from
- courses taken at other German or non-German universities
- additional courses offered on a short-term basis
- courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)

The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.

Intended learning outcomes

As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

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 (approx. 10 to 15 pages) and presentation (approx. 20 minutes), weighted 2:1 or
c) oral examination (approx. 20 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 subsequent semester

Allocation of places

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Additional information

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Workload

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

Other Faculties

(ECTS credits)

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

Module title	Abbreviation
Foundations of Sociology	06-PSS-BM-AS-152-m01

Module coordinator	Module offered by
holder of the Chair of Sociology and Sociological Theory	Chair of Sociology and Sociological Theory

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

Overview of fundamental sociological terms, issues, topics and methods of analysis

Intended learning outcomes

Students will recognize the main conceptual tools and analytical schemas of sociology

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

V (2) + Ü (1)
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
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), Didaktikfach Didaktiken einer Fächergruppe 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 semesters. Among applicants with the same number of subject semesters, places will be allocated by lot. 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

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

§ 22 II Nr. 1 h)
§ 32 I Nr. 1 c)
§ 56 I Nr. 2
§ 81 I Nr. 2

Module appears in

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

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

Module title	Abbreviation
International Relations	06-PSS-BM-IB-152-m01

Module coordinator	Module offered by
holder of the Professorship of European Studies and International Relations	Professorship of European Studies and International Relations

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

Basics, theories, and contemporary questions in International Relations.

Intended learning outcomes

The student has acquired the knowledge of International Relations' manifold theories. He/She is able to reflect the appropriate conceptual and theoretical capacity of their main issues; he/she is able to conduct a theoretical approach to the analysis of pivotal problem areas of world politics.

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

V (2) + Ü (1)
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
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), Didaktikfach Didaktiken einer Fächergruppe 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 semesters. Among applicants with the same number of subject semesters, places will be allocated by lot. 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

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

§ 22 II Nr. 1 h)
§ 22 II Nr. 3 f)
§ 32 I Nr. 1 c)
§ 56 I Nr. 1

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

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

Module title				Abbreviation
Social Structure and Inequality				06-PSS-BM-SpS-152-m01

Module coordinator	Module offered by
holder of the Professorship of Sociology and Qualitative Research	Professorship of Sociology and Qualitative Research

ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

Introduction to Social Structure Analysis

Intended learning outcomes

Students gain an insight into social structure analysis.

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

V (2) + Ü (1)
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
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), Didaktikfach Didaktiken einer Fächergruppe 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 semesters. Among applicants with the same number of subject semesters, places will be allocated by lot. 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

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

§ 22 II Nr. 1 h)
§ 32 I Nr. 1 c)
§ 56 I Nr. 2
§ 81 I Nr. 2

Module appears in

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

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

Module title	Abbreviation
Comparative Politics and Governance	06-PSS-BM-VPS-152-m01

Module coordinator	Module offered by
holder of the Chair of Comparative Politics and German Politics	Chair of Comparative Politics and German Politics

ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	undergraduate	--	

Contents

Introduction to the characteristics of political systems and central categories of comparative systems analysis.

Intended learning outcomes

The student has basic knowledge of the construction principles of political systems. He/she masters the application of the system comparison framework to concrete case studies.

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

V (2) + Ü (1)
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
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), Didaktikfach Didaktiken einer Fächergruppe 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 semesters. Among applicants with the same number of subject semesters, places will be allocated by lot. 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

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

§ 22 II Nr. 1 h)
§ 32 I Nr. 1 c)
§ 56 I Nr. 1
§ 81 I Nr. 1

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

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

Module title	Abbreviation
Selected Topics from Other Faculties 1	12-APAF1-152-m01

Module coordinator	Module offered by
Dean of the Faculty of Business Management and 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

This module serves the purpose of transferring credits from
- courses taken at other German or non-German universities
- additional courses offered on a short-term basis
- courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)

The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.

Intended learning outcomes

As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

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 (approx. 10 to 15 pages) and presentation (approx. 20 minutes), weighted 2:1 or
c) oral examination (approx. 20 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 subsequent semester

Allocation of places

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Additional information

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Workload

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

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

Module title	Abbreviation
Selected Topics from Other Faculties 2	12-APAF2-152-m01

Module coordinator	Module offered by
Dean of the Faculty of Business Management and 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

This module serves the purpose of transferring credits from
- courses taken at other German or non-German universities
- additional courses offered on a short-term basis
- courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)

The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.

Intended learning outcomes

As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

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 (approx. 10 to 15 pages) and presentation (approx. 20 minutes), weighted 2:1 or
c) oral examination (approx. 20 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 subsequent semester

Allocation of places

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Additional information

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Workload

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

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

Module title	Abbreviation
Selected Topics from Other Faculties 3	12-APAF3-152-m01

Module coordinator	Module offered by
Dean of the Faculty of Business Management and 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

This module serves the purpose of transferring credits from
- courses taken at other German or non-German universities
- additional courses offered on a short-term basis
- courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)

The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.

Intended learning outcomes

As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

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 (approx. 10 to 15 pages) and presentation (approx. 20 minutes), weighted 2:1 or
c) oral examination (approx. 20 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 subsequent semester

Allocation of places

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Additional information

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Workload

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

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

Module title	Abbreviation
Selected Topics from Other Faculties 4	12-APAF4-152-m01

Module coordinator	Module offered by
Dean of the Faculty of Business Management and 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

This module serves the purpose of transferring credits from
- courses taken at other German or non-German universities
- additional courses offered on a short-term basis
- courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)

The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.

Intended learning outcomes

As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

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 (approx. 10 to 15 pages) and presentation (approx. 20 minutes), weighted 2:1 or
c) oral examination (approx. 20 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 subsequent semester

Allocation of places

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Additional information

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Workload

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

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

Key Skills Area

(20 ECTS credits)

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

General Key Skills

(5 ECTS credits)

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

Subject-specific Key Skills

(15 ECTS credits)

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

Module title	Abbreviation
Internship (about 4 weeks, graded)	12-Prak1-152-m01

Module coordinator	Module offered by
Dean of the Faculty of Business Management and 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

This module includes a placement with a duration of approximately 4 weeks at a company or other organisation in the area of economics as well as the subsequent presentation of the placement report.

Intended learning outcomes

Students have the knowledge of relevant practical problem areas and the ability to implement the knowledge acquired in the course of study.

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

P (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)

report on practical course (approx. 10 pages) and presentation (approx. 20 minutes), weighted 2:1

Allocation of places

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Additional information

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

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

Module title		Abbreviation
Internship (about 4 weeks, not graded)		12-Prak2-152-m01

Module coordinator	Module offered by
Dean of the Faculty of Business Management and Economics	Faculty of Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)	
5	(not) successfully completed	--	

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

This module includes a placement with a duration of approximately 4 weeks at a company or other organisation in the area of economics as well as the subsequent presentation of the placement report.

Intended learning outcomes

Students have the knowledge of relevant practical problem areas and the ability to implement the knowledge acquired in the course of study.

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

P (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)

report on practical course (approx. 10 pages) and presentation (approx. 20 minutes)

Allocation of places

--

Additional information

--

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

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

Module title	Abbreviation
Internship (about 8 weeks or more, graded)	12-Prak3-152-m01

Module coordinator	Module offered by
Dean of the Faculty of Business Management and Economics	Faculty of Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)	
10	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	undergraduate	--	

Contents

This module includes a placement with a duration of approximately 8 weeks at a company or other organisation in the area of economics as well as the subsequent presentation of the placement report.

Intended learning outcomes

Students have the knowledge of relevant practical problem areas and the ability to implement the knowledge acquired in the course of study.

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

P (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)

report on practical course (approx. 15 pages) and presentation (approx. 20 minutes), weighted 2:1

Allocation of places

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Additional information

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Workload

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

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

Module title	Abbreviation
Internship (about 8 weeks or more, not graded)	12-Prak4-152-m01

Module coordinator	Module offered by
Dean of the Faculty of Business Management and Economics	Faculty of Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
10	(not) successfully completed	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

This module includes a placement with a duration of approximately 8 weeks at a company or other organisation in the area of economics as well as the subsequent presentation of the placement report.

Intended learning outcomes

Students have the knowledge of relevant practical problem areas and the ability to implement the knowledge acquired in the course of study.

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

P (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)

report on practical course (approx. 15 pages) and presentation (approx. 20 minutes)

Allocation of places

--

Additional information

--

Workload

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

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

Module title	Abbreviation
Student Teaching Assistant 1	12-Tut1-152-m01

Module coordinator	Module offered by
Dean of the Faculty of Business Management and 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

This module includes tutoring activities in a tutorial offered by a Chair at the Faculty of Business Management and Economics.

Intended learning outcomes

Students have the ability to guide a group, to present content understandable and to develop training materials.

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

Ä (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. 15 to 25 pages) and presentation (approx. 90 minutes), weighted 1:1

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)

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

Module title	Abbreviation
Student Teaching Assistant 2	12-Tut2-152-m01

Module coordinator	Module offered by
Dean of the Faculty of Business Management and 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

This module includes tutoring activities in a tutorial offered by a Chair at the Faculty of Business Management and Economics.

Intended learning outcomes

Students have the ability to guide a group, to present content understandable and to develop training materials.

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

Ä (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. 15 to 25 pages) and presentation (approx. 90 minutes), weighted 1:1

Allocation of places

--

Additional information

--

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

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

Module title	Abbreviation
Bachelor Orientation Tutorial	12-BOT-192-m01

Module coordinator	Module offered by
Dean of the Faculty of Business Management and Economics	Faculty of Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
2	(not) successfully completed	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

When starting their programmes, many Bachelor's degree students feel overwhelmed by the new environment, new people and completely new learning conditions. This is why the Bachelor's orientation programme (BOT) was created. **Topics covered in the orientation programme:**
- Orientation at the Faculty and University
- Structure, content and requirements of the degree programme
- Planning your university education
- Subject-specific learning and study techniques
- Exam preparation including time management

Intended learning outcomes

Within the orientation program first-year student get information and assistance to both professionally, and socially to be guided through the faculty in several meetings. The aim is to deal with issues, questions and problems, which experience shows occur especially at the start of their studies, and prepare students optimally for the start of their individual studies.

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

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)

Presentation (approx. 5 minutes)
Assessment offered: Once a year, winter semester

Allocation of places

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Additional information

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Workload

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

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

Module title	Abbreviation
Introduction to Scientific Work	12-WA-192-m01

Module coordinator	Module offered by
Dean of the Faculty of Business Management and Economics	Faculty of Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)	
3	(not) successfully completed	--	

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

The following topics will be covered:
- Introduction to the subject: explanation of terms, purpose and benefits of academic writing and research
- Stages of academic writing and research:
- Stage 1 : orientation and planning
- Stage 2 : collecting and evaluating material
- Stage 3 : writing a draft
- Stage 4 : revision and submission
- Time management
- Presentation

Intended learning outcomes

Students acquire knowledge of scientific methods. Many chairs and departments of the faculty recommend to participate or expect successful participation ahead of the application process for the bachelor thesis.

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. 5 pages)
Language of assessment: German and/or English

Allocation of places

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Additional information

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Workload

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

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

Module title	Abbreviation
Professional Apply	12-PWS-152-m01

Module coordinator	Module offered by
Dean of the Faculty of Business Management and Economics	Faculty of Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
2	(not) successfully completed	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

In this course, students will learn how to be professional when applying and interviewing for jobs.

Part 1: Application documents
Topic 1: Cover letter
Topic 2: Curriculum vitae
Topic 3: Certificates and other documents

Part 2: Job interview
Topic 1: Preparation
Topic 2: Typical structure
Topic 3: Appearance and behaviour

Intended learning outcomes

Students are able to write a professional motivational letter, as well as an ideal CV, related on their professional field. They are also familiar with the typical process of a job interview and have skills to appear properly.

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. 5 to 10 pages) and presentation (approx. 15 minutes), weighted 1:1

Allocation of places

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Additional information

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Workload

60 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) 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)

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

Module title	Abbreviation
Professional Presentation	12-PPR-152-m01

Module coordinator	Module offered by
Dean of the Faculty of Business Management and Economics	Faculty of Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
2	(not) successfully completed	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

In this course, students will acquire professional presentation skills.
Topic 1: structuring a presentation
Topic 2: visual representation (PPP)
Topic 3: professional appearance
Topic 4: moderating discussions

Intended learning outcomes

Students are able to structure presentations useful and to illustrate them visually. Furthermore, they have the necessary rules for professional demeanor and appearance. They are able to moderate (critical) discussions professionell.

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)

presentation (approx. 15 to 30 minutes)

Allocation of places

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Additional information

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Workload

60 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) 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)

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

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

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

Module title	Abbreviation
Sales Controlling & Management	12-VeCo-152-m01

Module coordinator	Module offered by
holder of the Chair of Business Management, Controlling and Accounting	Faculty of Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
3	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

The focus of the lecture is the support of sales management by accounting. The course covers the positioning of sales and sales management with a special emphasis on B2B sales of IT companies and the position of sales accounting as a subset of overall accounting in different business organizations. The course discusses basic requirements of an ideal support of sales by accounting as well as possible elements this support function can be realized with, such as management information systems, target management and customer relationship management.

Intended learning outcomes

Knowledge about the practice of working in sales management and the associated sales is acquired. With the course displaying theoretical tools to support sales management by accounting and the balance with the reality in companies, participants further acquire skills to evaluate the possible use of sales management tools in practice.

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

V (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

40 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.

Additional information

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Workload

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) 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)

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 (2020)

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

Module title		Abbreviation
Economic and Business Ethics		12-WUE-152-m01

Module coordinator		Module offered by
holder of the Chair of Business Management and Business Taxation		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

The aim of the seminar is to provide students with an overview of business ethics. First, basic philosophical terms are clarified and important philosophical theories such as utilitarianism or discourse ethics are introduced. The course discusses how business ethics can be justified and what purpose it can serve. The seminar focuses on the question of what ethical challenges companies face and to what extent companies are moral agents and should include ethical considerations in their actions. Afterwards, the seminar discusses the relationship between the free market and morality and the role of the state for the frame order.

Intended learning outcomes

After finishing this course, the studenst should be able by using common scientific methods to write a seminar paper dealing with a selected ethcial problem in business. They should be able to present a complex problem in an clear and understandable way and they should discuss the own position with convincing arguments with other participants in the class.

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)

a) written examination (approx. 60 minutes) or
b) presentation (approx. 20 minutes) and written elaboration (approx. 15 to 20 pages), weighted 1:2

Allocation of places

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Additional information

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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) 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)

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) 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)

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

Module title		Abbreviation
Securities Management		12-WPM-192-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Corporate Finance	Faculty of Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	(not) successfully completed	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

Within the framework of this module, students are familiarized with the management of an investment portfolio. Each participant has to manage a special area, for which he/she presents the most important market events in a condensed form in each session and observes the securities account positions belonging to his/her special area. A securities account provided by Castell-Bank Würzburg is managed. Each participant has to prepare his own investment proposals and take part in the general discussion. Based on group discussions, investment decisions are made to buy and sell securities within the securities account. These investment decisions are based on risk considerations as well as tax aspects, which will be introduced to the participants during the course. Furthermore, in addition to macroeconomic topics closely related to securities investment, the course also focuses on the development of the real estate sector.

Intended learning outcomes

Upon completion of the securities seminar, students will be able to

(i) independently assess securities of different asset classes with regard to their risk/reward profile, both on an individual security level and in a portfolio context

(ii) and present and discuss their assessments in a target group-oriented manner.

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

S (4)

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

Presentation (approx. 60 minutes)

Allocation of places

20 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.

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) Business Management and Economics (2015)

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

Module title	Abbreviation
DATEV - Introduction to DATEV-Software for Tax Accounting	12-DAT-152-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Business Taxation	Faculty of Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
3	(not) successfully completed	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

The module will introduce students to processes regarding accounting, taxation, financial statements and the audit of these using the DATEV software. DATEV is one of the standard systems used by tax consultants and accountants. Students will not only become familiar with the basics, they will also acquire insights into the processes and functionalities. In the theoretical part, students will acquire the necessary skills that will serve as a basis for the practical part. This practical part will present students with an opportunity to apply their newly acquired knowledge by working with a DATEV system on case studies on the model company Müller & Thurgau GmbH.

Intended learning outcomes

Students acquire practical knowledge in using the DATEV software package for daily book-keeping and for producing annual reports.

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

V (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

10 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.

Additional information

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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) 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)

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) 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)

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

Module title	Abbreviation
SAP ERP Human Capital Management	12-SAP-152-m01

Module coordinator	Module offered by
holder of the Chair for Human Resource Management and Organisation	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

This course will familiarise students not only with basic concepts but also with the processes and functions of SAP Enterprise Resource Planning Human Capital Management. In the theoretical part of the course, students will first acquire the knowledge and skills that will serve as a basis for the practical part. This practical part will then present students with an opportunity to apply what they have learned by working with an ERP system on case studies on the model company LIVE AG.

Intended learning outcomes

Goal of this course is to give students insights in the practical application and the possibilities and limits of SAP Enterprise Resource Planning Human Capital Management covering several human capital and organisation topics.

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

V (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

20 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.

Additional information

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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) 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)

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) 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)

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

Module title	Abbreviation
Management Case Studies	12-P&Ocase-F-152-m01

Module coordinator	Module offered by
Dean of the Faculty of Business Management and 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

The module will focus on equipping students with the skills necessary for solving a variety of case studies. These case studies will focus on the practical application of theoretical knowledge for the solution of practical problems and will provide students with an opportunity to apply the management tools they were taught. A particular emphasis will be on equipping students with skills in the areas of strategic thinking and the operational implementation of strategies. Participants will be issued a certificate of attendance.

Intended learning outcomes

Students are able to solve case studies according to international standards.

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. 5 to 10 pages) and presentation (approx. 20 to 30 minutes), weighted 1:1
Language of assessment: German and/or English

Allocation of places

16 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.

Additional information

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Workload

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) 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)

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) 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)

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

Module title	Abbreviation
Managing interactive - Business Simulation Game	12-MIU-152-m01

Module coordinator	Module offered by
Dean of the Faculty of Business Management and Economics	Faculty of Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	(not) successfully completed	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

Consolidation of business knowledge in virtually all functional areas (procurement/logistics, human resources, investment, finance, business planning, accounting etc.).
The module should make participants aware of the fact that business decisions require joined-up thinking between the different functional areas. The companies that participants are confronted with are fictitious but very close to reality. Participants will learn to understand the complexity of these companies as well as the business solutions and techniques applied by them. For a simulated period of time, participants will be required to make autonomous decisions (in groups).

Intended learning outcomes

Students learn to apply the necessary data for corporate management methods and tools in concrete , simulated business situations.

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)

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) or
d) presentation (approx. 20 to 30 minutes) or
e) project (approx. 20 hours)
Language of assessment: German and/or English

Allocation of places

20 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.

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)

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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) Business Information Systems (2016)

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

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

Module title	Abbreviation
Project Management	12-PM-F-152-m01

Module coordinator	Module offered by
Dean of the Faculty of Business Management and 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

This module will acquaint students with basic concepts and methods of project management and project planning with a special focus on IT projects.

The following contents will be covered:
- Organisational forms in projects
- Project management tasks
- Project team and project responsibilities
- Project planning (structure, schedule, capacity, time and cost planning)
- Project phases (project initiation, project planning, project execution, project close, project control)
- Project management tools
- Critical path methods (CPM, MPM, PERT)
- Risk analysis
- Project management software

Intended learning outcomes

The students recognize the economic potential of a consistent project planning and the influence on compliance of project objectives such as deadlines and costs. The students are familiar with methods and tools of project planning and may use them in work.

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 (approx. 15 pages) or
c) term paper (approx. 10 to 15 pages) and presentation (approx. 10 minutes); (weighted 2:1) or
d) project (approx. 20 hours)
Language of assessment: German and/or English
creditable for bonus

Allocation of places

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-allocated by lot as they become available.

Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: no courses offered

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

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

Module title		Abbreviation
Managerial Problem Solving		12-MPS-152-m01

Module coordinator		Module offered by
holder of the Chair of Business Analytics		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

The course provides an introduction to data-based methods for modeling and solving quantitative business problems. In particular, Microsoft Excel is used to manage, visualize, and analyze data. In addition, mathematical optimization problems are solved using Excel Solver and the fundamentals of programming with VBA are discussed.

Intended learning outcomes

1. Prepare, visualize and analyze data sets using Excel
2. Select and forecast different time series problems
3. Understand simple, multiple and dummy regressions
4. Implement and solve linear optimization problems using the Excel Solver
5. Fundamentals of Excel VBA programming

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) portfolio: completion of exercises (approx. 12 exercise sheets, approx. 3 pages each)
Language of assessment: German and/or English
creditable for bonus

Allocation of places

40 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.

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) 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)

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) 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)

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

Module title	Abbreviation
Basics of Supply Networks	12-GSN-152-m01

Module coordinator	Module offered by
Dean of the Faculty of Business Management and Economics	Faculty of Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)	
3	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	undergraduate	--	

Contents

1. Introduction
2. Development of supply networks
3. Structural and methodical deficits of classic order processing
4. Collaborative networks
5. Supply network models
6. Five steps towards a collaborative network
7. Demands on SNM solutions
8. Architecture of SNM solutions
9. Integration of SNM, ERP and CRM

Intended learning outcomes

This course provides the bases in the area Supply of Networks (SN) for students of the economic informatics and the economics.

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 (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

Allocation of places

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Additional information

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Workload

90 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) 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)

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

Module title		Abbreviation
Management of Supply Networks		12-MSN-192-m01

Module coordinator	Module offered by
Dean of the Faculty of Business Management and Economics	Faculty of Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)	
3	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	undergraduate	--	

Contents

1. Execution of SCM projects
2. Critical factors for success in SCM projects
3. Effects of SCM on business processes
4. Supply chain performance management/measurement
5. Supply chain risk management
6. New demands on firms and networks

Intended learning outcomes

This course advances students of the economic informatics and economics which already orders of grounding in the area Supply of Networks (cf. moreover the basis course "bases of the Supply Network"), to the management of Supply Networks and the duties linked with it and effects.

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 (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

Allocation of places

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Additional information

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Workload

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

Module title	Abbreviation
Global Systems and Intercultural Competences - Economic Aspects of Globalization. An Introduction	12-EinGS-152-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Industrial Management	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

This module introduces students to the topic of "Global Systems" from an economic point of view. In addition to imparting factual knowledge about global connections, the course also focuses on issues of intercultural management.

Intended learning outcomes

Students have acquired a basic understanding of the underlying processes of globalization and are able to recognize the resulting requirements for individuals and companies. In particular, the students are sensitized of the importance and the influence of cultural differences in the business world.

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)

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

10 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.

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)

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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) 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)

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

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

Module title	Abbreviation
Global Systems and Intercultural Competences - Economic Aspects of Globalization - Advanced Level	12-VerGS-152-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Industrial Management	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

Building on introductory courses, this module will provide students with more in-depth insights into the topic of #Global Systems# from an economic point of view. Students will prepare a term paper exploring a topic in more depth and will present the contents during the seminar.

Intended learning outcomes

The students have gained a deeper understanding of specific issues of globalization and will be able to communicate this verbally and in writing.

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)

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)

Allocation of places

10 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.

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)

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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) 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)

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) 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)

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

Module title		Abbreviation
Economic Power China		12-IBL-SG-152-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Industrial Management	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

This module will discuss reasons as well as implications of the globalisation of our society, both from the point of view of private persons and from the point of view of companies. Current examples from the media will be used to illustrate the impact of globalisation on everyday life.

Intended learning outcomes

The students will know how globalization influences both, the private life of people as well as the conditions under which companies can perform their businesses. Accordingly, they will be able to discuss the issue of globalization based on advanced knowledge.

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)

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

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-allocated by lot as they become available.

Additional information

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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) 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)

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

Module title	Abbreviation
Seminar: Cross-Cultural Management 1 - Introduction to Cross-Cultural Management	12-EinCCM-152-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Industrial Management	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

Description:
This course provides students with the necessary background knowledge and an overall understanding of culture and prepares them for the course "Wenn Kulturen aufeinander treffen - Führen zwischen den Kulturen" ("When Cultures Collide -- Leading Across Cultures"). The series of courses is taught on the basis of the context of daily international business and is filled with many international business scenarios, simulations and case studies.

Outline of syllabus:
1. Culture and its origins - the roots and routes of culture
2. How culture is influenced by climate and religion
3. Cultural black holes
4. Culture and globalisation
5. Life after September 11th
6. The categorisation of cultures

Intended learning outcomes

Students have gained a deeper understanding and background of what culture is and where culture comes from. They have learned about their culture in order to gain insight into their own individual cultural make-up.

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)

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

Allocation of places

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-allocated by lot as they become available.

Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: each semester

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

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

Module title		Abbreviation
Cross-Cultural Management 2 - Leading Across Cultures		12-VerCCM-152-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Industrial Management	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

Description:
This is the intermediate module of the Cross-Cultural Management series. On the surface, communication appears to be a relatively simple operation requiring two basic components -- a speaker and a listener. This module focuses mainly on the world of business and tackles head on the issues and problems of international exchanges. The series is taught on the basis of the context of daily international business and is filled with many international business scenarios, simulations and case studies. Reading includes the texts "Wenn Kulturen aufeinander treffen - Führung zwischen Kulturen" ("When Cultures Collide -- Leading Across Cultures") and "Cross-Cultural Communication - Ein visueller Ansatz" ("Cross-Cultural Communication -- A visual Approach"). "For a German and a Finn, the truth is the truth. In Japan and Britain, it is all right if it doesn't rock the boat. In China, there is no absolute truth. In Italy, it is negotiable." The course will look at the link between values and communication and at how cultural messages unconsciously filter through into the language we use to influence others and how our words may have a different impact than intended which often times can lead to misunderstanding and a loss of trust and business.

Outline of syllabus:
1. Brief review of the origins of culture
2. Status, leadership & organisation
3. Team building & horizons
4. Motivating people & trust
5. Business meetings
6. Introduction to 80 cultures in 8 regions of the world

Intended learning outcomes

Students have continued to deepen their understanding of culture including their own personal cultural background. Students have gained a heightened awareness of the importance of cross-cultural competence and the dangers of relying on culturally bound intuitions.

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)

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

Allocation of places

20 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.

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

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

Module title	Abbreviation
Intercultural Business Competence	12-IKG-152-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Industrial Management	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

This lecture discusses challenges of globalisation from an economic point of view. Based on a basic overview of leadership in a global world, the topic of multiculturality in a business context is discussed in detail. Simulations, case studies and exercises are used to illustrate relevant issues.

Intended learning outcomes

Students have gained a comprehensive understanding of relevant topics regarding globalization in the business context. In addition, students have learned how to interact with colleagues and business partners in a cross-cultural environment.

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)

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

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-allocated by lot as they become available.

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)

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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) 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)

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) 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)

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

Module title	Abbreviation
Intercultural Management 1	12-IM1-152-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Industrial Management	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

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
5. Typical application situations

Intended learning outcomes

Students are able to evaluate key concepts, theories and models in intercultural management and have developed an in-depth understanding of their own cultural backgrounds as well as the cultural backgrounds of others. They understand how culture influences perception, both on an individual and on a collective level, and thus also impacts processes of perception in the world of work. The course places particular emphasis on enhancing the students' intercultural skills.

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)

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

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-allocated by lot as they become available.

Additional information

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Workload

150 h

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

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

Module title	Abbreviation
Intercultural Management 2	12-IM2-152-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Industrial Management	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

This module will provide students with more in-depth insights into selected topics in intercultural management from an economic point of view. Students will prepare a term paper, exploring a topic in more detail.

Intended learning outcomes

The students have gained a deeper understanding of specific issues of intercultural management and will be able to communicate this verbally and in writing.

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)

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)

Allocation of places

10 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.

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)

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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) 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)

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 (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)

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

UNIVERSITÄT WÜRZBURG
Julius-Maximilians-

Module title	Abbreviation
Business Location India	12-WSI-152-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Industrial Management	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

This module introduces students to the economic development as well as economic policy in India. In addition, the course will discuss the general conditions for business investments and activities in India. To illustrate the topic and provide students with more in-depth insights, the course will also address current economic issues and their backgrounds.

Intended learning outcomes

The students will be able to discuss and evaluate the economic structures of India. They will have the abilities to analyze the development of the South-Asian economy by applying adequate methods and theories. Furthermore, students will gain a good understanding of the Indian culture and its influence on business relationships.

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)

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

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-allocated by lot as they become available.

Additional information

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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) 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)

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 (2020)

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

Module title	Abbreviation
Globalization	12-GLOB-191-m01

Module coordinator	Module offered by
Dean of the Faculty of Business Management and 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

This module is designed for advanced undergraduate and graduate students interested in international economics and international management. It provides a unique combination of lectures in business and economics focusing on opportunities, threats and challenges facing future managers and politicians throughout the world.

There will be 14 two-hour classes which present the different topics indicated above. Most of the classes will be typical lectures presented by faculty staff. Some material is also worked out as a case study using business simulation tools or developed as an in-class group assignment. In order to prepare for the exam students have to attend the classes and study extended course material. In case they wish to receive the 5 ECTS credits they are required to prepare a written essay on a specific field covered during the week.

Intended learning outcomes

The economic lectures will cover Europeans macro, climate, trade as well as competition policy. The business lectures will deal with international financial reporting and taxation, global supply chains and human resource management in the wake of the demographic transition.

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

S (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 to 120 minutes) or
b) Term paper (15 to 20 pages) or
c) Presentation (20 to 30 minutes)
Language of assessment: German and/or English

Allocation of places

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

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Workload

150 h

Teaching cycle

Teaching cycle: after announcement

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

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

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

Module title	Abbreviation
Digitalization	12-DIGI-191-m01

Module coordinator	Module offered by
Dean of the Faculty of Business Management and 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

This module is designed for advanced undergraduate and graduate students interested in business information systems and international management. It provides a unique combination of business and information technology and focuses on opportunities emerging from an increasingly digitalized and globalized economy in Europe. There will be 14 two-hour classes which present the different topics indicated above. Most of the classes will be typical lectures presented by faculty staff. Some material is also worked out as a case study using business simulation tools or developed as an in-class group assignment. In order to prepare for the exam students have to attend the classes and study extended course material. In case they wish to receive the 5 ECTS credits they are required to prepare a written essay on a specific field covered during the week.

Intended learning outcomes

The lectures will cover different aspects of digitalization, business information systems and information management. Due to their interactive design, lectures provide theoretical and practical insights into tomorrow's important topics, including digital business models, business analytics, information management, and blockchain-based technologies.

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

S (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 to 120 minutes) or
b) Term paper (15 to 20 pages) or
c) Presentation (20 to 30 minutes)
Language of assessment: German and/or English

Allocation of places

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

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Workload

150 h

Teaching cycle

Teaching cycle: after announcement

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

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

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

Module title	Abbreviation
Career planning and professional skills for students of Business and Economics	12-CC-KPBK-222-m01

Module coordinator	Module offered by
Dean of the Faculty of Business Management and 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

The module was designed in cooperation with the university's Career Centre specifically for students on Bachelor degree programs in the field of business and economics and is taught by lecturers from the Career Centre. In addition 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 job interviews using their individual strengths.

Intended learning outcomes

After completing the module, students will be familiar with career prospects, be able to create appealing application documents and be confident in job interviews. They are also prepared for intercultural encounters and have a feel for the different behaviours and approaches of people from different cultures. Students will have mastered the preparation of a comprehensive application portfolio and the special features of unsolicited applications. They are also familiar with argumentative principles for dealing with job interviews.

Students can deal well with the general and specific requirements for graduates in the field of business and economics when finding and starting a career.

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

S (4)

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 (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.

Additional information

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

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

Module title	Abbreviation
Modern Chinese Basics 1	04-MC60-SB1-172-m01

Module coordinator	Module offered by
holder of the Chair of Contemporary Chinese Studies	Institute of East and South Asian Cultural Studies

ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

The module provides students with the basics of phonetics, grammar and writing with the help of teaching material. In small groups, basic sentence structures and pronunciation are practised intensively in given simple everyday situations. The vocabulary reaches the extent of approximately 400 words.

Intended learning outcomes

Based on a vocabulary of approximately 400 words, students are able to master and activate textbook contents in simple sentences orally. They acquire a secure tonality and pronunciation within the framework of the known vocabulary.

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

Ü (9)
Module taught in: German and Chinese

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. 90 minutes) and oral examination (approx. 5 minutes), weighted 3:1
Language of assessment: German and Chinese
creditable for bonus

Allocation of places

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Additional information

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Workload

300 h

Teaching cycle

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

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Module appears in

Bachelor's degree (1 major, 1 minor) Modern China (Minor, 2017)
Bachelor's degree (1 major, 1 minor) Modern China (Minor, 2019)
Bachelor's degree (1 major) Business Management and Economics (2019)
Bachelor's degree (1 major) Business Management and Economics (2021)

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

Module title	Abbreviation
Modern Chinese Basics 2	04-MC60-SB2-152-m01

Module coordinator	Module offered by
holder of the Chair of Contemporary Chinese Studies	Institute of East and South Asian Cultural Studies

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	04-MC60-SB1

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

The knowledge that students have already acquired is broadened and deepened. Orthography is intensively practised with a broadened vocabulary. The acquired vocabulary and sentence structures are transferred to further contexts in oral exercises. Oral translation exercises serve to consolidate and broadened active language use. The vocabulary is broadened to approximately 600 words.

Intended learning outcomes

Students achieve a secure orthographic competence within the framework of the known vocabulary. The active use of known language structures and developed vocabulary is increasingly applied independently.

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

Ü (3)
Module taught in: German and Chinese

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. 45 minutes) and oral examination (approx. 5 minutes), weighted 3:1
Language of assessment: German and Chinese
creditable for bonus

Allocation of places

--

Additional information

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Workload

150 h

Teaching cycle

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

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Module appears in

Bachelor's degree (1 major, 1 minor) Modern China (Minor, 2015)
Bachelor's degree (1 major, 1 minor) Modern China (Minor, 2017)
Bachelor's degree (1 major, 1 minor) Modern China (Minor, 2019)
Bachelor's degree (1 major) Business Management and Economics (2019)
Bachelor's degree (1 major) Business Management and Economics (2021)

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

Module title	Abbreviation
Advanced Chinese for Economists	04-ChinFSWW-152-m01

Module coordinator	Module offered by
holder of the Chair of Contemporary Chinese Studies	Institute of East and South Asian Cultural Studies

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

There is an intensification of language training leading to independent reading of texts at the intermediate to higher 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

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

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

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Module appears in

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

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

Module title	Abbreviation
Chinese Studies	04-ChinaK-152-m01

Module coordinator	Module offered by
holder of the Chair of China Business and Economics	Institute of East and South Asian Cultural Studies

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
2 semester	undergraduate	--

Contents

Introduction to the challenges in and outside China arising from the growth of the Chinese economy since the opening policy. Against the backdrop of Western reporting on China's economic growth, economic and China studies and discourses and debates are analysed.

Intended learning outcomes

German intended learning outcomes available but not translated yet.

Die Studierenden erlangen einen Zugang und ein Verständnis zur Auswertung der chinesischen wirtschaftlichen Entwicklung und werden in die Lage versetzt wirtschaftwissenschaftliche Theorien auf die Entwicklung in China zu übertragen.

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 to 20 pages) with presentation (approx. 30 minutes) and discussion (approx. 15 minutes), weighted 4:1:1

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

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

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Module appears in

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

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

Module title			Abbreviation
General Management 1			12-GM1-152-m01

Module coordinator		Module offered by	
Dean of the Faculty of Business Management and 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

This module serves the purpose of transferring credits from
- courses taken at other German or non-German universities
- additional courses offered on a short-term basis
- courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)

The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.

Intended learning outcomes

As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

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 (approx. 10 to 15 pages) and presentation (approx. 20 minutes), weighted 2:1 or
c) oral examination (approx. 20 minutes)
Assessment offered: Only when announced in the semester in which the courses are offered and in the subsequent semester

Allocation of places

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Additional information

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Workload

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) 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)

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

Module title	Abbreviation
General Management 2	12-GM2-152-m01

Module coordinator	Module offered by
Dean of the Faculty of Business Management and Economics	Faculty of Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	(not) successfully completed	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

This module serves the purpose of transferring credits from
- courses taken at other German or non-German universities
- additional courses offered on a short-term basis
- courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)

The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.

Intended learning outcomes

As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

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 (approx. 10 to 15 pages) and presentation (approx. 20 minutes) or
c) oral examination (approx. 20 minutes)
Assessment offered: Only when announced in the semester in which the courses are offered and in the subsequent semester

Allocation of places

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Additional information

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Workload

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) 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)

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

Module title	Abbreviation
General Management 3	12-GM3-152-m01

Module coordinator	Module offered by
Dean of the Faculty of Business Management and Economics	Faculty of Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
3	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

This module serves the purpose of transferring credits from
- courses taken at other German or non-German universities
- additional courses offered on a short-term basis
- courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)

The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.

Intended learning outcomes

As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

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 (approx. 10 to 15 pages) and presentation (approx. 20 minutes), weighted 2:1 or
c) oral examination (approx. 20 minutes)
Assessment offered: Only when announced in the semester in which the courses are offered and in the subsequent semester

Allocation of places

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Additional information

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Workload

90 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) 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)

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

Module title	Abbreviation
General Management 4	12-GM4-152-m01

Module coordinator	Module offered by
Dean of the Faculty of Business Management and Economics	Faculty of Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
3	(not) successfully completed	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

This module serves the purpose of transferring credits from
- courses taken at other German or non-German universities
- additional courses offered on a short-term basis
- courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)

The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.

Intended learning outcomes

As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

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

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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 (approx. 10 to 15 pages) and presentation (approx. 20 minutes) or
c) oral examination (approx. 20 minutes)
Assessment offered: Only when announced in the semester in which the courses are offered and in the subsequent semester

Allocation of places

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Additional information

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Workload

90 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) 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)
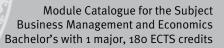Bachelor's degree (1 major) Business Information Systems (2020)

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

Module title		Abbreviation
Training of Intercultural Competences		12-IK-232-m01

Module coordinator	Module offered by
Dean of the Faculty of Business Management and 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

The module "Intercultural Skills Training" offers a holistic view of the skills required for successful interaction and cooperation in intercultural contexts. Content typically includes cultural diversity awareness, intercultural communication, conflict resolution in intercultural situations, cultural value systems and their impact on behavior and decision making, and strategies to promote intercultural teamwork and leadership. In addition, case studies, role plays and practical exercises are often used to actively involve participants in the learning process and strengthen their skills in dealing with cultural diversity.

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 understanding to navigate successfully in an increasingly interconnected and diverse world and to build and maintain positive 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)

a) term paper (5 to 10 pages) and presentation (15 to 30 minutes) or
b) term paper (10 to 15 pages) or
c) written examination (approx. 60 minutes) or
d) portfolio (approx. 30 hours) or
e) oral examination in groups of up to 3 candidates (approx. 30 minutes per candidate)

Allocation of places

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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)

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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) Business Information Systems (2016)
Bachelor's degree (1 major) Economathematics (2017)
Bachelor's degree (1 major) Business Information Systems (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) 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) Economathematics (2023)
Bachelor's degree (1 major) Business Management and Economics (2023)

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

Thesis Area

(10 ECTS credits)

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

Module title	Abbreviation
Bachelor-Thesis Business Management and Economics	12-BA-WIWI-192-m01

Module coordinator	Module offered by
Dean of the Faculty of Business Management and Economics	Faculty of Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

The Bachelor Thesis is usually the last performance to deliver before students can end their studies.
Based on their acquired subject-specific knowledge, they work on a topic in the area of business management and economics by using a scientific approach.

Within the scope of the thesis, students are to research suitable literature, sift through and evaluate sources, and then process and present them in a structured manner. The focus of the bachelor thesis is primarily on the reproduction of knowledge, less on the production. However, students can also contribute their own work. This includes, for example, conducting surveys, the prototypical demonstration of a developed concept or the application and (further) development of a theoretical model. For more information, explore the chair's website.

Intended learning outcomes

In the bachelor thesis students prove that they can plan and carry out a science-based work to solve a particular problem within a specified period autonomously and to document the results in accordance with the professional scientific standards in writing. Students are able to understand relevant contributions to research and professional practice, critically analyze and assess the relevance to their own specific questions. They can assess and recognize major lines of development and dynamics of the subject and therefore also the need to retrain continuously.

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

A (0)

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 thesis (approx. 40 pages)
Language of assessment: German and/or English
Assessment offered: ongoing, after consultation with supervisor and registration

Allocation of places

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Additional information

Time to complete: 8 weeks

Workload

300 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 (2019)
Bachelor's degree (1 major) Business Management and Economics (2021)
Bachelor's degree (1 major) Business Management and Economics (2023)