



Module Catalogue

for the Subject

Business Information Systems

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

Examination regulations version: 2016
Responsible: Faculty of Management and Economics

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Learning Outcomes

German contents and learning outcome available but not translated yet.

Der Master-Studiengang Wirtschaftsinformatik wird von der Wirtschaftswissenschaftlichen Fakultät der JMU als forschungsorientierter Studiengang mit dem Abschluss „Master of Science“ (M. Sc.) im Rahmen eines konsekutiven Bachelor- und Master- Modells angeboten. Der Grad des Master of Science stellt einen weiteren forschungsorientierten und berufsqualifizierenden Abschluss dar; die im Rahmen des Masterstudiums erworbene Qualifikation entspricht der eines Diplom-Wirtschaftsinformatikers bzw. einer Diplom-Wirtschaftsinformatikerin.

Im Masterstudiengang Wirtschaftsinformatik erwerben die Studierenden vertiefte Kenntnisse und Fähigkeiten im Bereich der Wirtschaftsinformatik und erlangen so eine hohe wissenschaftliche und anwendungsbezogene Qualifikation und Selbstständigkeit auf diesem Gebiet. Die Studierenden lernen Aufgabenstellungen und Systeme der Wirtschaftsinformatik zu analysieren, Defizite zu identifizieren und unter Einsatz etablierter sowie neuer Methoden und Techniken systematisch eine konzeptionell neue bzw. verbesserte Lösung zu erarbeiten. Durch die Master-Prüfung weist der Kandidat bzw. die Kandidatin nach, dass er bzw. sie fundierte Fachkenntnisse erworben hat und Aufgaben dieser Themenbereiche selbständig bearbeiten kann.

Die Masterprüfung führt zu einem zweiten berufsqualifizierenden Abschluss, welcher auf einem Bachelorstudiengang im Bereich Wirtschaftsinformatik bzw. auf einem wirtschaftswissenschaftlichen Bachelorstudiengang mit einer Schwerpunktsetzung im Bereich Wirtschaftsinformatik aufbaut. Durch die Masterprüfung wird festgestellt, ob die Studierenden die Zusammenhänge im Bereich Wirtschaftsinformatik so beherrschen, dass sie einen eigenen Forschungsbeitrag darin leisten können.

Durch die Ausbildung und Schulung des analytischen Denkens erwerben die Studierenden die Fähigkeit, sich später in die an sie herangetragenen Aufgabengebiete einzuarbeiten und insbesondere das bereits aus dem Bachelorstudium erworbene Grundwissen in einem Masterstudiengang selbständig anzuwenden sowie auf neue Aufgabenstellungen zu übertragen. Die Absolventinnen und Absolventen sind in der Lage, Informationen im ökonomischen Kontext differenziert zu betrachten und sie mit geeigneten Modellen und Methoden zu analysieren und zu bewerten. Unter Berücksichtigung ethischer und ökologischer Fragestellungen können sie Potenziale und Risiken abschätzen sowie nachhaltige Verbesserungen oder Lösungen entwickeln. Ihre Urteile sind wissenschaftlich fundiert und beziehen die Abschätzung ökologischer und gesellschaftlicher Folgen ein. Die Absolventinnen und Absolventen sind in der Lage, ihre Entscheidungen zu erläutern und unter Beachtung wissenschaftlicher Grundsätze zu verteidigen.

Die Absolventinnen und Absolventen können am wissenschaftlichen Diskurs mit Fachvertreterinnen und Fachvertretern teilnehmen. Sie haben die notwendigen unternehmerischen, interkulturellen und Innovationskompetenzen für verantwortungsvolle Positionen in internationalen Teams und Unternehmen erworben. Neben Tätigkeiten in der Praxis sollen die Absolventen bzw. Absolventinnen befähigt werden, in Universitäten und wissenschaftlichen Einrichtungen tätig zu werden.

Zum Erreichen der Ziele ist ein hohes Maß an Eigeninitiative der Studierenden erforderlich. Studieren bedeutet insbesondere auch ein Selbststudium und das Studieren in Arbeitsgruppen. Die wissenschaftliche Literatur ist dabei eine unentbehrliche Hilfe.

Für den Erfolg im Studium und den beruflichen Erfolg nach dem Studium sind die Beherrschung der englischen Sprache und möglichst einer weiteren Fremdsprache in Wort und Schrift sowie Kenntnisse in Rhetorik und Präsentationstechniken besonders förderlich. Die Entwicklung dieser Kenntnisse fordert die eigene Initiative der Studierenden über das Lehrangebot hinaus. Das Studium fördert die Persönlichkeitsentwicklung und Ausbildung interkultureller Kompetenzen durch entsprechende Lehrangebote (auch in englischer Sprache) sowie die Förderung von Auslandsaufenthalten durch zahlreiche Partnerprogramme und die vereinfachte Anerkennung von im Ausland erworbenen Leistungen.

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-Dec-2015 (2015-262)

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.

Compulsory Courses

(25 ECTS credits)

Fundamentals Business Information Systems

(10 ECTS credits)

Module title			Abbreviation
Information Processing within Organizations			12-IV-161-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	graduate	--	
Contents			
<p>This module lays the foundation for understanding business informatics and explores various aspects of the field. It covers different application areas of business information systems, the latest technologies, and their integration into existing structures.</p> <p>Content:</p> <ul style="list-style-type: none">• Integration into information systems• Change and project management, requirements engineering• Data storage, processing, and structures• Business logic, algorithms, optimization, system architecture, microservices, virtualization• Internal vs. external integration, technical interfaces• Cloud, operational models, platforms, distributed ledger technology• Data and IT security• Process/task mining, hyperautomation, business intelligence, machine learning			
Intended learning outcomes			
<p>The "Information Processing within Organizations" module aims to achieve the following learning outcomes:</p> <ol style="list-style-type: none">1. Knowledge of Information Systems: Students understand and apply core concepts such as data processing and system architecture, can integrate new technologies into systems, and develop practical applications.2. Analysis of Business Processes: They recognize and analyze business information systems, model business processes, and optimize system landscapes using ERP systems and project management methods.3. Development of Business Solutions: Students use their knowledge of modern technologies and business intelligence to develop integrative business solutions and solve operational challenges.4. Evaluation of Technology Trends: They have a deep understanding of IT security and modern technologies, critically assess technology trends, and lead their implementation in business contexts.			
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)			
<p>written examination (approx. 60 minutes)</p> <p>Language of assessment: German and/or English</p> <p>creditable for bonus</p>			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: winter semester			

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

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Module appears in

Master's degree (1 major) Economathematics (2016)
Master's degree (1 major) Business Information Systems (2016)
Master's degree (1 major) Business Management (2015)
Master's degree (1 major) China Business and Economics (2016)
Master's degree (1 major) International Economic Policy (2015)
Master's degree (1 major) China Language and Economy (2016)
Master's degree (1 major) Management (2018)
Master's degree (1 major) International Economic Policy (2018)
Master's degree (1 major) China Business and Economics (2019)
Master's degree (1 major) China Language and Economy (2019)
Master's degree (1 major) Information Systems (2019)
Master's degree (1 major) China Business and Economics (2021)
Master's degree (1 major) China Language and Economy (2021)
Master's degree (1 major) Economathematics (2021)
Master's degree (1 major) Information Systems (2022)
Master's degree (1 major) International Economic Policy (2022)
Master's degree (1 major) Management (2022)
Master's degree (1 major) Economathematics (2022)
exchange program Business Management and Economics (2022)

Module title			Abbreviation
IT-Management			12-M-ITM-161-mo1
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	graduate	--	
Contents			
<p>Content:</p> <p>This course provides students with an in-depth overview of aims, tasks and appropriate methods of IT management.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none">1. Organisation and distinction2. IT strategy3. IT organisation4. Management of IT systems5. Enterprise Architecture Management6. IT project management7. IT security8. IT law9. IT controlling <p>Reading:</p> <ul style="list-style-type: none">• Hofmann/Schmidt: Masterkurs IT-Management, Wiesbaden.• Tiemeyer: Handbuch IT-Management, Munich.• Hanschke: Strategisches Management der IT-Landschaft, Munich.			
Intended learning outcomes			
<p>After completing the course "IT Management", students will be able to</p> <ol style="list-style-type: none">1. overview the different aspects to be considered regarding a purposeful IT management;2. understand and apply appropriate methods and tools;3. independently perform system search and selection in a team project (only after participation in the practice lessons).			
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)			
<p>a) written examination (approx. 60 minutes) or</p> <p>b) oral examination (one candidate each: approx. 15 to 20 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes)</p> <p>Language of assessment: German and/or English</p> <p>creditable for bonus</p>			
Allocation of places			
--			
Additional information			
--			

Workload
150 h
Teaching cycle
Teaching cycle: summer semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) Information Systems (2022) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022)

Project Business Information Systems

(15 ECTS credits)

Module title		Abbreviation
Project Seminar		12-PS-161-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)
15	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Content:</p> <p>In small project teams of 4 to 10 members, students will spend several months actively working on a specific and realistic problem with practical relevance. They will progress through several project stages including as-is analysis, to-be conception and implementation of an IS solution. The project teams will be required to work independently and will only receive advice and minor support from research assistants.</p> <p>Reading:</p> <p>will vary according to topic</p>		
Intended learning outcomes		
<p>After completing the course "Projektseminar", students will be able to</p> <ol style="list-style-type: none"> 1. analyze business tasks and requirements and generate fitting IS solutions; 2. apply project management methods; 3. internalize stress, time and conflict management by means of practical teamwork. 		
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)		
<p>project seminar: preparing a conceptual design (approx. 150 hours), designing and implementing an approach to solution (approx. 300 hours) as well as presentation (approx. 20 minutes), weighted 1:2:1</p> <p>Language of assessment: German and/or English</p> <p>creditable for bonus</p>		
Allocation of places		
--		
Additional information		
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Workload		
450 h		
Teaching cycle		
Teaching cycle: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
<p>Master's degree (1 major) Business Information Systems (2016)</p> <p>Master's degree (1 major) China Business and Economics (2016)</p> <p>Master's degree (1 major) China Language and Economy (2016)</p>		

Compulsory Electives I: Fundamentals Computer Science

(10 ECTS credits)

Module title		Abbreviation
E-Learning		10-I=EL-152-m01
Module coordinator		Module offered by
holder of the Chair of Computer Science VI		Institute of Computer Science
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
Learning paradigms, learning system types, author systems, learning platforms, standards for learning systems, intelligent tutoring systems, student models, didactics, problem-oriented learning and case-based training systems, adaptive tutoring systems, computer-supported cooperative learning, evaluation of learning systems.		
Intended learning outcomes		
The students possess a theoretical and practical knowledge about eLearning and are able to assess possible applications.		
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 to 120 minutes). If announced by the lecturer at the beginning of the course, the written examination may be replaced by an oral examination of one candidate each (approx. 20 minutes) or an oral examination in groups of 2 candidates (approx. 15 minutes per candidate). Language of assessment: German and/or English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
§ 22 II Nr. 3 b)		
Module appears in		
First state examination for the teaching degree Gymnasium Computer Science (2015) Master's degree (1 major) Business Information Systems (2016)		

Module title		Abbreviation
Databases 2		10-I=DB2-161-m01
Module coordinator		Module offered by
Dean of Studies Informatik (Computer Science)		Institute of Computer Science
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
Data warehouses and data mining; web databases; introduction to Datalog.		
Intended learning outcomes		
The students have advanced knowledge about relational databases, XML and data mining.		
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 to 120 minutes). If announced by the lecturer at the beginning of the course, the written examination may be replaced by an oral examination of one candidate each (approx. 20 minutes) or an oral examination in groups of 2 candidates (approx. 15 minutes per candidate). Language of assessment: German and/or English creditable for bonus		
Allocation of places		
--		
Additional information		
Focuses available for students of the Master's programme Informatik (Computer Science, 120 ECTS credits): SE, IS, HCI.		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Computer Science (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Computer Science (2017) Master's degree (1 major) Computer Science (2018) Master's degree (1 major) Information Systems (2019) Master's teaching degree Gymnasium MINT Teacher Education PLUS, Elite Network Bavaria (ENB) (2020) Supplementary course MINT Teacher Education PLUS, Elite Network Bavaria (ENB) (2020) Master's degree (1 major) Aerospace Computer Science (2020) Master's degree (1 major) eXtended Artificial Intelligence (xtAI) (2020)		

Module title		Abbreviation
Analysis and Design of Programs		10-I=PA-152-m01
Module coordinator		Module offered by
holder of the Chair of Computer Science II		Institute of Computer Science
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
Program analysis, model creation in software engineering, program quality, test of programs, process models.		
Intended learning outcomes		
The students are able to analyse programs, to use testing frameworks and metrics as well as to judge program quality.		
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)		
<p>written examination (approx. 60 to 120 minutes).</p> <p>If announced by the lecturer at the beginning of the course, the written examination may be replaced by an oral examination of one candidate each (approx. 20 minutes) or an oral examination in groups of 2 candidates (approx. 15 minutes per candidate).</p> <p>Language of assessment: German and/or English</p> <p>creditable for bonus</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
§ 22 II Nr. 3 b)		
Module appears in		
<p>First state examination for the teaching degree Gymnasium Computer Science (2015)</p> <p>Master's degree (1 major) Business Information Systems (2016)</p>		

Module title		Abbreviation
Information Retrieval		10-I=IR-152-m01
Module coordinator		Module offered by
Dean of Studies Informatik (Computer Science)		Institute of Computer Science
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
IR models (e. g. Boolean and vector space model, evaluation), processing of text (tokenising, text properties), data structures (e. g. inverted index), query elements (e. g. query operations, relevance feedback, query languages and paradigms, structured queries), search engine (e. g. architecture, crawling, interfaces, link analysis), methods to support IR (e. g. recommendation systems, text clustering and classification, information extraction).		
Intended learning outcomes		
The students possess theoretical and practical knowledge in the area of information retrieval and have acquired the technical know-how to create a search engine.		
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 to 120 minutes). If announced by the lecturer at the beginning of the course, the written examination may be replaced by an oral examination of one candidate each (approx. 20 minutes) or an oral examination in groups of 2 candidates (approx. 15 minutes per candidate). Language of assessment: German and/or English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
§ 22 II Nr. 3 b)		
Module appears in		
First state examination for the teaching degree Gymnasium Computer Science (2015) Master's degree (1 major) Business Information Systems (2016)		

Module title		Abbreviation
Artificial Intelligence I		10-I=KI1-152-m01
Module coordinator		Module offered by
holder of the Chair of Computer Science VI		Institute of Computer Science
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
Intelligent agents, uninformed and heuristic search, constraint problem solving, search with partial information, propositional and predicate logic and inference, knowledge representation.		
Intended learning outcomes		
The students possess theoretical and practical knowledge about artificial intelligence in the area of agents, search and logic and are able to assess possible applications.		
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 to 120 minutes). If announced by the lecturer at the beginning of the course, the written examination may be replaced by an oral examination of one candidate each (approx. 20 minutes) or an oral examination in groups of 2 candidates (approx. 15 minutes per candidate). Language of assessment: German and/or English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
§ 22 II Nr. 3 b)		
Module appears in		
First state examination for the teaching degree Gymnasium Computer Science (2015) Master's degree (1 major) Business Information Systems (2016)		

Module title		Abbreviation
Artificial Intelligence 2		10-I=KI2-152-m01
Module coordinator		Module offered by
holder of the Chair of Computer Science VI		Institute of Computer Science
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
Planning, probabilistic closure and Bayesian networks, utility theory and decidability problems, learning from observations, knowledge while learning, neural networks and statistical learning methods, reinforcement learning, processing of natural language, image processing.		
Intended learning outcomes		
The students possess theoretical and practical knowledge about artificial intelligence in the area of probabilistic closure, learning and language/image processing and are able to assess possible applications.		
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 to 120 minutes). If announced by the lecturer at the beginning of the course, the written examination may be replaced by an oral examination of one candidate each (approx. 20 minutes) or an oral examination in groups of 2 candidates (approx. 15 minutes per candidate). Language of assessment: German and/or English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
§ 22 II Nr. 3 b)		
Module appears in		
First state examination for the teaching degree Gymnasium Computer Science (2015) Master's degree (1 major) Business Information Systems (2016)		

Compulsory Electives II: Tracks

(40 ECTS credits)

Out of the four tracks, students may select two.

Track 1: Enterprise Systems

(20 ECTS credits)

Module title			Abbreviation
Business Software 1: IS-based Enterprise Management			12-GPU-161-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	graduate	--	
Contents			
<p>The module offers a comprehensive insight into the world of Enterprise Resource Planning (ERP) systems. ERP systems are central building blocks in modern business management and play a crucial role in the integration of business processes, data management and decision-making. This module is divided into three sections, each of which focuses on practical applications and examples in addition to theory.</p> <p>Section 1: ERP selection process with application examples of two ERP systems The first part of the module is dedicated to the complex process of selecting a suitable ERP system for a company. Students are familiarized with proven methods and tools that are used in the evaluation of ERP systems. Using case studies, students compare two different ERP systems and apply the selection process in a real-life environment.</p> <p>Section 2: Low-code and no-code systems with application examples In this part, students are familiarized with low-code and no-code platforms that enable the efficient development of individual ERP applications. The focus is on dealing with a specific software solution from a leading company in this field. Students learn the basics of these platforms and create their own applications in order to experience the advantages of low-code and no-code approaches in practice.</p> <p>Section 3: Customizing ERP software using the example of SAP S/4HANA In the final part, students learn the basics of customizing ERP software. The focus is on the world's leading ERP system SAP S/4HANA. Students are enabled to adapt SAP S/4HANA to the specific requirements of a company. Practical exercises and case studies enable students to apply customizing techniques in real-life scenarios.</p> <p>In addition to the theoretical information presented in the lecture, the exercises offer the opportunity to access the ERP systems and deal with the respective software in a practical way by means of extensive case studies.</p>			
Intended learning outcomes			
<p>The "Business Software 1: Management and Implementation of Information Systems" module aims to achieve the following learning outcomes:</p> <ol style="list-style-type: none">1. ERP Systems - Overview and Differentiation: Students gain a comprehensive understanding of various ERP systems, their architectures, and philosophies.2. Integration of Business Processes: Participants learn how ERP systems map and optimize business operations.3. Selection and Customizing of ERP Systems: Students develop skills to evaluate, select, and adapt ERP systems to meet business needs.4. Implementation of Business Processes: Students gain practical experience in independently implementing business processes in ERP and low-code/no-code platforms, and learn practical ERP customizing.			
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) term paper (approx. 15 to 20 pages)
Language of assessment: German and/or English
Assessment offered: Once a year, winter 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: winter semester

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

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Module appears in

Master's degree (1 major) Economathematics (2016)
Master's degree (1 major) Business Information Systems (2016)
Master's degree (1 major) Business Management (2015)
Master's degree (1 major) China Business and Economics (2016)
Master's degree (1 major) International Economic Policy (2015)
Master's degree (1 major) China Language and Economy (2016)

Module title			Abbreviation
Business Software 2: Enterprise-Resource-Planning-Systems			12-M-ERP-161-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	graduate	--	
Contents			
The course introduces key techniques for manual and automated modeling and analysis of business processes in enterprises. It starts with an overview of approaches and technologies to support real-time decision-making and business process (re-)design.			
Intended learning outcomes			
The module "Business Software 2: Data-driven Business Process Management and Automation" aims to achieve the following learning outcomes: 1. Understanding of Business Process Management: Upon completion of the course, students will be able to articulate the fundamental theories and practical methodologies of Business Process Management. This includes the ability to analyze, redesign, and implement improved business processes both manually and using automated tools. 2. Application of Modern Data Management Techniques: Students will acquire competencies in modern data management practices that are essential for real-time decision-making in business contexts. 3. Conducting Process Mining: Students will develop skills in process mining, enabling them to extract data from event logs and analyze this information to uncover inefficiencies and opportunities within business processes. They will learn to apply process mining tools and techniques to real datasets, interpret results, and propose actionable improvements. 4. Implementation of Process Automation Solutions: The course equips students with the knowledge and skills to automate business processes using industry-standard automation software such as UiPath. Students will learn to identify suitable processes for automation, design automation workflows, and implement these systems to enhance operational efficiency. 5. Engagement in Scientific Research and Practical Application: Students will expand their academic and practical understanding by engaging with fundamental research papers in the field of Business Process Management. They will also gain practical experience through case studies and hands-on projects, allowing them to effectively apply theoretical knowledge to solve real-world problems. 6. Development of Professional Competencies: Throughout the course, students will develop a range of professional skills, including critical thinking, problem-solving, teamwork, and effective communication. These competencies are crucial for successful career development in Business Process Management and related fields.			
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) term paper (approx. 15 to 20 pages) Language of assessment: German and/or English Assessment offered: Once a year, summer 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: no courses offered
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)

Module title			Abbreviation
Advanced Seminar: Enterprise Systems			12-M-ES-161-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)	
10	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
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 "Enterprise Systems", 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 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1 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			
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			
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)			
Master's with 1 major Business Information Systems (2016)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Wirtschaftsinformatik - 2016	
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Master's degree (1 major) Management (2018)
 Master's degree (1 major) China Business and Economics (2019)
 Master's degree (1 major) China Language and Economy (2019)
 Master's degree (1 major) Information Systems (2019)
 Master's degree (1 major) China Business and Economics (2021)
 Master's degree (1 major) China Language and Economy (2021)
 Master's degree (1 major) Economathematics (2021)
 Master's degree (1 major) Information Systems (2022)
 Master's degree (1 major) Management (2022)
 Master's degree (1 major) Economathematics (2022)
 exchange program Business Management and Economics (2022)

Track 2: Business Analytics

(20 ECTS credits)

Module title		Abbreviation
Decision Support Systems		12-M-DSS-161-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	graduate	--
Contents		
The course discusses advanced approaches for modelling and solving decision problems in business settings. The acquired insights are used to design and implement decision support systems using standard software tools (Python).		
Intended learning outcomes		
<p>After successfully completing the course, students should be able to</p> <ul style="list-style-type: none"> • Understand the structure of classic business decision problems • Isolate key elements from general problem descriptions and convert them to quantitative decision models • Solve different classes of optimization problems (linear, network, integer, multi-objective, non-linear, stochastic) • Implement decision support systems 		
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)		
<p>a) written examination (approx. 60 minutes) or b) oral examination (one candidate each: approx. 15 to 20 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) Language of assessment: German and/or English creditable for bonus</p>		
Allocation of places		
<p>40 places. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Master's students of Wirtschaftsinformatik (Business Information Systems) will be given preferential consideration. (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.</p>		
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		
<p>Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015)</p>		
Master's with 1 major Business Information Systems (2016)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Wirtschaftsinformatik - 2016	page 32 / 183

Master's degree (1 major) China Business and Economics (2016)
Master's degree (1 major) International Economic Policy (2015)
Master's degree (1 major) China Language and Economy (2016)
Master's degree (1 major) Management (2018)
Master's degree (1 major) China Business and Economics (2019)
Master's degree (1 major) China Language and Economy (2019)
exchange program Business Management and Economics (2022)

Module title			Abbreviation
Analytical Information Systems			12-BI-161-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	graduate	--	
Contents			
The course provides an overview of the structure and applications of analytical information systems. A special focus is on individual quantitative methods of data analysis. A basic knowledge of statistics and data modelling is a prerequisite for participation in this module.			
Intended learning outcomes			
The module provides students with knowledge of: (i) Data Warehousing & OLAP (ii) Operational application areas and methods of data analysis			
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			
40 places. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Master's students of Wirtschaftsinformatik (Business Information Systems) will be given preferential consideration. (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.			
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			
Master's degree (1 major) Econometrics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018)			
Master's with 1 major Business Information Systems (2016)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Wirtschaftsinformatik - 2016	
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Master's degree (1 major) China Business and Economics (2019)
Master's degree (1 major) China Language and Economy (2019)
exchange program Business Management and Economics (2022)

Module title		Abbreviation
Seminar: Logistics & Supply Chain Management		12-M-LSCM-161-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)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
Quantitative planning approaches are particularly valuable for designing logistics systems and supply chains. They support decision makers in taking important strategic, tactical, and operational decisions by providing well-founded and relevant information. Many of these decisions have significant impact on the competitiveness of companies because they considerably influence today's as well as tomorrow's costs and revenues. The adoption of quantitative planning methods has been strongly supported by the development of information and communication systems: Advanced tools are available at low costs, versatile methods to model and solve planning problems have been integrated in standard software, the user friendliness has improved, and last but not least: the access to necessary data has substantially progressed (i.e. through ERP systems).		
Intended learning outcomes		
The main objective of this seminar is to familiarize participants with diverse quantitative planning problems and potential solutions. Planning procedures are applied to solve real problems in companies. Participants in this seminar learn about actual planning problems in Logistics and Supply Chain Management; they analyze and understand how companies address these problems.		
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 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German and/or English		
Allocation of places		
20 places. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Students who already have successfully completed courses offered by the Chair of Logistics and Quantitative Methods will be given preferential consideration. (2) Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in mandatory courses of the focus Logistik und Supply Chain Management (Logistics and Supply Chain Management) or Value Chain Management or another specialisation the applicant has selected which includes courses offered by the Chair. (3) Among applicants with the same number of ECTS credits, places will be allocated by lot.		
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		
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016)		
Master's with 1 major Business Information Systems (2016)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Wirtschaftsinformatik - 2016	page 36 / 183

Master's degree (1 major) Business Management (2015)
 Master's degree (1 major) China Business and Economics (2016)
 Master's degree (1 major) International Economic Policy (2015)
 Master's degree (1 major) China Language and Economy (2016)
 Master's degree (1 major) Management (2018)
 Master's degree (1 major) International Economic Policy (2018)
 Master's degree (1 major) China Business and Economics (2019)
 Master's degree (1 major) China Language and Economy (2019)
 Master's degree (1 major) China Business and Economics (2021)
 Master's degree (1 major) China Language and Economy (2021)
 Master's degree (1 major) Economathematics (2021)
 exchange program Business Management and Economics (2022)

Module title		Abbreviation
Business Analytics		12-M-BUA-161-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)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>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.</p> <p>Students work on current topics using methods from machine learning, mathematical optimization and simulation.</p>		
Intended learning outcomes		
<p>The module provides students with knowledge of:</p> <ul style="list-style-type: none"> • 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)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German and/or English Assessment offered: Once a year, winter semester</p>		
Allocation of places		
<p>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.</p>		
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		
<p>Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016)</p>		
Master's with 1 major Business Information Systems (2016)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Wirtschaftsinformatik - 2016	page 38 / 183

Master's degree (1 major) International Economic Policy (2015)
 Master's degree (1 major) China Language and Economy (2016)
 Master's degree (1 major) Management (2018)
 Master's degree (1 major) China Business and Economics (2019)
 Master's degree (1 major) China Language and Economy (2019)
 Master's degree (1 major) Information Systems (2019)
 Master's degree (1 major) China Business and Economics (2021)
 Master's degree (1 major) China Language and Economy (2021)
 Master's degree (1 major) Economathematics (2021)
 Master's degree (1 major) Information Systems (2022)
 Master's degree (1 major) Management (2022)
 Master's degree (1 major) Economathematics (2022)

Track 3: E-Business

(20 ECTS credits)

Module title			Abbreviation
E-Business Strategies			12-M-IBS-161-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	graduate	--	
Contents			
The module provides an overview of strategic implications of digital technologies at the level of organisations, industries and value networks. To this end, concepts and frameworks from strategic technology management are applied to digital innovations and illustrated with numerous examples. In the accompanying exercise, case studies of well-known digital companies and their business models are analysed and discussed.			
Intended learning outcomes			
<ul style="list-style-type: none">- Understand theoretical concepts of strategy development and implementation in the context of digital technologies.- Apply different frames of reference and understand their strengths and weaknesses in the context of practical application.- Transfer the concepts to real business situations			
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)			
<p>a) written examination (approx. 60 minutes) or</p> <p>b) oral examination (one candidate each: approx. 15 to 20 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes)</p> <p>Language of assessment: German and/or English</p> <p>creditable for bonus</p>			
Allocation of places			
40 places. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Master's students of Wirtschaftsinformatik (Business Information Systems) will be given preferential consideration. (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.			
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			
Master's degree (1 major) Economathematics (2016)			
Master's degree (1 major) Business Information Systems (2016)			
Master's with 1 major Business Information Systems (2016)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Wirtschaftsinformatik - 2016	
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Master's degree (1 major) Business Management (2015)
Master's degree (1 major) China Business and Economics (2016)
Master's degree (1 major) International Economic Policy (2015)
Master's degree (1 major) China Language and Economy (2016)

Module title			Abbreviation
Entrepreneurship and Management 1			12-M-UGF1-161-mo1
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	graduate	--	
Contents			
<p>This module is a theory-led and practice-oriented primer on corporate entrepreneurship. It provides you with knowledge useful for anyone aiming at working (or researching) in the field of corporate innovation and entrepreneurship or at pursuing an ‘intrapreneurial’ or entrepreneurial career.</p> <p>(1) Introduction to corporate entrepreneurship</p> <p>(2) Antecedents and forms of corporate entrepreneurship</p> <p>(3) Corporate strategy and corporate entrepreneurship</p> <p>(4) Organizational structure and corporate entrepreneurship</p> <p>(5) Human resource management and corporate entrepreneurship</p> <p>(6) Building supportive organizational cultures</p> <p>(7) Entrepreneurial control systems</p> <p>(8) Entrepreneurial leadership</p> <p>(9) The corporate entrepreneur as a champion and diplomat</p> <p>(10) The pay-off from corporate entrepreneurship</p> <p>(11) Corporate venture capital</p> <p>(12) Corporate entrepreneurship in nonprofit and government organizations</p> <p>(13) Universities and academic spin-offs</p> <p>(14) Wrap-up and Q&A</p>			
Intended learning outcomes			
<p><i>Educational aims</i></p> <ul style="list-style-type: none">• Clarify the role of corporate entrepreneurship• Explain theoretical concepts and mechanisms behind corporate entrepreneurship• Enable students to critically appraise alternative approaches to corporate entrepreneurship• Enable students to evaluate the boundaries and risks of corporate entrepreneurship <p><i>Learning outcomes</i></p> <p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none">• Create and evaluate concepts related to corporate entrepreneurship• Assess the role of corporate entrepreneurship for creating and sustaining competitive advantage• Make judgements about the organizational and managerial implications of corporate entrepreneurship• Systematically choose between different routes of action			
Master's with 1 major Business Information Systems (2016)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Wirtschaftsinformatik - 2016	page 43 / 183

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 of one candidate each (approx. 30 minutes) or c) presentation (approx. 30 minutes) and written elaboration (10 to 15 pages) or d) term paper (15 to 20 pages) or e) portfolio (maximum 20 pages) Language of assessment: German and/or English
Allocation of places
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Additional information
--
Workload
150 h
Teaching cycle
Teaching cycle: winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)

Module title		Abbreviation
Advanced Seminar: Entrepreneurship and Management		12-M-SAS-161-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)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
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		
<p><i>Educational aims</i></p> <ul style="list-style-type: none"> • Enable students to position their research • Enable students to critically review a substantial body of literature in short time • Enable students to develop a sound theoretical framework • Enable students to create a research paper fully meeting academic standards <p><i>Learning outcomes</i></p> <p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> • Differentiate their research from previous work • Adopt theoretical perspectives to understand complex phenomena • Engage in comprehensive academic reasoning • Articulate abstract and complex phenomena and relationships in written and oral form 		
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)		
<p>term paper (approx. 20 pages) and presentation (approx. 15 to 30 minutes), weighted 2:1</p> <p>Language of assessment: German and/or English</p> <p>Assessment offered: Once a year, winter semester</p>		
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		
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		
Master's degree (1 major) Economathematics (2016)		
Master's with 1 major Business Information Systems (2016)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Wirtschaftsinformatik - 2016	page 45 / 183

Master's degree (1 major) Business Information Systems (2016)
Master's degree (1 major) Business Management (2015)
Master's degree (1 major) China Business and Economics (2016)
Master's degree (1 major) International Economic Policy (2015)
Master's degree (1 major) China Language and Economy (2016)

Module title			Abbreviation
Seminar: E-Business Strategies			12-M-SEBS-161-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)	
10	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
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 web-based platforms (electronic markets, Web 2.0 etc.) and strategic management of a company.			
Intended learning outcomes			
- Academic literature review			
- Integration of developed results in scientific papers			
- Creating 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 to 25 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			
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			
300 h			
Teaching cycle			
Teaching cycle: each semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) Information Systems (2019)			
Master's with 1 major Business Information Systems (2016)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Wirtschaftsinformatik - 2016	
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Master's degree (1 major) China Business and Economics (2021)
 Master's degree (1 major) China Language and Economy (2021)
 Master's degree (1 major) Econometrics (2021)
 Master's degree (1 major) Information Systems (2022)
 Master's degree (1 major) Management (2022)
 Master's degree (1 major) Econometrics (2022)
 exchange program Business Management and Economics (2022)

Track 4: Global Operations and Information Management

(20 ECTS credits)

Module title			Abbreviation
Global Logistics & Supply Chain Management			12-M-GLSC-161-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	graduate	--	
Contents			
The course "Global Logistics & Supply Chain Management" acquaints students with advanced methods for the planning of global production networks and demonstrates the application of these with the help of multiple case studies.			
Intended learning outcomes			
After completing this course students can (i) analyze and evaluate global production networks; (ii) develop and apply appropriate methods to plan production networks; (iii) evaluate the consequences of uncertainties in processes and apply concepts and methods to plan uncertain processes.			
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 to 20 pages) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: winter semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)			

Module title			Abbreviation
Supply Network Information Management			12-M-SCIM-161-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	graduate	--	
Contents			
Since mass production on the assembly line with continuous deliveries (supply chain) revolutionised the procurement process in the 19th century, the usage of information processing has made more flexible operations possible and the demand of customers for individualised products has made more flexible operations necessary. It has become possible to adopt a much more differentiated and sophisticated approach to the electronic supply chain and the planning of the same so that the challenge we are facing today is designing procurement networks (supply networks) that also take into account the delivery sequence for all deterministically procured parts of all suppliers. This module will discuss these conceptual fundamentals of supply management and, in particular, how the managing of procurement activities can be supported by information processing. The module will look at how well ERP systems can support these activities, how new hardware and software technologies can be used to accelerate the currently time-consuming procurement processes and how formerly isolated information systems of individual firms can be integrated into a network of supply management.			
Intended learning outcomes			
Students will earn an overall understanding of the complex structure of supply relationships for individual products and their dependencies for a variety of products. Student will also be trained to recognize (from the perspective of the parties involved into the production process) opportunities and to make decisions in these regards. These relations will be of crucial importance for all production-oriented managers because only a solid understanding of these relationships will help to be successful in the marketplace.			
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			
--			
Additional information			
--			
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			
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016)			
Master's with 1 major Business Information Systems (2016)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Wirtschaftsinformatik - 2016	page 51 / 183

Master's degree (1 major) Business Management (2015)
Master's degree (1 major) China Business and Economics (2016)
Master's degree (1 major) International Economic Policy (2015)
Master's degree (1 major) China Language and Economy (2016)

Module title		Abbreviation
Seminar: Logistics & Supply Chain Management		12-M-LSCM-161-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)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
Quantitative planning approaches are particularly valuable for designing logistics systems and supply chains. They support decision makers in taking important strategic, tactical, and operational decisions by providing well-founded and relevant information. Many of these decisions have significant impact on the competitiveness of companies because they considerably influence today's as well as tomorrow's costs and revenues. The adoption of quantitative planning methods has been strongly supported by the development of information and communication systems: Advanced tools are available at low costs, versatile methods to model and solve planning problems have been integrated in standard software, the user friendliness has improved, and last but not least: the access to necessary data has substantially progressed (i.e. through ERP systems).		
Intended learning outcomes		
The main objective of this seminar is to familiarize participants with diverse quantitative planning problems and potential solutions. Planning procedures are applied to solve real problems in companies. Participants in this seminar learn about actual planning problems in Logistics and Supply Chain Management; they analyze and understand how companies address these problems.		
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 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German and/or English		
Allocation of places		
20 places. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Students who already have successfully completed courses offered by the Chair of Logistics and Quantitative Methods will be given preferential consideration. (2) Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in mandatory courses of the focus Logistik und Supply Chain Management (Logistics and Supply Chain Management) or Value Chain Management or another specialisation the applicant has selected which includes courses offered by the Chair. (3) Among applicants with the same number of ECTS credits, places will be allocated by lot.		
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		
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016)		
Master's with 1 major Business Information Systems (2016)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Wirtschaftsinformatik - 2016	page 53 / 183

Master's degree (1 major) Business Management (2015)
 Master's degree (1 major) China Business and Economics (2016)
 Master's degree (1 major) International Economic Policy (2015)
 Master's degree (1 major) China Language and Economy (2016)
 Master's degree (1 major) Management (2018)
 Master's degree (1 major) International Economic Policy (2018)
 Master's degree (1 major) China Business and Economics (2019)
 Master's degree (1 major) China Language and Economy (2019)
 Master's degree (1 major) China Business and Economics (2021)
 Master's degree (1 major) China Language and Economy (2021)
 Master's degree (1 major) Economathematics (2021)
 exchange program Business Management and Economics (2022)

Module title		Abbreviation
Seminar: Operations Management		12-M-SN-161-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)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The module teaches modern quantitative planning approaches in the field of "Operations Management" and places particular emphasis on the application of data-driven forecasting and optimization methods. Students generally implement their own practical approaches to solving planning problems.		
Intended learning outcomes		
Participants acquire extensive skills in the following areas <ul style="list-style-type: none"> • formulating planning problems in operations management • Application of modern analytical methods to solve these problems • Use of data to derive planning decisions • Implementation of planning modules 		
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 to 25 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		
--		
Additional information		
--		
Workload		
300 h		
Teaching cycle		
Teaching cycle: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) Information Systems (2022)		

Compulsory Electives III: Electives

(15 ECTS credits)

Module title		Abbreviation
European Macroeconomic Policy		12-M-EMP-161-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	graduate	--
Contents		
<p>In particular, the course outline is as follows:</p> <p>I. Targets of macroeconomic policy</p> <p>II. The mechanics of the two core macroeconomic models</p> <p>a. The classical model of a self-stabilizing corn economy</p> <p>b. The Keynesian model of a monetary economy with inherent instability</p> <p>c. The financial system and banks in the two models</p> <p>III. The diverging policy implications of the two paradigms</p> <p>a. Unemployment: wage rigidities versus rationing of the labor market by the goods market</p> <p>b. Government debt: Crowding out versus Modern Monetary Theory (MMT)</p> <p>c. Inflation: quantity theory versus Phillips curve</p> <p>d. The incompatibility of the two worlds</p> <p>IV. A simple IS/MP/PC model</p> <p>V. The monetary policy of the ECB</p> <p>a. The mandate of the ECB and possible trade-offs with unemployment and financial stability</p> <p>b. Conventional/unconventional instruments of the ECB / The risk of fiscal dominance</p> <p>c. ECB strategy and climate policy</p> <p>d. The threat of deflation and the Zero-Lower Bound</p> <p>VI. The difficult task of coordinating 19 independent national fiscal policies in the EMU</p> <p>a. Specific challenges due to lack of political integration: Lack of coordination versus lack of fiscal discipline</p> <p>b. The limitations set by Stability and Growth Pact</p> <p>c. The rationale of fiscal rules: Maastricht Treaty, Fiscal Compact/Debt Brake, Golden Rule / reform proposals</p> <p>VII. Specific EMU topics</p> <p>a. Is the EMU an optimum currency area?</p>		

b. The financial crisis and the euro crisis: The dismal performance of the ECB until 2012 and the paradigm change by Mario Draghi ("Whatever it takes")

c. The ECB in the Corona crisis and Next Generation EU

Intended learning outcomes

By the end of the course, students will have gained a basic understanding of European macroeconomics.

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

Ü (2) + 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 pages)

Language of assessment: German and/or English

Allocation of places

20 places. There are no restrictions with regard to available places for students of the Master's degree programmes Business Management, International Economic Policy or Economics, Wirtschaftsinformatik (Business Information Systems), Wirtschaftsmathematik (Mathematics for Economics) and Chinese and Economics as well as China Business and Economics. A total of 20 places will be allocated to students of other subjects; should the number of applications exceed the number of available places, these 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

Master's degree (1 major) Economathematics (2016)
Master's degree (1 major) Business Information Systems (2016)
Master's degree (1 major) Business Management (2015)
Master's degree (1 major) China Business and Economics (2016)
Master's degree (1 major) International Economic Policy (2015)
Master's degree (1 major) Media Communication (2016)
Master's degree (1 major) China Language and Economy (2016)
Master's degree (1 major) Applied Human Geography (2017)
Master's degree (1 major) Media Communication (2018)
Master's degree (1 major) Media Communication (2019)

Module title			Abbreviation
Incentives in Organizations			12-M-AO-161-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	graduate	--	
Contents			
<p>Based on the classical principal-agent theory, this course discusses methodological and empirical aspects of incentives in organisations. It uses contents from advanced text books and original (mainly empirical) research articles.</p> <p>Outline of syllabus</p> <ol style="list-style-type: none">1. Principal-agent theory2. Do top managers earn too much? (application)3. Performance-based payment4. Implementation of performance-based payment in companies (application)5. Seniority payment (with application)6. Financial incentives to work after retirement (with application)7. Efficiency wages (with case study)8. Team incentives (with case study)			
Intended learning outcomes			
Students acquire a working knowledge of key incentive models models, selected empirical applications and the necessary econometric background. This enables them to identify the advantages and disadvantages of different incentive systems that are applied in the enterprise context, to make informed management analyses and to critically evaluate current controversies and developments as well as to conduct their own research.			
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)			
<p>a) written examination (approx. 60 minutes) or</p> <p>b) term paper (approx. 15 pages)</p> <p>Language of assessment: German and/or English</p>			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			

Teaching cycle
Teaching cycle: winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)

Module title		Abbreviation
Work and Information		12-ITA-161-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	graduate	--
Contents		
This module discusses relevant principles, concepts and applications of business information processing and its impact on organisational and process structures in today's business world.		
Intended learning outcomes		
The expertise gained from other modules related to business management issues can be interpreted and classified in a certain way by participating in this module. For decisions in regards to human resources planning, investment, and a company's strategy, the students will get to know all the relevant concepts and interdependencies, which come with taking information processing into account as the so called "fourth" factor of production.		
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) oral examination (one candidate each: approx. 15 to 20 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) Language of assessment: German and/or English		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: no courses offered		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) Information Systems (2022)		

Module title		Abbreviation
Agency Theory		12-M-B1b-161-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	graduate	--
Contents		
<p>This module is be discontinued, no courses are offered currently or will be offered in future.</p> <p>This is due to one of the following reasons:</p> <ul style="list-style-type: none"> • The lecturer who offered the course is no longer employed at the University of Wuerzburg. • The contents are no longer taught and were substituted with comparable offers. <p>For more information, please contact the Office of the Dean of Studies of the Faculty of Business Management and Economics.</p>		
Intended learning outcomes		
Due to the lack of relevance, no learning outcomes description is available because no courses are held for this module.		
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		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: no courses offered		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
<p>Master's degree (1 major) Economathematics (2016)</p> <p>Master's degree (1 major) Business Information Systems (2016)</p> <p>Master's degree (1 major) Business Management (2015)</p> <p>Master's degree (1 major) China Business and Economics (2016)</p> <p>Master's degree (1 major) International Economic Policy (2015)</p> <p>Master's degree (1 major) China Language and Economy (2016)</p>		

Module title			Abbreviation
Industrial Management 4			12-M-BE-161-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	graduate	--	
Contents			
This course will develop the objectives, principles and structure of electronically supported procurement processes with a special focus on catalogue-based procurement systems, electronic tendering systems, electronic (reverse) auctions, e-marketplaces, supplier relationship management systems and eSupply chain management systems.			
Intended learning outcomes			
The students will be able to describe and evaluate both the potentials and goals of electronic supported procurement systems and will be able to design appropriate systems for real-life applications. Students will get insight into the essentials of operational procurement management, especially e-procurement with a focus on catalogue-based procurement systems, electronic tendering systems, electronic (reverse) auctions, e-marketplaces, supplier relationship management systems and eSupply chain management systems. After completing this module, students can define and analyze the related tasks and processes and show or develop theory-based and application-oriented possible solutions at a high professional level.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Course type: alternatively eLearning, S, WS			
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. 40 to 60 minutes) or b) presentation (approx. 20 minutes) and term paper (approx. 15 to 20 pages); (weighted 1:1) or c) term paper (approx. 30 to 40 pages) or d) entirely or partly computerised written examination (approx. 60 minutes) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
20 places. Should the number of applications exceed the number of available places, 15 places will be set aside for students of the Master's degree programmes Business Management and International Economic Policy or Economics and 5 places will be set aside for students of the Master's degree programme Wirtschaftsinformatik (Business Information Systems).			
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			

Master's degree (1 major) Econometrics (2016)
Master's degree (1 major) Business Information Systems (2016)
Master's degree (1 major) Business Management (2015)
Master's degree (1 major) China Business and Economics (2016)
Master's degree (1 major) International Economic Policy (2015)
Master's degree (1 major) China Language and Economy (2016)

Module title			Abbreviation
Management and Leadership in Organizations			12-MFO-161-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	graduate	--	
Contents			
<p>Part I:</p> <p>The complexity of the modern work environment and the constantly changing organisational structures of companies lead to a demand for young managers with a high diversity of expertise that are able to play their part in managing the organisational world. The lecture will provide students with an insight into the characteristics, tasks and instruments as well as the challenges of management in organisations and situations that are becoming ever more complex.</p> <p>Outline of syllabus:</p> <ul style="list-style-type: none">• Introduction -- Power in the daily management routine• Fundamentals of management in complex organisations• Tasks and instruments of management• Leadership in an intercultural context• Assurance of employability• Conclusion -- Management of supervisors and colleagues <p>Part II: Today's world of work is characterised by continuous change in a global context. Mergers, integrations and acquisitions - these are key terms in this context.</p> <p>The majority of change processes does not have the desired effect or even fails. This is not least due to the fact that not enough attention is paid to the complexity of these processes and to employees.</p> <p>The support and integration of successful change processes is a central responsibility of managers as well as a complex and central task that requires sound preparation.</p> <p>Outline of syllabus:</p> <ul style="list-style-type: none">• Introduction - typical change scenarios• Psychological basics and concepts• Approaches and control in change projects• Measures and instruments of change management• The role of management• Conclusion - example of application acquisitions and cases			
Intended learning outcomes			
<p>Part I: Course objectives:</p> <ul style="list-style-type: none">• Provide a widespread insight into the current status of theory and practice regarding management in complex organizations• Introduction of essential tasks and instruments of managers and their apply to authentic cases.• To illustrate and reflect the tensions of management in complex situations and international context <p>Part II: Course objectives:</p> <ul style="list-style-type: none">• Provide a widespread insight into the current status of theory and practice regarding changes• Introduction, suitability of daily use and critical reflection of essential concepts, models and methods• Foster the understanding for the necessity, complexity of changes as well as their constraints and barriers.			
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)
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: no courses offered

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

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Module appears in

Master's degree (1 major) Economathematics (2016)
Master's degree (1 major) Business Information Systems (2016)
Master's degree (1 major) Business Management (2015)
Master's degree (1 major) China Business and Economics (2016)
Master's degree (1 major) International Economic Policy (2015)
Master's degree (1 major) China Language and Economy (2016)

Module title		Abbreviation
Social Insurance and the Welfare State		12-M-F3-161-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	graduate	--
Contents		
<p>Description:</p> <p>This module discusses the economic justification for implementing social security systems in a market economy and provides students with deeper insights into this topic with the help of specific issues of public health and retirement policy.</p> <p>Reading: lecture notes provided by Chair.</p> <p>Contents:</p> <ol style="list-style-type: none"> 1. Public intervention in insurance markets 2. The insurance function of social security 3. Social security and social morale 4. The optimal health insurance contract 5. Why do we need a public pension system? 6. Funding vs pay-as-you-go financing of public pensions 		
Intended learning outcomes		
After completing the module "Theorie der Sozialversicherung" students are able to explain the theoretical foundation of the social security system in a market economy. Using simple partial equilibrium models they can discuss the financing and contract structure of the public health and pension system. Finally they are able to analyze the consequences of policy reforms.		
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)		
<p>a) written examination (approx. 60 minutes) or</p> <p>b) term paper (approx. 15 pages)</p> <p>Language of assessment: German and/or English</p>		
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		
<p>Master's degree (1 major) Economathematics (2016)</p> <p>Master's degree (1 major) Business Information Systems (2016)</p>		
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Master's degree (1 major) Business Management (2015)
Master's degree (1 major) China Business and Economics (2016)
Master's degree (1 major) International Economic Policy (2015)
Master's degree (1 major) China Language and Economy (2016)

Module title		Abbreviation
Public Debt		12-M-F2-161-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	graduate	--
Contents		
<p>Description:</p> <p>The module provides an introduction to some specific issues of public debt that are in the focus of the public and scientific debate.</p> <p>Reading: lecture notes provided by Chair.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> 1. Measurement of public debt 2. Growth effects of public debt 3. Intergenerational effects of public debt 4. Public debt in open economies 5. Neutrality of public debt 6. Political economy of public debt 7. Theory of sovereign debtors 		
Intended learning outcomes		
<p>After completing the course "National Debt" students are able to distinguish and discuss the most important measurement concepts and problems of public debt. They can discuss the growth and distributional consequences using simple equilibrium models of closed and open economies. They can evaluate the relevance of Ricardian neutrality and know the political economy explanations of rising debt levels and debt overhangs in specific countries.</p>		
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)		
<p>a) written examination (approx. 60 minutes) or</p> <p>b) term paper (approx. 15 pages)</p> <p>Language of assessment: German and/or English</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: no courses offered		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Economathematics (2016)		
Master's with 1 major Business Information Systems (2016)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Wirtschaftsinformatik - 2016	page 69 / 183

Master's degree (1 major) Business Information Systems (2016)
Master's degree (1 major) Business Management (2015)
Master's degree (1 major) China Business and Economics (2016)
Master's degree (1 major) International Economic Policy (2015)
Master's degree (1 major) China Language and Economy (2016)

Module title		Abbreviation
Policy of Taxation		12-M-F1-161-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	graduate	--
Contents		
<p>Description:</p> <p>In this module, students will acquire a basic understanding of the tax system and structure applied to households in Germany. In addition, the course will include simple tax incidence analyses of specific tax policies. Reading: lecture notes provided by Chair.</p> <p>Contents:</p> <ol style="list-style-type: none"> 1. Fiscal harmonisation system in Germany 2. Mechanics and problems of the VAT system 3. Tax incidence analysis 4. Income tax code 5. Taxation of married couples and families 6. Taxation and household decisions 		
Intended learning outcomes		
<p>After completing the course "Tax Policy" students know the most important tax revenues in Germany and how they are divided between the Federation and the federal provinces. They are able to explain the incidence of specific taxes using simple case studies. Finally they can discuss tax induced distortions of individual decisions using simple partial equilibrium models.</p>		
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)		
<p>a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
<p>Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015)</p>		
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Master's degree (1 major) China Business and Economics (2016)
Master's degree (1 major) International Economic Policy (2015)
Master's degree (1 major) China Language and Economy (2016)

Module title			Abbreviation
Legal Foundations of Risk Management and Compliance			12-M-RM1-161-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	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>Content: This module analyses the presentation of opportunities and risks in financial reports, i. e. annual or interim reports, in conjunction with selected value-based management and profitability analysis approaches.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none">1. Basics of financial reporting and risk management;2. Practice of risk reporting;3. Profitability analysis according to Penman;4. Value-based management and risk management;5. Residual income and business valuation;6. Analysis of equity risk;7. Analysis of credit risk;8. Risk management monitoring by audit committees and auditors. <p>Reading list to be provided in class.</p>			
Intended learning outcomes			
<p>After completing the course, the students will be able</p> <ol style="list-style-type: none">1. to present the relation between risk management and financial reporting;2. to analyze and solve independently complex problems with respect to the presentation of opportunities and risk in financial reports based on national and international standards;3. to identify the relation between risks and value-based management;4. to evaluate independently selected research results concerning risk reporting and desing own research- or practice-oriented projects.			
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)			
<p>a) written examination (approx. 60 minutes) or</p> <p>b) term paper (approx. 15 pages)</p> <p>Language of assessment: German and/or English</p> <p>creditable for bonus</p>			
Allocation of places			
<p>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.</p>			
Additional information			
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Workload			
60 h			
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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
Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021)

Module title		Abbreviation
Project Management and Control		12-M-Prom-161-mo1
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	graduate	--
Contents		
The module focuses on the discussion and critical examination of instruments and methods used in the context of project management and control within enterprises. Both classic and agile approaches to project management are considered. It covers characteristic features and structures of projects, their possible success factors, methods and instruments of control and management of projects in various project phases. The theoretical basis as well as potential applications of these instruments are discussed.		
Intended learning outcomes		
Initially, knowledge about fundamental requirements concerning instruments of project management and control is acquired. What is more, the module conveys knowledge about strengths and weaknesses and therewith fields of application and limits of commonly used instruments and methods of practitioners. Competences within the configuration and development of the project management and control as well as skills within the practical use are obtained.		
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		
--		
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		
Master's degree (1 major) Business Information Systems (2016)		

Module title		Abbreviation
Coordination, Budgeting and Incentives in Companies		12-M-KOBO-161-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	graduate	--
Contents		
This module focuses on accounting-based instruments to control behavior in decentralized enterprises. The course first discusses the role of accounting in the context of decision-making and behavioral controlling as well as informational analyses. Afterwards, the most common instruments of behavioral controlling (budgeting, value-oriented management, transfer prices) are discussed with regard to theory and practice.		
Intended learning outcomes		
This module aims to provide knowledge in the context of behavioral control in enterprises. Knowledge about requirements on instruments used for behavioral control are discussed and competences for deployment, structure and development of coordination tools are provided.		
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		
--		
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		
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)		

Module title			Abbreviation
Portfolio Selection and Capital Market Theory			12-M-B1a-161-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	graduate	--	
Contents			
This module is be discontinued, no courses are offered currently or will be offered in future.			
This is due to one of the following reasons:			
<ul style="list-style-type: none">• The lecturer who offered the course is no longer employed at the University of Wuerzburg.• The contents are no longer taught and were substituted with comparable offers.			
For more information, please contact the Office of the Dean of Studies of the Faculty of Business Management and Economics.			
Intended learning outcomes			
Due to the lack of relevance, no learning outcomes description is available because no courses are held for this module.			
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			
--			
Additional information			
--			
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			
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)			

Module title			Abbreviation
Financial Statement Analysis and Business Valuation			12-M-UA-161-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	graduate	--	
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 to 120 minutes) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: winter semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019)			
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 Master's degree (1 major) China Business and Economics (2021)
 Master's degree (1 major) China Language and Economy (2021)
 Master's degree (1 major) Economathematics (2021)
 Master's degree (1 major) Information Systems (2022)
 Master's degree (1 major) International Economic Policy (2022)
 Master's degree (1 major) Management (2022)
 Master's degree (1 major) Economathematics (2022)

Module title		Abbreviation
European Competition Policy		12-M-WPE-161-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	graduate	--
Contents		
<p>Outline of syllabus:</p> <ol style="list-style-type: none"> 1. Legal environment, competition laws 2. Market definition <ul style="list-style-type: none"> • Qualitative methods • Simple quantitative methods • Hypothetical monopoly test 3. Horizontal agreements and collusion: repeated games and factors affecting likelihood of collusion 4. Horizontal mergers and collusion <ul style="list-style-type: none"> • Economic theory • Efficiency effects • Coordinated effects 5. Vertical relations and contracts <ul style="list-style-type: none"> • Economic analysis of contracts • "More economic approach" 6. Abuse of dominant position <ul style="list-style-type: none"> • Classification of abusive conduct • Economic analysis of abusive conduct and theory of harm <p>The course will be taught in English.</p>		
Intended learning outcomes		
<p>After completion of the module students can use the advanced concepts introduced in the lecture of competition policy, including the legal framework, the trace models and methods for the study of competition policy issues, as well as understand the approach of European competition policy in high profile cases. When they are confronted with practical problems, they can refer to these cases, and the same logic to practical examples apply by draining the relevant economic theories that identify variables to be measured and methodologies for assessing, and based on that adequate conclusions for appropriate cases. They will sufficiently understand the subject in order to open up that build upon literature in journals and being able to think critically.</p>		
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)		
<p>a) written examination (approx. 60 to 120 minutes) or b) term paper (approx. 15 to 20 pages) Language of assessment: German and/or English creditable for bonus</p>		
Allocation of places		
<p>20 places. There are no restrictions with regard to available places for students of the Master's degree programmes Business Management, International Economic Policy or Economics, Wirtschaftsinformatik (Business Information Systems), Wirtschaftsmathematik (Mathematics for Economics) and Chinese and Economics as well as China Business and Economics. A total of 20 places will be allocated to students of other subjects; should the number of applications exceed the number of available places, these places will be allocated by lot.</p>		

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
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) Media Communication (2016) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Applied Human Geography (2017) Master's degree (1 major) Media Communication (2018) Master's degree (1 major) Media Communication (2019)

Module title			Abbreviation
Theory of Industrial Organization 1			12-M-TI1-161-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	graduate	--	
Contents			
<p>Theory of industrial organisation:</p> <ol style="list-style-type: none">Monopoly pricing<ul style="list-style-type: none">Nonlinear pricing and mechanism designDynamic pricing: experience goods, durable goodsOligopoly pricing<ul style="list-style-type: none">Static price and quantity competition in homogeneous and differentiated goods marketsComparative staticsEquilibrium market structureDynamic competition in oligopoly markets<ul style="list-style-type: none">Subgame perfect equilibrium and models of dynamic competitionRepeated games and collusionStrategic behaviour by incumbent firms<ul style="list-style-type: none">Entry deterrence and predationSignalling and reputationBehavioral Industrial Organization<ul style="list-style-type: none">Reference Dependent Preferences and Framing EffectsTime inconsistent behavior <p>The course will be taught in English.</p>			
Intended learning outcomes			
Students which complete this class will acquire a working knowledge of advanced theoretical models of competition in oligopoly markets as well as sophisticated pricing techniques in monopoly markets. They will learn the conditions under which the predictions of these models are valid. They will become familiar with applications of advanced game theoretic tools, such as dynamic models of competition, for studying interactions between firms in markets. By means of comprehensive exercises, they will apply the methods they learn in class to practically relevant problems. They will be in a position to read academic papers on related topics, assess the strengths and weaknesses of an approach, summarize and comment on these papers and suggest possible extensions.			
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)			
<p>a) written examination (approx. 60 to 120 minutes) or</p> <p>b) term paper (approx. 15 to 20 pages)</p> <p>Language of assessment: German and/or English</p> <p>creditable for bonus</p>			
Allocation of places			
--			
Additional information			
--			

Workload
150 h
Teaching cycle
Teaching cycle: winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)

Module title			Abbreviation
Principles of European Regulation			12-M-PRE-161-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	graduate	--	
Contents			
<p>Description:</p> <p>This module examines the regulation of traditional network industries (railroads, electricity, telecommunications) in Europe: theory and practice</p> <p>Outline of syllabus:</p> <p>1. Overview of the regulation of railroads in Gemany and Europe in practice</p> <p>2. Overview of the regulation of the electricity industry in Gemany and Europe in practice</p> <p>3. Overview of the regulation of the telecommunications industry in Gemany and Europe in practice</p> <p>4. Political economy of regulation</p> <p>5. Natural monopoly and price regulation under ideal conditions</p> <p>6. Price regulation under realistic circumstances</p> <p>7. Procurement: advantages and disadvantages</p> <p>8. Network access regulation</p>			
Intended learning outcomes			
<p>After succesfully completing this module, students wiil be able to</p> <p>(i) describe central problems in regulation of the traditional network industries;</p> <p>(ii) identify and apply the appropriate results from Industrial Organization;</p> <p>(iii) assess the advantages and disadvantages of existing regulatory mechanisms by using results from the indu- strial organization theory.</p>			
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)			
<p>a) written examination (approx. 60 to 90 minutes) or</p> <p>b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or</p> <p>c) term paper (approx. 15 to 20 pages)</p> <p>Language of assessment: German and/or English</p> <p>Assessment offered: In the semester in which the course is offered</p> <p>creditable for bonus</p>			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in

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 Master's degree (1 major) Business Information Systems (2016)
 Master's degree (1 major) Business Management (2015)
 Master's degree (1 major) China Business and Economics (2016)
 Master's degree (1 major) International Economic Policy (2015)
 Master's degree (1 major) China Language and Economy (2016)

Module title		Abbreviation
Advanced Microeconomics		12-M-AM-161-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	graduate	--
Contents		
<p>In a nutshell, 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 in detail the standard models of riskless consumer choice, choice under risk and intertemporal choice and learn about the empirical challenges and limitations of these models.</p> <p>Throughout the lecture, we will work with precise mathematical formalizations of the ideas that we want to think and talk about. In consequence, a solid understanding of the mathematical toolbox of standard microeconomics (e.g., differential calculus and constrained optimization; basic set theory; integration by parts) will be helpful as it will allow to focus on the underlying economic intuition. However, every required mathematical concept will be introduced and explained along the way, such that a strong interest in formal economic analysis is more important than an advanced mathematical background.</p> <p>The exposition is primarily based on the standard graduate textbooks</p> <ul style="list-style-type: none"> • Mas-Colell, Whinston and Green (1995): "Microeconomic Theory" • Jehle and Reny (2001): "Advanced Microeconomic Theory" 		
Intended learning outcomes		
<p>After completing the course students will be able to</p> <ul style="list-style-type: none"> • 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) + 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)		
<p>a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 to 20 pages) Language of assessment: German and/or English creditable for bonus</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		

Teaching cycle
Teaching cycle: summer semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)

Module title		Abbreviation
European Economic Statistics		12-M-EWS-161-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	graduate	--
Contents		
Outline of syllabus: 1. Subject and tasks of business and economic statistics 2. The European system of national accounting 3. The harmonised consumer price index 4. Structural indicators 5. Money and loans in the European monetary union 6. Data bases of EuroStat		
Intended learning outcomes		
Students acquire comprehension on the most important indicators and accounting systems of the European and German business and economic statistics. They will be able to use these reporting systems for different macroeconomic questions.		
Courses (type, number of weekly contact hours, language — if other than German)		
Ü (2) + 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 pages) Language of assessment: German and/or English		
Allocation of places		
--		
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		
Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) Media Communication (2016) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Media Communication (2018) Master's degree (1 major) Media Communication (2019)		

Module title			Abbreviation
Stochastic Models for Risk Assessment			12-RM-RW-161-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	graduate	--	
Contents			
Etymological background of the risk concept Definitions of risk Basic concepts and terminology of stochastic risk modelling: risk phenomenon, risk object, risk variable, risk source, risk factor, risk cause, direct peril, indirect peril, loss under risk, profit under risk, loss variable, profit variable, risk distribution, risk indicator, risk parameter Classification of business risks Risk policy, risk management Risk analysis: risk identification, risk description, risk exploration, risk-relevant measurements, risk evaluation, risk assessment, risk modelling Risk management: risk minimisation, risk protection, risk avoidance, risk mitigation, bearing of risk, risk prevention Risk control, risk monitoring Norms and standards of risk management: ISO 31000, ONR 49000 -- 49004, IEC/ISO 31010, COSO II, AIRMIC, IRM, ALARM FMEA (Failure Mode and Effect Analysis) as a tool of risk analysis and risk assessment: historical and thematic background, methodology, discussion of the FMEA assessment methodology Risk matrix, risk diagram Score diagram Stochastic risk parameters and risk measures as distribution parameters Probability distributions: Gaussian, Laplace, Student's t, extreme value, logistic, exponential, Weibull, gamma, negative Gaussian, Burr, hyperbolic, generalised hyperbolic Elementary stochastic risk measures: variance, standard deviation, signal-to-noise ratio, coefficient of variation, Sharpe ratio, nonconformance probability, expected shortfall, shortfall probability, risk parameters under reference values, Stone family Value at Risk and Conditional Value at Risk: definition, formal representations, values under special probability distributions Axioms of risk measures: distribution invariance, subadditivity, superadditivity, additivity, comonotonous additivity, nonnegative homogeneity, translation invariance, convexity, continuity, coherence			
Intended learning outcomes			
The student knows the schemes and concepts of risk analysis, risk assessment, risk measurement, and the theoretical background. The student knows the concepts of advanced stochastic risk modeling. In a practical business situation, the student is able to identify an appropriate scheme of risk assessment and corresponding meaningful risk measures.			
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			
30 places. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Master's students of Wirtschaftsinformatik (Business Information Systems) will be given preferential consideration. (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.			
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
Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019)

Module title		Abbreviation
European Public Finance		12-M-EFP-161-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	graduate	--
Contents		
<p>The course aims at introducing the main public finance issues in the European Union. Students will learn how the revenues of the Union are generated and how they are spent. We will discuss the motivation and implications of the Brexit decision and various coordination problems with respect to public debt, taxation and environmental policy. Economic policy is discussed with simple models, which highlight the central problems.</p> <p>Course contents:</p> <ol style="list-style-type: none"> 1. The European Union: History and Institutions 2. The Budget of the European Union 3. Economic Analysis of the Brexit Process 4. Sovereign Debt, Financial Crisis and Fiscal Integration in the EMU 5. Tax Competition or Tax Coordination in Europe? 6. European Climate Policy: Emission Trading and Green Deal 		
Intended learning outcomes		
After completing the course students are introduced to the central public finance policy issues, institutions and rules of conduct in the EU. They are able to apply simple theoretical models to to discuss and analyze more specific policy problems.		
Courses (type, number of weekly contact hours, language — if other than German)		
Ü (2) + 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 pages) Language of assessment: German and/or English		
Allocation of places		
20 places. There are no restrictions with regard to available places for students of the Master's degree programmes Business Management, International Economic Policy or Economics, Wirtschaftsinformatik (Business Information Systems), Wirtschaftsmathematik (Mathematics for Economics) and Chinese and Economics as well as China Business and Economics. A total of 20 places will be allocated to students of other subjects; should the number of applications exceed the number of available places, these places will be allocated by lot.		
Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		
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Referred to in LPO I (examination regulations for teaching-degree programmes)

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Module appears in

Master's degree (1 major) Economathematics (2016)
Master's degree (1 major) Business Information Systems (2016)
Master's degree (1 major) Business Management (2015)
Master's degree (1 major) China Business and Economics (2016)
Master's degree (1 major) International Economic Policy (2015)
Master's degree (1 major) Media Communication (2016)
Master's degree (1 major) China Language and Economy (2016)
Master's degree (1 major) Applied Human Geography (2017)
Master's degree (1 major) Media Communication (2018)
Master's degree (1 major) Media Communication (2019)

Module title			Abbreviation
Industrial Management 3			12-M-SPM-161-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	graduate	--	
Contents			
<p>This module will discuss contents and procedures of strategic production management and, in particular, planning and control concepts.</p> <p>Students will become familiar with the essentials of strategic production management. Theoretical and analytical models will be used for analysing both economic and ecological issues. In addition, the module will discuss principles of value structure optimisation and will develop competences regarding the development of integrated mathematical models.</p>			
Intended learning outcomes			
<p>After completion of the module students are able to process, to analyze and answer questions of operations strategy structured and goal-oriented in a global context using appropriate methods. Furthermore, they know the main strategic tasks and objectives in production management and evaluate and apply planning and control concepts for the production in realistic application situations.</p>			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Course type: alternatively eLearning, S, WS			
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. 40 to 60 minutes) or b) presentation (approx. 20 minutes) and term paper (approx. 15 to 20 pages); (weighted 1:1) or c) term paper (approx. 30 to 40 pages) Language of assessment: German and/or English 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: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016)			
Master's with 1 major Business Information Systems (2016)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Wirtschaftsinformatik - 2016	
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Master's degree (1 major) Business Management (2015)
Master's degree (1 major) China Business and Economics (2016)
Master's degree (1 major) International Economic Policy (2015)
Master's degree (1 major) China Language and Economy (2016)

Module title		Abbreviation
Industrial Management 1		12-M-SBM-161-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	graduate	--
Contents		
The course addresses central issues of strategic supply management. The supply function of the company (purchasing, materials management, procurement logistics) and its strategic importance is analysed and basic methods are developed that are relevant in this area.		
Intended learning outcomes		
Students learn the principles of performance-oriented optimization of all procurement activities to develop long-term, competitively sensitive potential for success. After completion of the module students are able to prepare structured, to goal-oriented analyze and to respond to performance-oriented issues of strategic procurement based on key instruments. Students are able to accurately classify the tasks of the procurement and to describe and discuss their strategic importance and dominate essential methods and procedures used in this area to apply.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Course type: alternatively eLearning, S, WS		
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. 40 to 60 minutes) or b) presentation (approx. 20 minutes) and term paper (approx. 15 to 20 pages); (weighted 1:1) or c) term paper (approx. 30 to 40 pages) Language of assessment: German and/or English 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: after announcement		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015)		
Master's with 1 major Business Information Systems (2016)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Wirtschaftsinformatik - 2016	page 95 / 183

Master's degree (1 major) China Business and Economics (2016)
Master's degree (1 major) International Economic Policy (2015)
Master's degree (1 major) China Language and Economy (2016)

Module title			Abbreviation
Brand Management & Market Research			12-M-MM-161-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	graduate	--	
Contents			
<p>Description:</p> <p>At the beginning of the 21st century, marketing - until then interpreted as a market-oriented corporate management approach - was further developed to be seen as the entrepreneurial task of creating "shared value" for the organisation on the one hand and - broadly speaking - for society on the other hand. This idea leads to high requirements regarding the strategic sustainable positioning of the brand as well as brand management itself.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none">1. Brand leadership and brand assessment2. Brand leadership, identity and relevance according to David Aaker's approach3. Brand strategies4. Consumer behaviour5. Market research methods and the development of brand strategies6. Market research methods			
Intended learning outcomes			
Based on the theories of Meffert and Aaker, students will gain a profound understanding for brand leadership, which will be deepened by many practical implications and examples. Provided by cases studies and market research tools, it's the defined goal of this lecture to convey an in-depth knowledge for consumer behavior and sustainable brand management.			
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			
--			
Additional information			
--			
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			
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016)			
Master's with 1 major Business Information Systems (2016)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Wirtschaftsinformatik - 2016	
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Master's degree (1 major) Business Management (2015)
 Master's degree (1 major) China Business and Economics (2016)
 Master's degree (1 major) International Economic Policy (2015)
 Master's degree (1 major) China Language and Economy (2016)
 Master's degree (1 major) Management (2018)
 Master's degree (1 major) China Business and Economics (2019)
 Master's degree (1 major) China Language and Economy (2019)
 Master's degree (1 major) Information Systems (2019)
 Master's degree (1 major) China Business and Economics (2021)
 Master's degree (1 major) China Language and Economy (2021)
 Master's degree (1 major) Economathematics (2021)

Module title			Abbreviation
International Marketing			12-M-IMM-161-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	graduate	--	
Contents			
<p>Description:</p> <p>The module builds on the knowledge acquired during the Bachelor's degree programme or the <i>Grundstudium</i> (stage I studies). It provides a systematic introduction to strategic marketing decisions in global and international contexts. These are explained mainly by Porter's diamond and cluster models. Another focus is on internationalisation strategies, which require country analyses and decisions on the selection of national markets as well as a timing of the countries market development. In addition, the module discusses different strategies for market entry and market development.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none">1. Internationalisation of the economy and regional integration processes<ul style="list-style-type: none">• Globalisation• Competitiveness of countries, industries and companies in an international context2. International strategic marketing decisions<ul style="list-style-type: none">• Market entry forms• Market development strategies• Timing strategies• International organisation structures3. Theories and strategies of internationalisation<ul style="list-style-type: none">• Foreign trade theory• Multinational enterprise• Internationalisation strategies <p>Reading:</p> <p>Meffert, H. / Burmann C. / Becker, C.: Internationales Marketing-Management, Stuttgart etc. (most recent edition).</p> <p>Berndt, R. / Fantapié-Altobelli C. / Sander M.: Internationales Marketing-Management, Berlin etc. (most recent edition).</p>			
Intended learning outcomes			
Students acquire in-depth skills in the field of strategic and operational management with particular attention to the international context. Students achieve particular expertise in the analysis, assessment and implementation of international business decisions and gain skills thus guiding the execution of marketing and management positions in globally-active companies.			
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			
--			

Additional information
--
Workload
150 h
Teaching cycle
Teaching cycle: after announcement
Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module appears in
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) Information Systems (2022) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022)

Module title			Abbreviation
Econometrics 1			12-M-OE1-161-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	graduate	--	
Contents			
<p>Description:</p> <p>This module deals with the basic concept and methodology of the ordinary least squares (OLS) regression model. In particular, model assumptions and properties are discussed and formally motivated. In addition, the module examines linear restrictions on the model's explanatory variables as well as dummy variables and introduces tests to verify simple and multiple linear restrictions.</p> <p>Linear algebra is used as formal aid.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none">1. Random variables2. Important distributions3. Point estimates4. Simple linear regression model5. Model assumptions6. Model properties7. Simple hypothesis tests8. Multiple linear regression model9. Linear restrictions10. Dummy variables11. Multiple hypothesis tests			
Intended learning outcomes			
<p>The students acquire knowledge of the basics, concepts and methods used in the classical linear regression model and understand the role of econometrics in science and data analysis. In particular, they learn how to analytically derive, calculate and interpret the coefficients, standard errors and p-values of a classic regression output of the multiple regression model. Furthermore, they are able to formally state and motivate the assumptions and properties of OLS and know how to deal with transformed and dummy variables. Additionally, students will be able to test multiple linear restrictions on the parameters and will be able to apply these tests to real economic, business and social science questions.</p> <p>The competences acquired in this course serve as a prerequisite for "Econometrics II", "Econometrics III", "Microeconometrics" und "Financial Econometrics".</p>			
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)			
<p>a) written examination (approx. 60 minutes) or</p> <p>b) term paper (approx. 15 pages)</p> <p>Language of assessment: German and/or English</p> <p>creditable for bonus</p>			
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)
--
Module appears in
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)

Module title			Abbreviation
Selected Topics in Business Management and Economics 1			12-M-APW1-161-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	graduate	--	
Contents			
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none">• 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) <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>			
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)			
<p>a) written examination (approx. 60 to 90 minutes) or</p> <p>b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or</p> <p>c) term paper (approx. 15 to 20 pages) or presentation (approx. 30 to 45 minutes)</p> <p>Language of assessment: German and/or English</p> <p>Assessment offered: In the semester in which the course is offered</p> <p>creditable for bonus</p>			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
<p>Master's degree (1 major) Business Information Systems (2016)</p> <p>Master's degree (1 major) Business Management (2015)</p> <p>Master's degree (1 major) China Business and Economics (2016)</p> <p>Master's degree (1 major) International Economic Policy (2015)</p> <p>Master's degree (1 major) China Language and Economy (2016)</p> <p>Master's degree (1 major) Management (2018)</p> <p>Master's degree (1 major) International Economic Policy (2018)</p> <p>Master's degree (1 major) China Business and Economics (2019)</p> <p>Master's degree (1 major) China Language and Economy (2019)</p>			
Master's with 1 major Business Information Systems (2016)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Wirtschaftsinformatik - 2016	page 103 / 183

Master's degree (1 major) Information Systems (2019)
 Master's degree (1 major) China Business and Economics (2021)
 Master's degree (1 major) China Language and Economy (2021)
 Master's degree (1 major) Information Systems (2022)
 Master's degree (1 major) International Economic Policy (2022)
 Master's degree (1 major) Management (2022)
 Master's degree (1 major) Management (2024)
 Master's degree (1 major) Information Systems (2024)
 Master's degree (1 major) International Economic Policy (2024)
 Master's degree (1 major) Information Systems (2025)
 Master's degree (1 major) International Economic Policy (2025)
 Master's degree (1 major) Management (2025)
 Master's degree (1 major) China Business and Economics (2025)
 Master's degree (1 major) China Language and Economy (2025)

Module title			Abbreviation
Selected Topics in Business Management and Economics 2			12-M-APW2-161-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	graduate	--	
Contents			
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none">• 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) <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>			
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)			
<p>a) written examination (approx. 60 to 90 minutes) or</p> <p>b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or</p> <p>c) term paper (approx. 15 to 20 pages) or</p> <p>d) presentation (approx. 30 to 45 minutes)</p> <p>Language of assessment: German and/or English</p> <p>Assessment offered: In the semester in which the course is offered</p> <p>creditable for bonus</p>			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
<p>Master's degree (1 major) Business Information Systems (2016)</p> <p>Master's degree (1 major) Business Management (2015)</p> <p>Master's degree (1 major) China Business and Economics (2016)</p> <p>Master's degree (1 major) International Economic Policy (2015)</p> <p>Master's degree (1 major) China Language and Economy (2016)</p> <p>Master's degree (1 major) Management (2018)</p> <p>Master's degree (1 major) International Economic Policy (2018)</p> <p>Master's degree (1 major) China Business and Economics (2019)</p>			
Master's with 1 major Business Information Systems (2016)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Wirtschaftsinformatik - 2016	
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Master's degree (1 major) China Language and Economy (2019)
 Master's degree (1 major) Information Systems (2019)
 Master's degree (1 major) China Business and Economics (2021)
 Master's degree (1 major) China Language and Economy (2021)
 Master's degree (1 major) Information Systems (2022)
 Master's degree (1 major) International Economic Policy (2022)
 Master's degree (1 major) Management (2022)
 Master's degree (1 major) Management (2024)
 Master's degree (1 major) Information Systems (2024)
 Master's degree (1 major) International Economic Policy (2024)
 Master's degree (1 major) Information Systems (2025)
 Master's degree (1 major) International Economic Policy (2025)
 Master's degree (1 major) Management (2025)
 Master's degree (1 major) China Business and Economics (2025)
 Master's degree (1 major) China Language and Economy (2025)

Module title			Abbreviation
Selected Topics in Business Management and Economics 3			12-M-APW3-161-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	graduate	--	
Contents			
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none">• 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) <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>			
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)			
<p>a) written examination (approx. 60 to 90 minutes) or</p> <p>b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or</p> <p>c) term paper (approx. 15 to 20 pages) or</p> <p>d) presentation (approx. 30 to 45 minutes)</p> <p>Language of assessment: German and/or English</p> <p>Assessment offered: In the semester in which the course is offered</p> <p>creditable for bonus</p>			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
<p>Master's degree (1 major) Business Information Systems (2016)</p> <p>Master's degree (1 major) Business Management (2015)</p> <p>Master's degree (1 major) China Business and Economics (2016)</p> <p>Master's degree (1 major) International Economic Policy (2015)</p> <p>Master's degree (1 major) China Language and Economy (2016)</p> <p>Master's degree (1 major) Management (2018)</p> <p>Master's degree (1 major) International Economic Policy (2018)</p> <p>Master's degree (1 major) China Business and Economics (2019)</p>			
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Master's degree (1 major) China Language and Economy (2019)
 Master's degree (1 major) China Business and Economics (2021)
 Master's degree (1 major) China Language and Economy (2021)
 Master's degree (1 major) International Economic Policy (2022)
 Master's degree (1 major) Management (2022)
 Master's degree (1 major) Management (2024)
 Master's degree (1 major) Information Systems (2024)
 Master's degree (1 major) International Economic Policy (2024)
 Master's degree (1 major) Information Systems (2025)
 Master's degree (1 major) International Economic Policy (2025)
 Master's degree (1 major) Management (2025)
 Master's degree (1 major) China Business and Economics (2025)
 Master's degree (1 major) China Language and Economy (2025)

Module title			Abbreviation
Selected Topics in Business Management and Economics 4			12-M-APW4-161-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	graduate	--	
Contents			
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none">• 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) <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>			
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)			
<p>a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 to 20 pages) or d) presentation (approx. 30 to 45 minutes)</p> <p>Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus</p>			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
<p>Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019)</p>			
Master's with 1 major Business Information Systems (2016)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Wirtschaftsinformatik - 2016	
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Master's degree (1 major) China Language and Economy (2019)
 Master's degree (1 major) China Business and Economics (2021)
 Master's degree (1 major) China Language and Economy (2021)
 Master's degree (1 major) International Economic Policy (2022)
 Master's degree (1 major) Management (2022)
 Master's degree (1 major) Management (2024)
 Master's degree (1 major) Information Systems (2024)
 Master's degree (1 major) International Economic Policy (2024)
 Master's degree (1 major) Information Systems (2025)
 Master's degree (1 major) International Economic Policy (2025)
 Master's degree (1 major) Management (2025)
 Master's degree (1 major) China Business and Economics (2025)
 Master's degree (1 major) China Language and Economy (2025)

Module title			Abbreviation
Managerial Analytics & Decision Making			12-M-MADM-161-mo1
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	graduate	--	
Contents			
The course "Managerial Analytics & Decision Making" discusses quantitative methods to structure and solve a diverse set of management problems and demonstrates the application of modern methods with the help of multiple case studies.			
Intended learning outcomes			
After completing this course students can (i) better understand and structure problems; (ii) apply important theoretical and empirical frameworks to practical problems that evaluate good and bad decision making; (iii) implement advanced analytical methods to support decision making under risk.			
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 to 20 pages) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: winter semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)			

Module title		Abbreviation
Stochastic Models for Risk Analysis		12-RM-RA-161-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	graduate	--
Contents		
<p>Point and interval estimation for the value at risk Point and interval estimation for the conditional value at risk Prediction of value at risk in time series Risk of forecasts in time series, in particular exponential smoothing under covariates Conditional heteroscedasticity: ARCH, GARCH, EGARCH, DVEC, BEKK, DCC Aggregated losses and their empirical analysis Empirical analysis of statistical distributions Nonparametric bounds for the value at risk and conditional value at risk Empirical estimation of nonparametric bounds for value at risk and conditional value at risk Market model: definition, derivation, parameters, empirical analysis Capital asset pricing model: definition, parameters, empirical analysis Asset portfolios: definition, risk parameters Estimation of portfolio parameters: variance, value at risk, conditional value at risk, shortfall Optimum portfolios: concepts, theory, numerical analysis</p>		
Intended learning outcomes		
The student is able to estimate risk measures and the parameters of risk models from data. In particular, the student knows software packages and routines which enable empirical risk evaluation in a business context.		
Courses (type, number of weekly contact hours, language — if other than German)		
Ü (2) + 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		
<p>30 places.</p> <p>Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Master's students of Wirtschaftsinformatik (Business Information Systems) will be given preferential consideration. (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.</p>		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
<p>Master's degree (1 major) Business Information Systems (2016)</p> <p>Master's degree (1 major) Business Management (2015)</p> <p>Master's degree (1 major) China Business and Economics (2016)</p> <p>Master's degree (1 major) China Language and Economy (2016)</p>		
Master's with 1 major Business Information Systems (2016)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Wirtschaftsinformatik - 2016	page 112 / 183

Master's degree (1 major) Management (2018)
Master's degree (1 major) China Business and Economics (2019)
Master's degree (1 major) China Language and Economy (2019)

Module title			Abbreviation
Strategic Networks in Industry			12-M-MS-161-mo1
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	graduate	--	
Contents			
<p>The primary object of this course is to gain a detailed understanding of strategic networks and of the phenomenon of clustering in the industrial industry. The example of the international automotive industry is used for clarification of the theoretical contents.</p> <p>The focus is on marketing in industrial companies and also on CSR - CSR is considered the "driver" of sustainable innovations - as well as the different strategy types of sustainable innovations.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none">1. Strategic networks and clusters in industrial industries such as the automotive industry2. Transaction types of Williamson as well as strategic cooperation between automobile manufacturers and suppliers3. Management of business types, in particular the business of suppliers in the automotive industry4. Cluster and entrepreneurship activities5. Sustainable innovation strategies			
Intended learning outcomes			
By the end of the course, students gain a profound understanding above the basics of network research. Furthermore students will acquire sectoral knowledge of the automotive industry as well as detailed cluster skills.			
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			
--			
Additional information			
--			
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			
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015)			
Master's with 1 major Business Information Systems (2016)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Wirtschaftsinformatik - 2016	
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Master's degree (1 major) China Language and Economy (2016)
 Master's degree (1 major) Management (2018)
 Master's degree (1 major) China Business and Economics (2019)
 Master's degree (1 major) China Language and Economy (2019)
 Master's degree (1 major) Information Systems (2019)
 Master's degree (1 major) China Business and Economics (2021)
 Master's degree (1 major) China Language and Economy (2021)
 Master's degree (1 major) Economathematics (2021)

Module title			Abbreviation
Strategic Marketing			12-M-SM-161-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	graduate	--	
Contents			
Description: The module raises awareness in students of the relevance and necessity of strategic management in a competitive and dynamical competitive process.			
Content: Based on the marketing strategies as well as the stakeholder and entrepreneurship approaches, this module discusses the roots of the concept of strategy in marketing based on Drucker, Porter, Ansoff and Mintzberg. The focus of the module is on thinking in competitive advantages, which is directly related to responsible leadership.			
Outline of syllabus: 1. Competitive dynamics requires strategy and leadership 2. Marketing strategies, stakeholder management and entrepreneurship 3. Objectives and tasks of corporate governance in management practice 4. Competitive forces, strategies and benefits according to Michael Porter 5. Growth strategies and marketing myths 6. Future technologies, new businesses and dynamic capabilities 7. Nature and principles of responsible management			
Reading: Barnard, CI (1938): The Functions of the Executive, Harvard University Press, Cambridge, Massachusetts. Eschenbach, R.; Eschenbach, S.; Kunesch, H. (2008): Strategische Konzepte: Management-Ansätze von Ansoff bis Ulrich, 5th ed., Schäffer-Poeschel Stuttgart. Freeman, RE (2010): Strategic Management: A Stakeholder Approach, Cambridge University Press. Grant, R. M.; Nippa, M. (2006): Strategisches Management: Analyse, Entwicklung und Implementierung von Unternehmensstrategien, 5th ed., Pearson Munich. Hinterhuber, H. H. (2011): Strategische Unternehmensführung -- I. Strategisches Denken, 8th ed., Erich Schmidt Verlag, Berlin. Hungenberg, H. (2012): Strategisches Management in Unternehmen: Ziele -- Prozesse -- Verfahren, 7th ed., Gabler, Wiesbaden. Johnson, G.; Scholes, K.; Whittington, R. (2009): Fundamentals of Strategy, 1st ed., Financial Times and Prentice Hall Harlow. Kotler, P.; Berger, R.; Bickhoff, N. (2010): The Quintessence of Strategic Management, Springer, Heidelberg. Laasch, O.; Conaway RN (2014): The Principles of Responsible Management: Global Sustainability, Responsibility, and Ethics, Cengage Stamford. Meffert, H.; Burmann, C.; Kirchgeorg, M. (2012): Marketing -- Grundlagen marktorientierter Unternehmensführung, 11th ed., Gabler, Wiesbaden. Meyer, M. (1995): Ökonomische Organisation der Industrie: Netzwerkarrangements zwischen Markt und Unternehmung, Gabler, Wiesbaden. Müller-Stewens, G.; Lechner, C. (2011): Strategisches Management -- Wie strategische Initiativen zum Wandel führen, 4th ed., Schäffer-Poeschel Stuttgart. Porter, M. (1999): Wettbewerb und Strategie, Econ Munich. (Original: Porter, M.: On Competition, Boston, 1998.) Porter, M. (2014): Wettbewerbsvorteile -- Spitzenleistungen erreichen und behaupten, 8th ed., Campus Frankfurt / New York. (Original: Porter, M.: Competitive Advantage, New York, 1985)			
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Porter, M. (2013): Wettbewerbsstrategie -- Methoden zur Analyse von Branchen und Konkurrenten, 12th ed., Campus, Frankfurt / New York. (Original: Porter, M.: Competitive Strategy, New York, 1980)
Welge, M. K.; Al-Laham, A. (2012): Strategisches Management: Grundlagen -- Prozesse -- Implementierung, 6th ed., Springer Wiesbaden.

Intended learning outcomes

The students have a deeper understanding of the sustainable corporate management and have the basics of the competitive process and competitive dynamics available. In addition, they can use the acquired knowledge, while taking into account the conventional problems of the strategic and sustainable management, to solve business case studies on their own.

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

--

Additional information

--

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

Master's degree (1 major) Economathematics (2016)
Master's degree (1 major) Business Information Systems (2016)
Master's degree (1 major) Business Management (2015)
Master's degree (1 major) China Business and Economics (2016)
Master's degree (1 major) International Economic Policy (2015)
Master's degree (1 major) China Language and Economy (2016)
Master's degree (1 major) Management (2018)
Master's degree (1 major) China Business and Economics (2019)
Master's degree (1 major) China Language and Economy (2019)
Master's degree (1 major) Information Systems (2019)
Master's degree (1 major) China Business and Economics (2021)
Master's degree (1 major) China Language and Economy (2021)
Master's degree (1 major) Economathematics (2021)
Master's degree (1 major) Information Systems (2022)
Master's degree (1 major) Management (2022)
Master's degree (1 major) Economathematics (2022)
exchange program Business Management and Economics (2022)

Module title			Abbreviation
Advanced Operations & Logistics Management			12-M-AOLM-161-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	graduate	--	
Contents			
The course "Advanced Operations & Logistics Management" acquaints students with advanced methods for the planning of integrated production and logistics systems and demonstrates the application of these with the help of multiple case studies			
Intended learning outcomes			
After completing this course students can (i) analyze and evaluate integrated production and logistics systems; (ii) develop and apply appropriate methods to plan complex production and logistics systems; (iii) evaluate the consequences of uncertainties in processes, and (iv) apply concepts and methods to plan uncertainties processes.			
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 to 20 pages) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: summer semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)			

Module title		Abbreviation
Industrial Management 2		12-M-LA-161-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	graduate	--
Contents		
This module analyses and classifies approaches of production planning and control. In addition, it develops methods and models of lot sizing and scheduling. The focus is on the determination of optimal production and transport volumes as well as the planning of orders and manufacturing orders.		
Intended learning outcomes		
Students learn essential concepts, principles and methods of production planning and control with emphasis on the determination of optimal production and transport volumes as well as the planning of production and order sequences. Then, based on this expertise related knowledge broadening and deepening, essential competencies are conveyed, which allow the imaging of realistic situations and problems using mathematical and quantitative models for the derivation and assessment of alternative courses of action. After completion of the module students can answer, analyze and structure questions of production planning and control, goal-oriented. They can also arrange the planning areas in the overall business context and have an in-depth overview of the production planning and control.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Course type: alternatively eLearning, S, WS		
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. 40 to 60 minutes) or b) presentation (approx. 20 minutes) and written elaboration (approx. 15 to 20 pages); weighted 1:1 or c) term paper (approx. 30 to 40 pages) Language of assessment: German and/or English 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: after announcement		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Economathematics (2016)		
Master's with 1 major Business Information Systems (2016)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Wirtschaftsinformatik - 2016	page 119 / 183

Master's degree (1 major) Business Information Systems (2016)
Master's degree (1 major) Business Management (2015)
Master's degree (1 major) China Business and Economics (2016)
Master's degree (1 major) International Economic Policy (2015)
Master's degree (1 major) China Language and Economy (2016)

Module title		Abbreviation
Strategic Managerial Accounting		12-M-INST-161-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	graduate	--
Contents		
The module focuses on accounting instruments, which are applied in the context of strategic management of enterprises. First, it addresses important drivers of strategic decisions from a microeconomic perspective, such as the emergence of cost and quality advantages in competition as well as scale and experience curve effects. Second, the module covers analytical and heuristic techniques of planning and control. In the context of these techniques, instruments of target costing, life cycle cost analysis, benchmarking and business wargaming are discussed with regard to their theoretical foundation and fields of application.		
Intended learning outcomes		
Initially, knowledge about fundamental requirements concerning instruments of decision-making and behavior control within enterprises is acquired. What is more, the module conveys obtaining knowledge about the strengths and weaknesses and therewith fields of application and limits of prevalent instruments of strategic corporate management used by practitioners.		
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		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)		

Module title			Abbreviation
Accounting and Capital Markets			12-M-REKA-161-mo1
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	graduate	--	
Contents			
The module focuses on financial and management accounting, their functions, possible configurations as well as their impact on internal and external recipients under consideration of the institutional setting. In this context, an economic perspective has priority over detailed legal arrangements and regulations by the standard setters. Based on the theoretical foundations of information economics as well as decision-making and balance sheet theories, typical issues concerning cost and managerial accounting as well as financial accounting and publicity are discussed.			
Intended learning outcomes			
Initially, a fundamental knowledge about the conception and impact of management and financial accounting as information systems is acquired. In the following, the module mainly sharpens the understanding of the economic impacts of the configuration of management and financial accounting. What is more, extensive knowledge about possible impacts of changes in institutional general frameworks is covered. For example, changes in valuation standards, publicity rules or regulations about the distribution of profits in enterprises and on capital markets are considered.			
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			
--			
Additional information			
--			
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			
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)			

Module title			Abbreviation
Human Resource Management and Industrial Relations			12-M-HRM-161-mo1
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	graduate	--	
Contents			
The lecture "Human Resource Management and Industrial Relations" introduces advanced theories, estimation techniques and empirical results from the areas of human resources management and institutional frameworks such as the different actors in industrial relations.			
Syllabus			
Introduction: Human Resource Management & Industrial Relationships			
Chapter 1: The employment contract [formal model]			
Chapter 2: Motivation [formal model]			
Chapter 3: Employee resistance against reorganisations [empirical study]			
Chapter 4: The role of works councils [formal model]			
Chapter 5: Works councils and the employer wage structure [empirical study]			
Chapter 6: The behaviour of labour unions [formal model]			
Chapter 7: Learning process of employers [formal model and empirical study]			
Chapter 8: Demographic challenges of HRM [formal model and empirical study]			
Intended learning outcomes			
The aim of the lectures is to enable students to understand and apply advanced theories, estimation techniques and empirical results in the area human resource management and industrial relations on the basis of scientific 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) term paper (approx. 15 pages) Language of assessment: German and/or English			
Allocation of places			
20 places. There are no restrictions with regard to available places for students of the Master's degree programmes Business Management, International Economic Policy or Economics, Wirtschaftsinformatik (Business Information Systems), Wirtschaftsmathematik (Mathematics for Economics) and Chinese and Economics as well as China Business and Economics. A total of 20 places will be allocated to students of other subjects; should the number of applications exceed the number of available places, these places will be allocated by lot.			

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
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Applied Human Geography (2017) Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) exchange program Business Management and Economics (2022)

Module title			Abbreviation
Option Pricing Theory			12-M-B2-161-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	graduate	--	
Contents			
This module is be discontinued, no courses are offered currently or will be offered in future.			
This is due to one of the following reasons:			
<ul style="list-style-type: none">• The lecturer who offered the course is no longer employed at the University of Wuerzburg.• The contents are no longer taught and were substituted with comparable offers.			
For more information, please contact the Office of the Dean of Studies of the Faculty of Business Management and Economics.			
Intended learning outcomes			
Due to the lack of relevance, no learning outcomes description is available because no courses are held for this module.			
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. 120 minutes) Language of assessment: German and/or English			
Allocation of places			
--			
Additional information			
--			
Workload			
300 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)			

Module title			Abbreviation
Financial Institutions and Financial Regulation			12-M-B3-161-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	graduate	--	
Contents			
This module is be discontinued, no courses are offered currently or will be offered in future.			
This is due to one of the following reasons:			
<ul style="list-style-type: none">• The lecturer who offered the course is no longer employed at the University of Wuerzburg.• The contents are no longer taught and were substituted with comparable offers.			
For more information, please contact the Office of the Dean of Studies of the Faculty of Business Management and Economics.			
Intended learning outcomes			
Due to the lack of relevance, no learning outcomes description is available because no courses are held for this module.			
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. 120 minutes) Language of assessment: German and/or English			
Allocation of places			
--			
Additional information			
--			
Workload			
300 h			
Teaching cycle			
Teaching cycle: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)			

Module title		Abbreviation
Economics of Tax Planning		12-M-SP-161-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	graduate	--
Contents		
<p>This course deals with tax effects on fundamental economic decisions. Taxes are integrated into standard models for investment decisions, financing decisions, firm valuation, dividend policy and remuneration of employees. Therefore, the interaction of corporate and personal income taxes is analysed.</p> <p>A reading list in English is available on request.</p>		
Intended learning outcomes		
<p>This course enables students to</p> <ul style="list-style-type: none"> (i) combine their knowledge of tax law with microeconomic analyses in the areas of corporate and personal finance; (ii) analyze the effect of taxes on fundamental economic decisions, e.g. investment and financing decisions, evaluation of investment, financial assets, forms of remuneration for employees including managing and assessing; (iii) read and discuss research and policy papers in the field of taxation. 		
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)		
<p>a) written examination (approx. 60 minutes) or</p> <p>b) term paper (approx. 15 pages) or</p> <p>c) oral examination of one candidate each (approx. 20 minutes)</p> <p>Language of assessment: German and/or English</p> <p>creditable for bonus</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
<p>Master's degree (1 major) Economathematics (2016)</p> <p>Master's degree (1 major) Business Information Systems (2016)</p> <p>Master's degree (1 major) Business Management (2015)</p> <p>Master's degree (1 major) China Business and Economics (2016)</p> <p>Master's degree (1 major) International Economic Policy (2015)</p> <p>Master's degree (1 major) China Language and Economy (2016)</p>		
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Master's degree (1 major) Management (2018)
 Master's degree (1 major) International Economic Policy (2018)
 Master's degree (1 major) China Business and Economics (2019)
 Master's degree (1 major) China Language and Economy (2019)
 Master's degree (1 major) Information Systems (2019)
 Master's degree (1 major) China Business and Economics (2021)
 Master's degree (1 major) China Language and Economy (2021)
 Master's degree (1 major) Econometrics (2021)
 Master's degree (1 major) Information Systems (2022)
 Master's degree (1 major) International Economic Policy (2022)
 Master's degree (1 major) Management (2022)
 Master's degree (1 major) Econometrics (2022)
 exchange program Business Management and Economics (2022)

Module title		Abbreviation
Tax Accounting		12-M-STB-161-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	graduate	--
Contents		
This module introduces the various methods of income recognition in the German Income Tax Code (<i>Einkommensteuergesetz</i> , EStG). It discusses the main reporting and valuation provisions as well as the specific problems and techniques of income calculation for partnerships.		
Intended learning outcomes		
Students have in-depth knowledge of tax accounting of companies and are able to solve moderate to complex problems of tax accounting in particular of sole proprietorships and partnerships using legal source.		
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) oral examination of one candidate each (approx. 20 minutes) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019)		
Master's with 1 major Business Information Systems (2016)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Wirtschaftsinformatik - 2016	page 129 / 183

Master's degree (1 major) China Business and Economics (2021)
 Master's degree (1 major) China Language and Economy (2021)
 Master's degree (1 major) Economathematics (2021)
 Master's degree (1 major) Information Systems (2022)
 Master's degree (1 major) Management (2022)
 Master's degree (1 major) Economathematics (2022)
 exchange program Business Management and Economics (2022)

Module title		Abbreviation
Advanced VAT		12-M-UF-161-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	graduate	--
Contents		
The module provides students with more in-depth insights into complex national issues (e. g. holding structures) and international constellations with respect to other EU member states as well as non-EU states from a VAT point of view. The relevant rulings of the German Federal Fiscal Court as well as the ECJ are also discussed.		
Intended learning outcomes		
Students acquire deeper knowledge and understanding of German VAT law as well as basic skills in VAT on EU and international levels. The students are able to analyze and solve complex facts of a case from a German VAT point of view as well as to recognize problems arising from international constellations. They are able to determine the VAT-treatment using German VAT law and the European VAT directive. The students are able to identify and make use of simplification rules (intra-Community triangulation simplification) as well as to proactively shape the facts of a case to create a favorable VAT treatment. They are able to read critically and judge primary tax 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) term paper (approx. 15 pages) or c) oral examination of one candidate each (approx. 20 minutes) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: no courses offered		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019)		
Master's with 1 major Business Information Systems (2016)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Wirtschaftsinformatik - 2016	page 131 / 183

Master's degree (1 major) China Language and Economy (2019)
Master's degree (1 major) China Business and Economics (2021)
Master's degree (1 major) China Language and Economy (2021)
Master's degree (1 major) Management (2022)
exchange program Business Management and Economics (2022)

Module title		Abbreviation
Strategic Decisions and Competition		12-M-SDC-161-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	graduate	--
Contents		
<p>1. Strategic situations and decision making</p> <p>2. Analyzing strategic situations with game theory</p> <p>1. Noncooperative simultaneous move games</p> <p>2. Nash equilibrium</p> <p>3. Models of oligopoly markets</p> <p>3. Dynamic Games</p> <p>1. Two(-multi) stage games and subgame perfect equilibrium</p> <p>2. Role of commitment in dynamic situations</p> <p>3. Models of advertising</p> <p>4. Wage bargaining and unions</p> <p>4. Repeated Games</p> <p>1. Emergence of coordination in long interactions</p> <p>2. Collusion between competing firms</p> <p>3. Time consistent monetary policy</p> <p>5. Static games of incomplete Information</p> <p>1. Bayesian Nash equilibrium</p> <p>2. Auctions</p> <p>6. Dynamic games of incomplete information</p> <p>1. Moral hazard and nonlinear pricing</p> <p>2. Perfect Bayesian equilibrium</p> <p>3. Signalling games</p> <p>4. Job-market signalling</p> <p>5. Corporate investment and capital structure</p>		
Intended learning outcomes		
<p>After successful completion of this class, the students should be familiar with economic models that can be used to shape managerial strategy and aid in making decisions in strategic situations. Especially, by making use of simple two stage games, they should be able to formulate dynamic policies in a wide variety of strategic situations. The students will acquire an intuitive understanding of the underlying economic mechanisms which emerge from the analysis of game theoretic models for a wide variety of strategic situations arising in industrial economics, marketing, organization, finance, trade and labor. Moreover, they will acquire skills which enable them to make predictions in strategic situations by making use of simple mathematical models. By means of completing case based exercises, they will learn to transform real life business situations to an appropriate economic model. Based on an analysis of this model, they will be able to devise optimal strategies and derive the corresponding managerial implications.</p>		

The 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 to 120 minutes) or b) term paper (approx. 15 to 20 pages) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus
Allocation of places
--
Additional information
--
Workload
150 h
Teaching cycle
Teaching cycle: winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)

Module title		Abbreviation
Strategic Management of Global Supply Chains		12-M-SMGS-161-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	graduate	--
Contents		
In the course "Strategic Management of Global Supply Chains", students will become familiar with the basic principles of building an efficient global supply chain and will apply what they have learned working on multiple case studies.		
Intended learning outcomes		
After completing this course students (i) can apply the basic methods and concepts of supply chain management to practical settings and evaluate the results, and (ii) understand the effects of global value chains onto strategic company 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 creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: no courses offered		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)		

Module title			Abbreviation
Sustainability in logistics and information processing			12-M-NLI-161-mo1
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	graduate	--	
Contents			
Ecological, social and ethical factors play an increasingly important role in today's (business) world - not only for private households and enterprises but also for the national economy as a whole. This course will therefore discuss relevant issues from both points of view.			
Part A: Environmental economics and environmental policy			
1. Environment and endangerment of the environment			
2. Environmental protection and environmental policy			
3. Fundamental principles of environmental economics			
4. Market economy instruments			
5. State economy instruments			
6. Example of application: promotion of innovation			
7. Example of application: ecological tax and financial reform			
8. Alternative economic growth			
Part B: Green Logistics and Green IT			
1. Intra and inter-corporate division of labour			
2. Fundamental principles of ecologically and economically oriented production			
3. Typical changes in a globalised world concerning the environment			
4. Corporate environmental information systems			
5. Green IT measures			
6. Role of personal logistics for economising			
Intended learning outcomes			
Goals Part A: Environmental economics and environmental policy			
• Creation of environmental- and energy-political rudiments			
• Explanation of economical connections based on economical questions			
• Presentation of different instruments of implementation along with practical examples			
Goals Part B: Green Logistics and Green IT			
• Creation of logistical and information-technological rudiments			
• Explanation of economic connections based on economical questions			
• Presentation of different ways of implementation along with selected practical examples			
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)			
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: no courses offered
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) China Language and Economy (2016)

Module title			Abbreviation
Adaption and Continuous System Engineering			12-ACSE-161-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	graduate	--	
Contents			
<p>Business Suite: The constantly changing environment with its organisational and IT-oriented developments forces companies to adapt their standard business software solutions. With the help of dynamic adaptation (Continuous System Engineering), this process of change can be supported effectively and efficiently. This module discusses both the systematic implementation of adaptation steps (so-called customising) using the example of the mySAP Business Suite and the concept of Continuous System Engineering using various practical examples. Business Apps: The course combines theory and practice in the area of cloud computing and ERP. Participants gain an insight into the architecture of the ByDesign platform and are presented with an opportunity to gain practical experience working with the corresponding software development kit.</p>			
Content:			
<ul style="list-style-type: none">• Fundamentals of cloud computing• Cloud business solutions• Architecture of the SAP Business ByDesign platform• Platform adaption and extensibility• Basics of software development in SAP Cloud Applications Studio• Hands-on SDK: independently designing and developing a demo app			
Intended learning outcomes			
Business Suite: Students learn about the various ways of adapting a standard business software solution to the special requirements of a company. They also develop a fundamental understanding of the dynamic adaptation of business software libraries. Based on selected examples from the SAP Business Suite that the acquired knowledge will be deepened by using case studies. Business Apps: The course imparts knowledge and delivers skills in cloud computing for businesses, ERP systems architecture and software development at the example of the SAP Business ByDesign platform. The independent planning, implementation and documentation of a business app trains important core competencies of technology-oriented Business Informatics.			
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) 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 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: no courses offered
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) Information Systems (2022)

Module title			Abbreviation
Information systems research			12-M-ISR-161-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	graduate	--	
Contents			
The course provides an overview of theoretical scientific foundations, theories, research topics and methods of international research in business informatics.			
Intended learning outcomes			
The module provides students with knowledge of: (i) Exploration of classical themes of WI / IS research; (ii) Getting to know the relevant paradigms, theories and methods; (iii) Recognition of the interfaces to other areas of business administration and management practice; (iv) Gain experience in finding and evaluation of scientific 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. 15 to 20 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
40 places. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Master's students of Wirtschaftsinformatik (Business Information Systems) will be given preferential consideration. (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.			
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			
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015)			
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Master's degree (1 major) China Language and Economy (2016)

Module title			Abbreviation
Risk Management - Concepts and Systems			12-RM-KS-161-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	graduate	--	
Contents			
Concepts: The course will provide students with an overview of the main goals, contents, methods and instruments of opportunity and risk management in industrial and commercial enterprises. Systems: The course will provide students with an overview of the design and functionality of essential information systems for risk management.			
Intended learning outcomes			
Concepts: After completion of the module students have a sound understanding of basic concepts, processes, methods and tools of risk management. They are able to justify the duties and functions of risk management in the company in theory and practice. They can also evaluate proposed solutions for the design of a risk management system, analyze selected issues of risk management and building on that, develop their own solutions. Systems: After completing this module, students can (i) judge legal, organizational and methodological requirements for the implementation of risk management processes in a risk management information system (RMIS); (ii) understand the technical basis for RMIS; (iii) estimate the different characteristics of various information systems for the RM; (iv) understand the workings of RMIS.			
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) oral examination (one candidate each: approx. 15 to 20 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
25 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

Master's degree (1 major) Business Information Systems (2016)
 Master's degree (1 major) Business Management (2015)
 Master's degree (1 major) China Business and Economics (2016)
 Master's degree (1 major) China Language and Economy (2016)
 Master's degree (1 major) Management (2018)
 Master's degree (1 major) China Business and Economics (2019)
 Master's degree (1 major) China Language and Economy (2019)
 Master's degree (1 major) Information Systems (2019)
 Master's degree (1 major) China Business and Economics (2021)
 Master's degree (1 major) China Language and Economy (2021)
 Master's degree (1 major) Economathematics (2021)
 Master's degree (1 major) Management (2022)
 Master's degree (1 major) Economathematics (2022)
 exchange program Business Management and Economics (2022)

Module title			Abbreviation
Business Processes Organisation, Business Software and Process Industries			12-GLP-161-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	graduate	--	
Contents			
ERP systems have become key elements of successful companies. Business processes in companies can no longer be managed without using such ERP systems. In financial departments of companies, such systems have been used for a long time, but business processes e. g. for logistical tasks have so far not been supported by ERP solutions. This module explains how this issue could be resolved as well as what constraints and what dependencies have to be considered.			
Intended learning outcomes			
The "Business Processes Organisation, Business Software and Process Industries" module aims to achieve the following learning outcomes: 1. Fundamental Knowledge of Business Processes: Upon completing the course, students will possess a solid understanding of the essential business processes within companies. They have learned how to identify selected problems in the organization and design of logistical business processes and develop solutions. 2. Understanding and Designing ERP Systems: Students are capable of understanding and designing basic data structures and data flows within an ERP system. They have acquired practical skills to effectively map business processes within an ERP system. 3. Specialization in Industry Requirements: Participants have gained specialized knowledge of the requirements of specific industries, such as the process industry. They understand how to organize business processes considering the specific characteristics of these industries. 4. Application and Integration into ERP Systems: Students are able to map core business processes within an ERP system. They are capable of applying theoretical knowledge practically and optimizing the integration of business processes into ERP systems to support business objectives.			
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			
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

Master's degree (1 major) Economathematics (2016)
Master's degree (1 major) Business Information Systems (2016)
Master's degree (1 major) Business Management (2015)
Master's degree (1 major) China Business and Economics (2016)
Master's degree (1 major) International Economic Policy (2015)
Master's degree (1 major) China Language and Economy (2016)
Master's degree (1 major) Information Systems (2019)
Master's degree (1 major) Information Systems (2022)

Module title			Abbreviation
Business Service Platforms 1			12-BSA-161-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	graduate	--	
Contents			
<p>A next generation of enterprise systems called business service platforms is emerging using new disruptive technologies such as cloud computing, big data and mobility. These business service platforms apply the concept of product platforms to software. They will</p> <ol style="list-style-type: none">1. be services based2. be offered as a service in the cloud3. address new classes of users and types of business especially in the service business4. allow for a high degree of business adaptability and extensibility.5. be supplemented by a broad offer of partner add-ons supporting accelerated innovation. <p>These new business service platforms will play a key role in the digital transformation of the software industry.</p>			
Intended learning outcomes			
<p>Be aware of the big business productivity progress enabled by BIS in the last 50 years. Understand the limitations of these systems in spite of the digital transformation of the software industry ahead. Be able to critically assess the business potential of new IC technologies. Understand the business demand for change. Understand the necessary organizational learning needed to leverage new technology for business change management.</p>			
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)			
<p>written examination (approx. 60 minutes)</p> <p>Language of assessment: German and/or English</p> <p>creditable for bonus</p>			
Allocation of places			
<p>40 places.</p> <p>Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Master's students of Wirtschaftsinformatik (Business Information Systems) will be given preferential consideration. (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.</p>			
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

Master's degree (1 major) Economathematics (2016)
 Master's degree (1 major) Business Information Systems (2016)
 Master's degree (1 major) Business Management (2015)
 Master's degree (1 major) China Business and Economics (2016)
 Master's degree (1 major) International Economic Policy (2015)
 Master's degree (1 major) China Language and Economy (2016)

Module title			Abbreviation
Work Order Planning for Automated Manufacturing			12-M-AGAF-161-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	graduate	--	
Contents			
The idea of integration of business information systems is primarily practiced and developed as an ERP system in terms of business application areas, their temporal overlap (data warehouse), their spatial relationship (supply network) and connection of legal tasks (eGovernment). However, linking the commercial view of incoming customer orders with the logistic or more technical view of the scheduling of production orders and the resulting consequences for the processes is a critical success factor.			
Intended learning outcomes			
Linking research and lectures of the Institute of Robotics and Telematics as well as the orientation of the Chair of Business Integration allows students a conceptual as well as practical insight into the challenges of this in the future essential part of the operational automation development.			
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			
--			
Additional information			
--			
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			
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Information Systems (2019)			

Module title			Abbreviation
Business Computing for Shop Floor Automation			12-M-IP-161-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	graduate	Regular attendance of the seminar (minimum 70%) is a prerequisite for admission to assessment.	
Contents			
With the help of topics from the area of business information systems and manufacturing automation, this module will provide students with an opportunity to consolidate their knowledge and skills regarding the preparation of a well-structured term paper and the presentation of the key results of their work.			
Intended learning outcomes			
The presentation as a result of the substantive research into the various fields of information processing task has to convince the critical participants. Through the presentation and answering the questions the participants practice to engage in critical situations for their own view of the problem and to represent their opinion convincing.			
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 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German and/or English Assessment offered: Once a year, summer semester			
Allocation of places			
--			
Additional information			
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Workload			
300 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			
Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) China Language and Economy (2016)			

Module title			Abbreviation
Topics in Business Information Systems 1			12-M-ATW1-161-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	graduate	--	
Contents			
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none">• 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) <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>			
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) Course type: alternatively S instead of V + Ü			
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 (15 to 20 minutes) and written elaboration (approx. 20 pages); (weighted 1:2) 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 creditable for bonus			
Allocation of places			
--			
Additional information			
--			
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			
Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019)			
Master's with 1 major Business Information Systems (2016)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Wirtschaftsinformatik - 2016	page 150 / 183

Master's degree (1 major) Information Systems (2019)
 Master's degree (1 major) China Business and Economics (2021)
 Master's degree (1 major) China Language and Economy (2021)
 Master's degree (1 major) Information Systems (2022)
 Master's degree (1 major) International Economic Policy (2022)
 Master's degree (1 major) Management (2022)
 Master's degree (1 major) International Economic Policy (2024)

Module title			Abbreviation
Topics in Business Information Systems 2			12-M-ATW2-161-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	graduate	--	
Contents			
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none">• 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) <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>			
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) Course type: alternatively S instead of V + Ü			
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 (15 to 20 minutes) and written elaboration (approx. 20 pages); (weighted 1:2) 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 creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019)			
Master's with 1 major Business Information Systems (2016)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Wirtschaftsinformatik - 2016	page 152 / 183

Master's degree (1 major) Information Systems (2019)
 Master's degree (1 major) China Business and Economics (2021)
 Master's degree (1 major) China Language and Economy (2021)
 Master's degree (1 major) Information Systems (2022)
 Master's degree (1 major) International Economic Policy (2022)
 Master's degree (1 major) Management (2022)
 Master's degree (1 major) International Economic Policy (2024)

Module title			Abbreviation
Mobile and Ubiquitous Systems			12-M-MUS-161-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	graduate	--	
Contents			
The module provides an overview of technologies and business applications of mobile & ubiquitous computing. Concepts and applications are illustrated using numerous examples from mobile telecommunications to the Internet of Things. In the accompanying exercise, corresponding case study texts are analysed and discussed.			
Intended learning outcomes			
<div>- Understand the technological basics of mobile & ubiquitous computing.</div> <div>- Analysing business applications in processes, products/services and business models</div> <div>- Apply the concepts learned to real-life problems in a business context</div>			
Courses (type, number of weekly contact hours, language — if other than German)			
Ü (2) + 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)			
<div>a) written examination (approx. 60 minutes) or</div> <div>b) oral examination (one candidate each: approx. 15 to 20 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes)</div> <div>Language of assessment: German and/or English</div> <div>creditable for bonus</div>			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: summer semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
<div>Master's degree (1 major) Economathematics (2016)</div> <div>Master's degree (1 major) Business Information Systems (2016)</div> <div>Master's degree (1 major) Business Management (2015)</div> <div>Master's degree (1 major) China Business and Economics (2016)</div> <div>Master's degree (1 major) International Economic Policy (2015)</div> <div>Master's degree (1 major) Media Communication (2016)</div> <div>Master's degree (1 major) China Language and Economy (2016)</div> <div>Master's degree (1 major) Media Communication (2018)</div> <div>Master's degree (1 major) Management (2018)</div>			
Master's with 1 major Business Information Systems (2016)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Wirtschaftsinformatik - 2016	
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Master's degree (1 major) China Business and Economics (2019)
 Master's degree (1 major) China Language and Economy (2019)
 Master's degree (1 major) Media Communication (2019)
 Master's degree (1 major) Information Systems (2019)
 Master's degree (1 major) China Business and Economics (2021)
 Master's degree (1 major) China Language and Economy (2021)

Module title			Abbreviation
Selected Topics in Business Information Systems 1			12-M-AWI1-161-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	graduate	--	
Contents			
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none">• 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) <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>			
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) Course type: alternatively S instead of V + Ü			
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/single choice questions (approx. 60 minutes) or c) presentation (15 to 20 minutes) and written elaboration (approx. 20 pages); (weighted 1:2) or d) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or e) entirely or partly computerised written examination (approx. 60 minutes) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018)			
Master's with 1 major Business Information Systems (2016)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Wirtschaftsinformatik - 2016	page 156 / 183

Master's degree (1 major) International Economic Policy (2018)
 Master's degree (1 major) China Business and Economics (2019)
 Master's degree (1 major) China Language and Economy (2019)
 Master's degree (1 major) Information Systems (2019)
 Master's degree (1 major) China Business and Economics (2021)
 Master's degree (1 major) China Language and Economy (2021)
 Master's degree (1 major) Information Systems (2022)
 Master's degree (1 major) International Economic Policy (2022)
 Master's degree (1 major) Management (2022)
 exchange program Business Management and Economics (2022)

Module title			Abbreviation
Selected Topics in Business Information Systems 2			12-M-AWI2-161-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	graduate	--	
Contents			
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none">• 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) <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>			
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) Course type: alternatively S instead of V + Ü			
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/single choice questions (approx. 60 minutes) or c) presentation (15 to 20 minutes) and written elaboration (approx. 20 pages); (weighted 1:2) or d) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or e) entirely or partly computerised written examination (approx. 60 minutes) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018)			
Master's with 1 major Business Information Systems (2016)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Wirtschaftsinformatik - 2016	page 158 / 183

Master's degree (1 major) International Economic Policy (2018)
 Master's degree (1 major) China Business and Economics (2019)
 Master's degree (1 major) China Language and Economy (2019)
 Master's degree (1 major) Information Systems (2019)
 Master's degree (1 major) China Business and Economics (2021)
 Master's degree (1 major) China Language and Economy (2021)
 Master's degree (1 major) Information Systems (2022)
 Master's degree (1 major) International Economic Policy (2022)
 Master's degree (1 major) Management (2022)

Module title			Abbreviation
Business Service Platforms 2			12-AGP2-161-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	graduate	--	
Contents			
<p>The next generation of business service platforms leads to a transformation of traditional industrial enterprises into service businesses that generate a large proportion of value in developed economies. New ICT technologies such as cloud computing, the Internet of Things and semantic technologies will contribute to the success of these businesses in a similar way as ERP contributed to the success of industrial enterprises. But we are still at the beginning of the evolution of business service platforms, which will have to become more adaptable to support special business models and allow differentiating customer service processes.</p> <p>The course will discuss different case studies on services businesses. The digital transformation of the software industry into a service industry is the most prominent of these case.</p>			
Intended learning outcomes			
<p>Be aware of the growing economic importance of the service sector. Understand that services businesses in are facing a special productivity problem, which could not be adressed by the same processes applied in the manufacturing industries. Understand the new ICT technologies we have at hand today to deliver smart solutions for this problem. Be aware of the diversity of services business today where we have no evidence that a general standard can be found applicable to most subsectors similar to the standardization achieved for the manufacturing industries after twenty years of research.</p>			
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)			
<p>written examination (approx. 60 minutes)</p> <p>Language of assessment: German and/or English</p> <p>creditable for bonus</p>			
Allocation of places			
<p>40 places.</p> <p>Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Master's students of Wirtschaftsinformatik (Business Information Systems) will be given preferential consideration. (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.</p>			
Additional information			
--			
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

Master's degree (1 major) Business Information Systems (2016)
Master's degree (1 major) Business Management (2015)
Master's degree (1 major) China Business and Economics (2016)
Master's degree (1 major) International Economic Policy (2015)
Master's degree (1 major) China Language and Economy (2016)

Module title			Abbreviation
Information and Enterprise Architecture Management			12-M-VHB-IU-161-mo1
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	graduate	--	
Contents			
<p>The course "Information and Enterprise Architecture Management" deals with the targeted use of information technologies in companies and the networking of organizational strategies and goals with the possibilities of modern software systems. The course is therefore primarily aimed at students in degree programs with a commercial and/or information technology orientation. In modular sections, the course provides a comprehensive overview of the relevant aspects of this subject environment - for example, the development of an IT strategy, the fundamentals and methods of enterprise architecture management, and the legal framework. The knowledge acquired is tested and assessed (without influencing the final grade) at the end of each chapter using an interactive questionnaire. The course is assessed at the end of each semester on the basis of a 60-minute written exam.</p> <p>Chapter 1: Introduction Chapter 2: Strategic Design of Information and Enterprise Architectures Chapter 3: Organizational Anchoring Chapter 4: Enterprise Architecture Management (Overview) Chapter 5: Enterprise Architecture Management (Tools and Methods) Chapter 6: Quality Management for IT Solutions Chapter 7: Management of Architecture Projects Chapter 8: Security Management Chapter 9: Legal Requirements Chapter 10: IT Controlling</p>			
Intended learning outcomes			
After completing the module "Information and Enterprise Architecture Management", students will be able to present an overview of essential aspects of information technologies in the enterprise. This provides students with a general professional competence.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Course type: online course Virtuelle Hochschule Bayern (vhb)			
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			
--			
Additional information			
--			
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
Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) International Economic Policy (2015)

Module title			Abbreviation
International Leadership			12-M-VHB-IL-161-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	graduate	--	
Contents			
<p>Business today is volatile, uncertain, complex and ambiguous meaning leaders must face new challenges daily. To steer a business and its people through such an environment, strong and effective leadership is essential. This requires leaders to have a solid knowledge base and understanding of their role, responsibility and how to succeed.</p> <p>This course introduces leadership theory and practice and explores the proven model of Transformational Leadership. It also dives deeper to examine Transformational Leadership in the digital age and key aspects of communication to inspire, guide, and create trustful relationships.</p>			
Intended learning outcomes			
<p>Participants of this course will be able to</p> <ul style="list-style-type: none">• understand why good leadership can make such a difference in today´s disruptive business world.• learn from the evolution of leadership theories and principles.• build a solid foundational knowledge of how to create an environment in which others can succeed.• reflect upon their own behaviour with regards to the principles of Transformational Leadership.• adapt the key elements of Transformational Leadership to lead in different business situations.• use communication tools to build relationships and influence positively.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Course type: online course Virtuelle Hochschule Bayern (vhb)			
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. 180 minutes) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015)			
Master's with 1 major Business Information Systems (2016)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Wirtschaftsinformatik - 2016	
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Master's degree (1 major) International Economic Policy (2015)

Module title			Abbreviation
Logistic concepts and processes			12-M-VHB-LAP-161-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	graduate	--	
Contents			
<p>The term "logistics" is used very heterogeneously and suffers from an abundance of application variants and different definitions. Depending on the orientation, the global term "logistics" is also used for isolated subareas, such as:</p> <p>Industrial logistics distribution logistics physical demand fulfillment marketing logistics physical distribution</p> <p>The basic function of logistics is the combination of activities in the context of movement and storage processes to bridge space and time. The things to be moved and to be stored can be of highest different nature and include physical goods as well as information or persons. The individual and overall economic components of logistics are delimited by the pair of terms micro and macro logistics. Micro-logistics deals with the business-oriented processes of service production and utilization, while macro-logistics analyzes global macroeconomic or inter-firm processes.</p> <p>This course introduces the solution of operational tasks through structuring and process-related, logistical arrangement in connection with the use of appropriate procedures for the control of storage, transport and production processes. After the design of logistic process flows, the application of these methods is a decisive prerequisite for the ongoing situational adaptation of the processes to the changing framework conditions. The use of planning, optimization and simulation methods is an indispensable aid for the economically consistent design of logistical processes.</p>			
Intended learning outcomes			
After completing the module "Logistical Tasks and Processes", students will be able to present an overview of essential aspects of logistical process flows. Thus, a general professional competence is imparted to the students.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Course type: online course Virtuelle Hochschule Bayern (vhb)			
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: no courses offered
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) International Economic Policy (2015)

Module title		Abbreviation
Databases 2		10-I=DB2-161-m01
Module coordinator		Module offered by
Dean of Studies Informatik (Computer Science)		Institute of Computer Science
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
Data warehouses and data mining; web databases; introduction to Datalog.		
Intended learning outcomes		
The students have advanced knowledge about relational databases, XML and data mining.		
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 to 120 minutes). If announced by the lecturer at the beginning of the course, the written examination may be replaced by an oral examination of one candidate each (approx. 20 minutes) or an oral examination in groups of 2 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		
Focuses available for students of the Master's programme Informatik (Computer Science, 120 ECTS credits): SE, IS, HCI.		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Computer Science (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Computer Science (2017) Master's degree (1 major) Computer Science (2018) Master's degree (1 major) Information Systems (2019) Master's teaching degree Gymnasium MINT Teacher Education PLUS, Elite Network Bavaria (ENB) (2020) Supplementary course MINT Teacher Education PLUS, Elite Network Bavaria (ENB) (2020) Master's degree (1 major) Aerospace Computer Science (2020) Master's degree (1 major) eXtended Artificial Intelligence (xtAI) (2020)		

Module title		Abbreviation
Advanced Automation		10-I-AA-WI-152-m01
Module coordinator		Module offered by
holder of the Chair of Computer Science VII		Institute of Computer Science
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
Advanced topics in automation systems as well as instrumentation and control engineering, for example from the fields of sensor data processing, actuators, cooperating systems, mission and trajectory planning.		
Intended learning outcomes		
The students have an advanced knowledge of selected topics in automation systems. They are able to implement advanced automation systems.		
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 to 120 minutes). If announced by the lecturer at the beginning of the course, the written examination may be replaced by an oral examination of one candidate each (approx. 20 minutes) or an oral examination in groups of 2 candidates (approx. 30 minutes). Language of assessment: German and/or English creditable for bonus		
Allocation of places		
--		
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		
Master's degree (1 major) Business Information Systems (2016)		

Module title		Abbreviation
Analysis and Design of Programs		10-I=PA-152-m01
Module coordinator		Module offered by
holder of the Chair of Computer Science II		Institute of Computer Science
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
Program analysis, model creation in software engineering, program quality, test of programs, process models.		
Intended learning outcomes		
The students are able to analyse programs, to use testing frameworks and metrics as well as to judge program quality.		
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)		
<p>written examination (approx. 60 to 120 minutes).</p> <p>If announced by the lecturer at the beginning of the course, the written examination may be replaced by an oral examination of one candidate each (approx. 20 minutes) or an oral examination in groups of 2 candidates (approx. 15 minutes per candidate).</p> <p>Language of assessment: German and/or English</p> <p>creditable for bonus</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
§ 22 II Nr. 3 b)		
Module appears in		
<p>First state examination for the teaching degree Gymnasium Computer Science (2015)</p> <p>Master's degree (1 major) Business Information Systems (2016)</p>		

Module title		Abbreviation
Information Retrieval		10-I=IR-152-m01
Module coordinator		Module offered by
Dean of Studies Informatik (Computer Science)		Institute of Computer Science
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
IR models (e. g. Boolean and vector space model, evaluation), processing of text (tokenising, text properties), data structures (e. g. inverted index), query elements (e. g. query operations, relevance feedback, query languages and paradigms, structured queries), search engine (e. g. architecture, crawling, interfaces, link analysis), methods to support IR (e. g. recommendation systems, text clustering and classification, information extraction).		
Intended learning outcomes		
The students possess theoretical and practical knowledge in the area of information retrieval and have acquired the technical know-how to create a search engine.		
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 to 120 minutes). If announced by the lecturer at the beginning of the course, the written examination may be replaced by an oral examination of one candidate each (approx. 20 minutes) or an oral examination in groups of 2 candidates (approx. 15 minutes per candidate). Language of assessment: German and/or English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
§ 22 II Nr. 3 b)		
Module appears in		
First state examination for the teaching degree Gymnasium Computer Science (2015) Master's degree (1 major) Business Information Systems (2016)		

Module title		Abbreviation
Artificial Intelligence I		10-I=Kl1-152-m01
Module coordinator		Module offered by
holder of the Chair of Computer Science VI		Institute of Computer Science
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
Intelligent agents, uninformed and heuristic search, constraint problem solving, search with partial information, propositional and predicate logic and inference, knowledge representation.		
Intended learning outcomes		
The students possess theoretical and practical knowledge about artificial intelligence in the area of agents, search and logic and are able to assess possible applications.		
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 to 120 minutes). If announced by the lecturer at the beginning of the course, the written examination may be replaced by an oral examination of one candidate each (approx. 20 minutes) or an oral examination in groups of 2 candidates (approx. 15 minutes per candidate). Language of assessment: German and/or English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
§ 22 II Nr. 3 b)		
Module appears in		
First state examination for the teaching degree Gymnasium Computer Science (2015) Master's degree (1 major) Business Information Systems (2016)		

Module title		Abbreviation
Artificial Intelligence 2		10-I=KI2-152-m01
Module coordinator		Module offered by
holder of the Chair of Computer Science VI		Institute of Computer Science
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
Planning, probabilistic closure and Bayesian networks, utility theory and decidability problems, learning from observations, knowledge while learning, neural networks and statistical learning methods, reinforcement learning, processing of natural language, image processing.		
Intended learning outcomes		
The students possess theoretical and practical knowledge about artificial intelligence in the area of probabilistic closure, learning and language/image processing and are able to assess possible applications.		
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 to 120 minutes). If announced by the lecturer at the beginning of the course, the written examination may be replaced by an oral examination of one candidate each (approx. 20 minutes) or an oral examination in groups of 2 candidates (approx. 15 minutes per candidate). Language of assessment: German and/or English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
§ 22 II Nr. 3 b)		
Module appears in		
First state examination for the teaching degree Gymnasium Computer Science (2015) Master's degree (1 major) Business Information Systems (2016)		

Module title			Abbreviation
Digital Marketing I			12-M-DM1-182-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	graduate	--	
Contents			
<p>Digitalization is rapidly changing our lives, including all types of business relationships. Therefore, new opportunities and approaches have emerged in all areas of the marketing mix: Managers can choose from a wide variety of new communication channels, such as social media networks, blogs, or messengers, and can engage in influencer marketing and search engine optimization. They increasingly rely on online customer co-creation or crowdsourcing and create a wide variety of new digital products and services, often related to completely new business models. Through price crawlers and price setting tools customers' price search behaviors have significantly changed, requiring new price setting techniques. Artificial intelligence enables managers to automate and optimize many of these marketing processes, thus offering new opportunities and challenges for companies. Overall, digital marketing offers a tremendous variety of concepts and approaches to seize respective opportunities and deal with related challenges, which will be largely highlighted and discussed in this course.</p>			
Course structure:			
<ul style="list-style-type: none">• Introduction to Digital Marketing (incl. trends and major players)• Digital Product Management (incl. management of digital and digitalized products, innovations, and brands)• Digital Price Management (incl. digitalized and innovative pricing models and tools, such as crawlers, pay-per-use pricing, etc.)• Digital Communication Management (incl. social media marketing, influencer marketing, search engine marketing, mobile marketing, content marketing, viral marketing, augmented and virtual reality marketing, etc.)• Responsibilities resulting from Digital Marketing (incl. customer privacy, ethical challenges, organizational aspects)• Current Trends & Future Outlook (incl. virtual and augmented reality, artificial intelligence, etc.)			
Intended learning outcomes			
<p>This course provides a broad overview about these new approaches of digital marketing. It explains the underlying concepts of digital marketing and illustrates these approaches and concepts along numerous case studies. After attending this course, students should have a broad and in-depth understanding of digital marketing and its tools and of how to implement them successfully in business practice.</p>			
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)			
<p>a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) Language of assessment: English creditable for bonus</p>			
Allocation of places			
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Additional information
--
Workload
150 h
Teaching cycle
Teaching cycle: no courses offered
Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module appears in
Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) Information Systems (2022) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022)

Module title		Abbreviation
Digital Marketing II		12-M-DM2-182-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	graduate	--
Contents		
In this module, students take on the fictitious role of marketing managers who manage the marketing department of a large company division in the consumer electronic goods sector. They are asked to develop a marketing strategy for the division, which includes the product portfolio, suitable pricing approaches, online and offline communication and marketing via online and offline sales channels. The situation described above is illustrated in a so-called "business simulation", which is completed online in several groups.		
Intended learning outcomes		
In this course, students learn to apply central concepts of online and offline marketing in a targeted manner and in relation to the respective company situation. The course thus forms the bridge between theory transfer and corresponding application in business practice.		
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 to 120 minutes) or b) term paper (15 to 20 pages) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus		
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		
Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019)		
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Master's degree (1 major) Information Systems (2019)
 Master's degree (1 major) China Business and Economics (2021)
 Master's degree (1 major) China Language and Economy (2021)
 Master's degree (1 major) Econometrics (2021)
 Master's degree (1 major) Information Systems (2022)
 Master's degree (1 major) International Economic Policy (2022)
 Master's degree (1 major) Management (2022)
 Master's degree (1 major) Econometrics (2022)
 exchange program Business Management and Economics (2022)

Module title			Abbreviation
E-Commerce I			12-M-EC1-182-mo1
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	graduate	--	
Contents			
E-commerce is a highly relevant field for almost all types of companies. However, the ecommerce approaches and strategies applied by companies differ strongly depending on the respective firm context (e.g., in terms of industry, types of customers, types of products). In this seminar, students analyze the specific e-commerce strategy of a selected firm. In doing so, they evaluate the strategies' current and future potential and make suggestions for improvements and for addressing future trends. Furthermore, each lecture session will contain short presentations where the students (in groups) will either apply selected lecture topics to real-world business cases or present the core aspects of research articles dealing with e-commerce topics in general.			
Intended learning outcomes			
This class enables students to gain insights into real-life e-commerce strategies and to train their abilities in assessing business strategies.			
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 to 120 minutes) or b) term paper (15 to 20 pages) Language of assessment: English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: summer semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019)			
Master's with 1 major Business Information Systems (2016)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Wirtschaftsinformatik - 2016	
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Master's degree (1 major) Information Systems (2019)
 Master's degree (1 major) China Business and Economics (2021)
 Master's degree (1 major) China Language and Economy (2021)
 Master's degree (1 major) Econometrics (2021)
 Master's degree (1 major) Information Systems (2022)
 Master's degree (1 major) International Economic Policy (2022)
 Master's degree (1 major) Management (2022)
 Master's degree (1 major) Econometrics (2022)
 exchange program Business Management and Economics (2022)

Module title		Abbreviation
Managerial Practice Lectures		12-M-VGP-202-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	graduate	--
Contents		
<p>In this lecture, we invite board members of publicly listed companies, SMEs and Startups to discuss contemporary challenges of corporate management.</p> <p>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.</p> <p>Managers of the different companies are required to address the following questions that will foster a detailed discussion at the end of each lecture:</p> <ul style="list-style-type: none"> - 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		
<p>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.</p>		
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)		
<p>portfolio (approx. 15 pages)</p> <p>Language of assessment: German and/or English</p>		
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		
Master's degree (1 major) Business Information Systems (2016)		
Master's with 1 major Business Information Systems (2016)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Wirtschaftsinformatik - 2016	page 180 / 183

Master's degree (1 major) Business Management (2015)
Master's degree (1 major) International Economic Policy (2015)
Master's degree (1 major) Management (2018)
Master's degree (1 major) International Economic Policy (2018)
Master's degree (1 major) Information Systems (2019)
Master's degree (1 major) China Business and Economics (2021)
Master's degree (1 major) China Language and Economy (2021)
Master's degree (1 major) Information Systems (2022)
Master's degree (1 major) International Economic Policy (2022)
Master's degree (1 major) Management (2022)
exchange program Business Management and Economics (2022)

Thesis

(30 ECTS credits)

Module title			Abbreviation
Master Thesis Business Information Systems			12-WI-MA-161-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)	
30	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
Students will complete their degree with a Master's thesis in which they will be required to independently research and write on a topic in the area of business management and economics, drawing on the subject-specific knowledge they have acquired and adhering to the principles of good scientific practice. This thesis may either take the form of an analysis and structured presentation of the existing literature on a certain topic or may, as is often the case, also include a presentation of the students' own original achievements, e. g. new algorithms developed by students, surveys, the prototypical demonstration of a concept they developed or the application and (further) development of a theoretical model.			
Intended learning outcomes			
In the master 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)			
No courses assigned to module			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
Master's thesis (approx. 60 to 80 pages) Language of assessment: German and/or English			
Allocation of places			
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Additional information			
Time to complete: 6 months			
Workload			
900 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			
Master's degree (1 major) Business Information Systems (2016)			