

# Module Catalogue

for the Subject

## Business Integration (MBA)

as a Master's with 1 major  
(90 ECTS credits)

Examination regulations version: 2013  
Responsible: Faculty of Business Management and Economics

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## The subject is divided into

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## Content and Objectives of the Programme

No translation available.

## 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:

**ASPO2009**

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

**25-Sep-2013 (2013-35) Doublet to PO version 2012**

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

(54 ECTS credits)

Module title			Abbreviation
Fundamentals of Economics (FUE)			10-MBA-VWA-122-mo1
Module coordinator		Module offered by	
MBA-Continuing Education		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
6	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>Motivation</p> <p>Economics attempts to understand and to explain the business cycle and its regularities. The findings become increasingly important for the positioning of companies within global competition. It is essential that companies correctly interpret economic-political decisions or reforms in social security and take them into account in their corporate management. That way, both the opportunities afforded by the opening of markets as well as the intensification of business relationships due to globalisation can be used successfully while risks incurred through increased competition can be reduced.</p> <p>This module will cover the following topics:</p> <ul style="list-style-type: none"><li>- Globalisation and competitiveness</li><li>- Economic and monetary policy</li><li>- Economic growth</li><li>- Structural change</li><li>- Employment markets and social policy</li></ul>			
Intended learning outcomes			
<p>Objectives</p> <p>Acquire well-founded and proven insights in the causes and effects of globalization. Find out which challenges the advancing globalization poses to certain business locations. Identify complex correlations in national and international business life, which you can use for purchasing and selling activities in a profitable manner. Learn how to competently analyze macroeconomic changes in employment markets, currency exchange rates, and financial markets. Acquire the necessary know-how to proactively react to new political framework conditions with adequate corporate measurements.</p> <p>Approach</p> <p>In this module, experienced and well-renowned lecturers from universities, economic research institutes, and strategy departments of companies will present you their knowledge on economic activities. They combine macroeconomic theories with their real-life impacts in a comprehensible manner. In the course of expert lectures and discussions, tremendous importance is attributed to teaching you sustainable reaction mechanisms. In a written exam, you will test your knowledge in assessing macroeconomic framework conditions and deriving suitable actions for the success of your company.</p>			
Courses (type, number of weekly contact hours, language — if other than German)			
V + Ü (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
written examination (approx. 180 minutes) Language of assessment: German, English			
Allocation of places			
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Additional information			
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<b>Workload</b>
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<b>Teaching cycle</b>
--
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
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<b>Module appears in</b>
Master's degree (1 major) Business Integration (MBA) (2013) Master's degree (1 major) Business Integration (MBA) (2012) Master's degree (1 major) Purchasing & Supply Chain Management (MBA) (2013)

Module title			Abbreviation
Fundamentals of Management (FUM)			10-MBA-BWA-122-m01
Module coordinator		Module offered by	
MBA-Continuing Education		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
6	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>Motivation</p> <p>The most important factor for a company's success is the appropriate use of human, physical and financial resources. Quality in business organisation is another factor gaining importance in international competition. Therefore, considerations of suitable investment and financing alternatives or the selection of qualified employees need to be made. In addition, the focus needs to be put on corporate decision-making and on the utilisation of product and service innovations. Using adequate marketing concepts helps to successfully place and establish products and services in the market environment.</p> <p>This module will cover the following topics:</p> <ul style="list-style-type: none"><li>- Investment and financing</li><li>- Accounting and economic value added</li><li>- Controlling</li><li>- Marketing</li><li>- Human resources and organisation</li></ul>			
Intended learning outcomes			
<p>Objectives</p> <p>Learn how to think, to make decisions, and to act like an entrepreneur. Use well-established financial and investment evaluation and calculation methods to make your decision. Acquire well-founded knowledge in the relevant accounting standards as well as controlling instruments. Practice the preparation of realistic business plans. Objectively evaluate both the market potentials concerning certain products and services as well as the consequences and risks of different business strategies. Use modern marketing instruments and sales concepts to secure your company's success.</p> <p>Approach</p> <p>The module starts with a company simulation game, which offers you an interactive approach to the subjects of income statement as well as of economic value added. Following that, selected accounting principles, procedures of capital expenditure, budgeting and financing strategies as well as sophisticated controlling tools will be presented. In the qualitative disciplines such as marketing and human resources you will acquire management-relevant knowledge e. g. regarding customer orientation or employee management. Writing an exam you will then proof the acquired skills.</p>			
Courses (type, number of weekly contact hours, language — if other than German)			
V + Ü (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
written examination (approx. 60 minutes) and written examination (approx. 180 minutes), weighted 3:7 Language of assessment: German, English			
Allocation of places			
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Additional information			
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<b>Workload</b>
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<b>Teaching cycle</b>
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<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
--
<b>Module appears in</b>
Master's degree (1 major) Business Integration (MBA) (2013) Master's degree (1 major) Business Integration (MBA) (2012) Master's degree (1 major) Purchasing & Supply Chain Management (MBA) (2013)

Module title			Abbreviation
Application-Oriented Information Processing (AIP)			10-MBA-AIV-122-m01
Module coordinator		Module offered by	
MBA-Continuing Education		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
6	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
This module will be discontinued, no courses are offered currently or will be offered in future.			
This may be due to one of the following reasons:			
<ul style="list-style-type: none"><li>the module belongs to a version of the examination regulations that no longer has any enrolled students</li><li>the lecturer who offered the course is no longer employed at the University of Würzburg</li><li>the contents are no longer taught and were substituted with comparable offers</li></ul>			
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 + Ü (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
written examination (approx. 60 minutes) and written examination (approx. 120 minutes) and seminar paper (approx. 5 pages), weighted 3:4:3 Language of assessment: German, English			
Allocation of places			
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Additional information			
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Workload			
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Teaching cycle			
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Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Business Integration (MBA) (2013)			
Master's degree (1 major) Business Integration (MBA) (2012)			

Module title			Abbreviation
Business Process Management (BPM)			10-MBA-GPM-122-m01
Module coordinator		Module offered by	
MBA-Continuing Education		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
6	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>Motivation</p> <p>Continually changing market requirements necessitate constant adjustments of the business processes within companies. The traditional design of a company's operational structure, i. e. isolating individual functions, is replaced by the organisational integration of logically connected tasks and procedures. This development affects not only internal processes but also increasingly affects inter-company business processes. This is why companies that manage to design their entire operations and overall organisation in a structured and integrated manner are particularly successful.</p> <p>This module will cover the following topics:</p> <ul style="list-style-type: none"><li>- Information processing within companies</li><li>- Business processes</li><li>- Customer relationship management (CRM)</li><li>- Supply chain management (SCM)</li><li>- Enterprise resource planning (ERP)</li></ul>			
Intended learning outcomes			
<p>Objectives</p> <p>Acquire well-founded know-how about the design and management of business processes in a practically-oriented manner. Get detailed as well as state-of-the-art insights about the processes within and between companies. Learn about the tools and concepts available nowadays for the continuous improvement of business processes. Identify the potentials of digital process development -- both in regards with suppliers as well as with customers. Employ and utilize strategies, methods, and tools of modern process design in order to have the decisive advantage compared to your competitors.</p> <p>Approach</p> <p>First, you will be taught the state-of-the-art theories of modern business process management. You will receive information technology support in the form of enterprise resource planning systems. You will be shown how business processes are illustrated and monitored in standard software. During a site visit to a middle-sized company, you will be able to experience the actual process execution. You will have to prove your newly acquired knowledge by presenting a case study as well as by writing an exam. Composing a term paper will then help you to apply your know-how in your own company.</p>			
Courses (type, number of weekly contact hours, language — if other than German)			
V + Ü (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
written examination (approx. 60 minutes) and presentation (approx. 15 minutes) and seminar paper (approx. 15 pages), weighted 3:3:4 Language of assessment: German, English			
Allocation of places			
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Additional information			
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<b>Workload</b>
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<b>Teaching cycle</b>
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<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
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<b>Module appears in</b>
Master's degree (1 major) Business Integration (MBA) (2013) Master's degree (1 major) Business Integration (MBA) (2012) Master's degree (1 major) Purchasing & Supply Chain Management (MBA) (2013)

Module title			Abbreviation
Business Analysis (BUA)			10-MBA-UNA-122-m01
Module coordinator		Module offered by	
MBA-Continuing Education		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
6	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
This module will be discontinued, no courses are offered currently or will be offered in future.			
This may be due to one of the following reasons:			
<ul style="list-style-type: none"><li>the module belongs to a version of the examination regulations that no longer has any enrolled students</li><li>the lecturer who offered the course is no longer employed at the University of Würzburg</li><li>the contents are no longer taught and were substituted with comparable offers</li></ul>			
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 + Ü (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
2 seminar papers (approx. 15 pages each), weighted 50:50 Language of assessment: German, English			
Allocation of places			
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Additional information			
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Workload			
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Teaching cycle			
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Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Business Integration (MBA) (2013)			
Master's degree (1 major) Business Integration (MBA) (2012)			

Module title			Abbreviation
Project Management (PRM)			10-MBA-PRM-122-m01
Module coordinator		Module offered by	
Business Integration Prof. Thome		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
6	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>Description:</p> <p>This module will acquaint students with basic concepts and methods of project management and project planning with a special focus on IT projects.</p> <p>The following contents will be covered:</p> <ul style="list-style-type: none"><li>-Organisational forms in projects</li><li>- Project management tasks</li><li>- Project team and project responsibilities</li><li>- Project planning (structure, schedule, capacity, time and cost planning)</li><li>- Project phases (project initiation, project planning, project execution, project close, project control)</li><li>- Project management tools</li><li>- Critical path methods (CPM, MPM, PERT)</li><li>- Risk analysis</li><li>- Project management software</li></ul>			
Intended learning outcomes			
The students recognize the economic potential of a consistent project planning and the influence on compliance of project objectives such as deadlines and costs. The students are familiar with methods and tools of project planning and may use them in work.			
Courses (type, number of weekly contact hours, language — if other than German)			
V + Ü (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
written examination (approx. 120 minutes) and presentation (approx. 20 minutes) and seminar paper (approx. 5 pages), weighted 4:3:3 Language of assessment: German, English			
Allocation of places			
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Additional information			
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Workload			
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Teaching cycle			
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Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Business Integration (MBA) (2013) Master's degree (1 major) Business Integration (MBA) (2012)			
Master's with 1 major Business Integration (MBA) (2013)		JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (90 ECTS) Business Integration (MBA) - 2013	page 15 / 41

Master's degree (1 major) Purchasing & Supply Chain Management (MBA) (2013)

Module title			Abbreviation
Leadership (LEA)			10-MBA-UNF-122-m01
Module coordinator		Module offered by	
MBA-Continuing Education		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
6	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
This module will be discontinued, no courses are offered currently or will be offered in future.			
This may be due to one of the following reasons:			
<ul style="list-style-type: none"><li>the module belongs to a version of the examination regulations that no longer has any enrolled students</li><li>the lecturer who offered the course is no longer employed at the University of Würzburg</li><li>the contents are no longer taught and were substituted with comparable offers</li></ul>			
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 + Ü (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
written examination (approx. 120 minutes) and presentation (approx. 20 minutes), weighted 65:35 Language of assessment: German, English			
Allocation of places			
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Additional information			
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Workload			
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Teaching cycle			
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Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Business Integration (MBA) (2013)			
Master's degree (1 major) Business Integration (MBA) (2012)			
Master's degree (1 major) Purchasing & Supply Chain Management (MBA) (2013)			

Module title		Abbreviation
Professional Experience (PRE)		10-MBA-BEP-122-mo1
Module coordinator		Module offered by
MBA-Continuing Education		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
12	(not) successfully completed	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The module deals with different areas of professional practice and examines various disciplines from the companies the students are working with.		
Intended learning outcomes		
The student has specialized experience in the working processes of respective companies as well as interdisciplinary knowledge. The student is able to solve practical problems using scientific methods by using management concepts methods and the student can transfer both methods and results to other work areas. The student is capable of solving practical tasks autonomously. Also the student can take this knowledge and apply it to different situations. The students uses conventional and organizational strategies as well as tools and methods with sophisticated knowledge to find solutions. The student is also able to schedule processes to design and implement the relevant facts and to discuss and present them in an appropriate way.		
Courses (type, number of weekly contact hours, language — if other than German)		
P + K (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
2 presentations (approx. 30 minutes each), weighted 1:1 Language of assessment: German, English		
Allocation of places		
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Additional information		
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Workload		
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Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Business Integration (MBA) (2013) Master's degree (1 major) Business Integration (MBA) (2012)		

## Compulsory Electives

(18 ECTS credits)

Module title			Abbreviation
Corporate Governance and Sustainability (CGS)			10-MBA-UON-122-m01
Module coordinator		Module offered by	
MBA-Continuing Education		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
6	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>Motivation</p> <p>For many companies, assuming social responsibility is an integral part of their corporate strategy. The respective regulatory framework (corporate governance) ensures that management is responsible, transparent and focused on long-term success. All management decisions must in the interest of the company itself, the owners and also external stakeholders. This includes the task of taking into account the complete life cycle of goods when they are being developed and produced. Ultimately, social and ecological aspects become prerequisites for economic success.</p> <p>This module will cover the following topics:</p> <ul style="list-style-type: none"><li>- Framework and rules of corporate governance</li><li>- Stakeholder management</li><li>- Sustainable economic activity and management</li><li>- Corporate social responsibility</li><li>- Reputation and trust</li></ul>			
Intended learning outcomes			
<p>Objectives</p> <p>Get a sophisticated sense for the adequate balance between profit maximization and sustainable economic activity. Learn about the non-monetary effects of your entrepreneurial decisions. Prepare yourself for both the wishes as well as the needs of your company's stakeholders in order to be able to take into account -- as much as possible -- the different requirements of all stakeholders when you make your decisions. Acquire a consistent and sustainable leadership style and adopt reliable knowledge on how to secure enduring competitiveness and long-term success for your company.</p> <p>Approach</p> <p>The module takes place at Florida Gulf Coast University, a young and dynamic university in Florida. During the classroom sessions you work on different case studies, which present several companies from different industries. You will see examples for proper company organization and sustainable economic activity in an international context. In panel discussions with company founders, managing directors, and members of supervisory boards as well as during company site visits, you will increase your awareness for an ethically correct conduct, even in extreme situations, such as mergers and acquisitions.</p>			
Courses (type, number of weekly contact hours, language — if other than German)			
V + Ü (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
seminar paper (approx. 5 pages) and presentation (approx. 20 minutes) and oral participation, weighted 4:3:3			
Allocation of places			
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Additional information			
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<b>Workload</b>
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<b>Teaching cycle</b>
--
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
--
<b>Module appears in</b>
Master's degree (1 major) Business Integration (MBA) (2013) Master's degree (1 major) Business Integration (MBA) (2012) Master's degree (1 major) Purchasing & Supply Chain Management (MBA) (2013)

Module title			Abbreviation
Knowledge Management (KNM)			10-MBA-WIM-122-m01
Module coordinator		Module offered by	
MBA-Continuing Education		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
6	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>Motivation</p> <p>In addition to real estate, financial capital and human resources, the knowledge existing within companies is the fourth decisive production and success factor in a competitive environment. Knowledge management involves all strategic and operative responsibilities necessary to build up, provide, purposefully use and maintain knowledge within companies. The challenges faced in this context include motivating staff to integrate their knowledge into the company's knowledge pool, to aggregate it with the know-how of other employees and to systematically use it to fulfil operative tasks.</p> <p>This module will cover the following topics:</p> <ul style="list-style-type: none"><li>- Knowledge development and communication</li><li>- Knowledge acquisition and management</li><li>- Implicit and explicit knowledge</li><li>- Knowledge management tools</li><li>- Implementation of knowledge management</li></ul>			
Intended learning outcomes			
<p>Objectives</p> <p>Familiarize yourself with modern techniques and tools for knowledge acquisition and knowledge management. Find out, how to raise the awareness of your employees about the necessity of organizational knowledge management. Learn how to use the knowledge available in your company with purpose and profit. Acquire the know-how necessary to continue the development of your company's knowledge pool. Develop integrated solutions about the management of knowledge in everyday surroundings, without impeding your employees with documentation obligations or overwhelming them with information.</p> <p>Approach</p> <p>You will gain access to the subject of knowledge management hands-on in group work and various case studies from actual companies. Specialist lectures from instructors from different realms of industry then verify the subsequent theoretical contents. In the course of case study work, you will improve your know-how. You can then test what you learned about central concepts and methods of knowledge management in a written exam. Additionally, you will apply your newly acquired know-how in a practice-oriented manner in a term paper in order to improve your company's competitive positioning.</p>			
Courses (type, number of weekly contact hours, language — if other than German)			
V + Ü (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
written examination (approx. 60 minutes) and presentation (approx. 15 minutes) and seminar paper (approx. 15 pages), weighted 3:3:4 Language of assessment: German, English			
Allocation of places			
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Additional information			
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<b>Workload</b>
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<b>Teaching cycle</b>
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<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
--
<b>Module appears in</b>
Master's degree (1 major) Business Integration (MBA) (2013)
Master's degree (1 major) Business Integration (MBA) (2012)

Module title		Abbreviation
Corporate Strategy and Innovation (CSI)		10-MBA-USI-122-mo1
Module coordinator		Module offered by
MBA-Continuing Education		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
6	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Motivation</p> <p>A factor that is crucial for the long-term success of a company is its culture. Taking into account the individual position of a company and its surrounding value-creation network, a company's culture needs to promote creative as well as innovative developments. Companies need to position themselves strategically and offer innovative products and services on dynamic markets. To achieve this, a permanent further development of the company's portfolio of goods and services is essential. In addition, suitable distribution channels must be developed in order to reach customers the best way possible.</p> <p>This module will cover the following topics:</p> <ul style="list-style-type: none"> <li>- Industry and competition analysis</li> <li>- Composition of value creation networks</li> <li>- Entrepreneurship</li> <li>- Internal and external success factors</li> <li>- Innovation and design</li> </ul>		
Intended learning outcomes		
<p>Objectives</p> <p>Acquire well-founded knowledge to analyze, evaluate, and compare specific companies or even entire industries. Learn how to strategically make decisions about how to position your company, e. g. with a view to procurement of raw materials or regarding the distribution of products. Learn to act like an entrepreneur. Use new technologies in order to break up with old structures and to replace traditional business models. Familiarize yourself with design tools as well as innovation methods to create a competitive edge for your company and to proactively lead changes within surrounding market environments.</p> <p>Approach</p> <p>The module will be held at the renowned Boston University. First, the focus will be on methods and toolsets for the analysis of industries and companies. You will then be taught on the development of products and services. You will also learn concepts to design marketing strategies in a real-life setting. Based on findings from value creation chains examined, you derive opportunities to increase your company's performance. In a business simulation, you will combine theoretical and practical knowledge by planning production facilities and distribution channels to conquer new markets.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
seminar paper (approx. 5 pages) and presentation (approx. 20 minutes) and oral participation, weighted 4:3:3 Language of assessment: German, English		
Allocation of places		
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Additional information		
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<b>Workload</b>
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<b>Teaching cycle</b>
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<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
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<b>Module appears in</b>
Master's degree (1 major) Business Integration (MBA) (2013)
Master's degree (1 major) Business Integration (MBA) (2012)

Module title			Abbreviation
Operations Management (OPM)			10-MBA-LOG-122-m01
Module coordinator		Module offered by	
MBA-Continuing Education		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
6	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>Motivation</p> <p>Modern logistics forms the basis for a successful management of procurement, production and distribution processes. Logistics ensures that suitable goods are available in the right place in the required quantities at the right time and at adequate costs. This is a cross-department and cross-company function, integrating processes using both organisational measures as well as information technology. Producing companies in particular benefit from an intense and seamless integration into their suppliers' and their customers' flows of commodities and information in an international environment.</p> <p>This module will cover the following topics:</p> <ul style="list-style-type: none"><li>- Logistical tasks and methods</li><li>- Production planning and management</li><li>- Material requirements planning</li><li>- Constraint-based management</li><li>- Logistics services and service providers</li></ul>			
Intended learning outcomes			
<p>Objectives</p> <p>Learn to identify both the goals but also the deficits of internal planning approaches and their impact on customer-oriented processes such as order-to-cash. Use market opportunities by being "better" than your competitors due to an integrated, process-oriented production process. Build value-added chains and networks in order to use and benefit from cross-company planning concepts and coordination mechanisms. Become an unconventional thinker beyond departmental and hierarchical boundaries and develop a sophisticated sense for mutual interdependencies and alternating influences.</p> <p>Approach</p> <p>First, you will receive a practice-oriented overview of relevant logistical concepts. An interactive company simulation will intensify this overview, teaching you to take bottlenecks into account while looking for suitable process solutions. The new findings will be verified by a visit to an automotive company. You will then present solutions for typical logistics problems developed within team assignments. You will test your theoretical knowledge in a written exam. Additionally, you will apply your know-how in a practice-oriented manner in a term paper in order to improve your company's competitive edge.</p>			
Courses (type, number of weekly contact hours, language — if other than German)			
V + Ü (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
<p>written examination (approx. 60 minutes) and presentation (approx. 15 minutes) and seminar paper (approx. 15 pages), weighted 3:3:4</p> <p>Language of assessment: German, English</p>			
Allocation of places			
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Additional information			
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<b>Workload</b>
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<b>Teaching cycle</b>
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<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
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<b>Module appears in</b>
Master's degree (1 major) Business Integration (MBA) (2013)
Master's degree (1 major) Business Integration (MBA) (2012)

Module title			Abbreviation
Risk Management (RIM)			10-MBA-RIM-122-m01
Module coordinator		Module offered by	
MBA-Continuing Education		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
6	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>Motivation</p> <p>Risk management is a managerial task, identifying, analysing and evaluating the risks a company faces. Global and interconnected markets give rise to new risks, e. g. environmental risks or risks regarding information security. Many companies are not sufficiently prepared to face changed framework conditions. However, the very substance of a company may be put at risk if the management does not react in time. Suitable methods and organisational preventive measures can effectively limit the aggravation of a risk situation caused by the increasing complexity and dynamics of the business environment.</p> <p>This module will cover the following topics:</p> <ul style="list-style-type: none"><li>- Risk types</li><li>- Risk areas and risk culture</li><li>- Risk management process</li><li>- Evaluation methods for risk management</li><li>- Risk management information systems</li></ul>			
Intended learning outcomes			
<p>Objectives</p> <p>Acquire well-founded know-how about the most important types of risks as well as relevant processes in the area of risk management. Gain the competence to clearly identify, systematically treat and knowingly evaluate areas of risk and to derive decisive measures and actions. In addition, get training in how to handle special risk management information systems. Acquire significant core competencies in order to be able to adequately discover the potentials of stochastic methods in quantitative risk management. Establish the use of relevant approaches within the overall risk management process.</p> <p>Approach</p> <p>Principles of sophisticated corporate governance as well as guidelines for a traceable risk management form the basis of this module. Based on regulatory framework conditions, you learn to distinguish between a risk management mandated by law and a risk management required for business purposes. You will also be taught about the quantitative processes necessary to assess and aggregate risks. You will test your newly acquired knowledge in a written exam. Additionally, you will process practical uses of risk management within your own professional environment in a presentation and a term paper.</p>			
Courses (type, number of weekly contact hours, language — if other than German)			
V + Ü (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
written examination (approx. 60 minutes) and presentation (approx. 15 minutes) and seminar paper (approx. 15 pages), weighted 3:3:4 Language of assessment: German, English			
Allocation of places			
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Additional information			
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Master's with 1 major Business Integration (MBA) (2013)		JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (90 ECTS) Business Integration (MBA) - 2013	page 28 / 41

<b>Workload</b>
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<b>Teaching cycle</b>
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<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
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<b>Module appears in</b>
Master's degree (1 major) Business Integration (MBA) (2013)
Master's degree (1 major) Business Integration (MBA) (2012)

Module title			Abbreviation
Quality Management (QUM)			10-MBA-QUM-122-mo1
Module coordinator		Module offered by	
MBA-Continuing Education		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
6	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
This module will be discontinued, no courses are offered currently or will be offered in future.			
This may be due to one of the following reasons:			
<ul style="list-style-type: none"><li>the module belongs to a version of the examination regulations that no longer has any enrolled students</li><li>the lecturer who offered the course is no longer employed at the University of Würzburg</li><li>the contents are no longer taught and were substituted with comparable offers</li></ul>			
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 + Ü (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
written examination (approx. 60 minutes) and presentation (approx. 15 minutes) and seminar paper (approx. 15 pages), weighted 3:3:4 Language of assessment: German, English			
Allocation of places			
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Additional information			
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Workload			
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Teaching cycle			
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Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Business Integration (MBA) (2013)			
Master's degree (1 major) Business Integration (MBA) (2012)			

Module title			Abbreviation
Strategic Management (STM)			10-MBA-STM-122-m01
Module coordinator		Module offered by	
MBA-Continuing Education		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
6	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>Motivation</p> <p>Planning and developing the product and service portfolio is a central managerial task in companies, a task that is increasingly gaining in importance due to the intensifying competition on global markets. It requires company structures that contribute as much as possible to the achievement of corporate goals. Short-term, medium-term and long-term perspectives need to be developed for a company's business activities. In addition, competition-related frameworks and conditions as well as technological progress need to be identified, evaluated and adequately taken into account at an early stage.</p> <p>This module will cover the following topics:</p> <ul style="list-style-type: none"><li>- Strategic analysis and success factors</li><li>- Market entry strategies</li><li>- Forward and backward integration</li><li>- Price and competitive advantages</li><li>- Corporate structures on an international level</li></ul>			
Intended learning outcomes			
<p>Objectives</p> <p>Acquire the know-how to come up with clear corporate goals and to derive practical measures in order to reach the goals set. Learn how to establish organizational structures for your company enabling effective and efficient business processes to remain successful and flexible. At the same time, keep up with both the long-term perspectives and the short-term competitive situation. Design business fields and analyze, plan, and evaluate your company's strategy on a permanent basis to be in line with an on-target fulfillment. Take into account strengths and weaknesses as well as opportunities and threats.</p> <p>Approach</p> <p>The module takes place at Peking University, the most renowned modern university in China. Professors experienced in international surroundings will present you with well-established approaches and the most recent developments in strategic management and corporate governance. All concepts will be discussed on the basis of case studies of companies operating internationally. In addition to the contents of teaching, you will receive direct insights in the Asian lifestyle and Chinese corporate landscape through lectures from corporate representatives, company site visits, and cultural events.</p>			
Courses (type, number of weekly contact hours, language — if other than German)			
V + Ü (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
written examination (approx. 120 minutes) and presentation (approx. 20 minutes), weighted 65:35 Language of assessment: German, English			
Allocation of places			
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Additional information			
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<b>Workload</b>
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<b>Teaching cycle</b>
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<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
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<b>Module appears in</b>
Master's degree (1 major) Business Integration (MBA) (2013)
Master's degree (1 major) Business Integration (MBA) (2012)

Module title			Abbreviation
Contemporary Management Concepts (CMC)			10-MBA-MAM-122-m01
Module coordinator		Module offered by	
MBA-Continuing Education		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
6	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>Motivation</p> <p>Nowadays, the success of companies on global markets is determined by the appropriate selection, the problem-oriented combination and the consistent application of suitable management concepts. These methods and skills are necessary to generate added value for companies. The increasing degree of interconnectedness of international supply and demand relationships requires new strategies and procedures for decision-making processes in today's business environment. Structured thinking and action in combination with creativity and innovation are key success factors for a goal-oriented corporate management.</p> <p>This module will cover the following topics:</p> <ul style="list-style-type: none"><li>- Enterprise organisation</li><li>- Problem structuring</li><li>- Evaluation and decision making</li><li>- Creativity and lateral thinking</li><li>- Theory of inventive problem solving (TRIZ)</li></ul>			
Intended learning outcomes			
<p>Objectives</p> <p>Acquire effective management concepts and identify both opportunities as well as constraints of specific methods and tools. Take the potentials of certain strategies from different areas and find out how the combination of selected techniques offers the decisive added value to you and your company. Learn about typical requirements but also strengths and weaknesses of various management concepts. Practice several specific techniques and identify reasonable combination alternatives using both established and contemporary management concepts for your daily working environment.</p> <p>Approach</p> <p>As an introduction, relevant techniques and processes will be presented, analyzed, and combined using practical examples and team assignments. Tutorials regarding the management tasks of information and communication, problem structuring, evaluation, decision-making as well as creativity and innovation will intensify your knowledge and will support the practical implementation. You will confirm and practice your new know-how in a practice-oriented presentation. A written exam and a term paper, in which you can apply your knowledge in your company, will complete this module.</p>			
Courses (type, number of weekly contact hours, language — if other than German)			
V + Ü (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
<p>written examination (approx. 60 minutes) and presentation (approx. 15 minutes) and seminar paper (approx. 15 pages), weighted 3:3:4</p> <p>Language of assessment: German, English</p>			
Allocation of places			
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Additional information			
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<b>Workload</b>
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<b>Teaching cycle</b>
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<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
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<b>Module appears in</b>
Master's degree (1 major) Business Integration (MBA) (2013)
Master's degree (1 major) Business Integration (MBA) (2012)

Module title			Abbreviation
Managerial Issues (MAI)			10-MBA-ABW-122-m01
Module coordinator		Module offered by	
MBA-Continuing Education		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
6	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
The module covers current developments in the area of business management; it discusses contemporary theories and practical case studies.			
Intended learning outcomes			
Based on lectures, case studies and team exercises you learn in this module current aspects of business management. You also acquire practical knowledge to solve concrete tasks in the area of business management.			
Courses (type, number of weekly contact hours, language — if other than German)			
V + Ü (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
written examination (approx. 60 minutes) and presentation (approx. 15 minutes) and seminar paper (approx. 15 pages), weighted 3:3:4 Language of assessment: German, English			
Allocation of places			
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Additional information			
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Workload			
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Teaching cycle			
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Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Business Integration (MBA) (2013) Master's degree (1 major) Business Integration (MBA) (2012) Master's degree (1 major) Purchasing & Supply Chain Management (MBA) (2013)			

Module title			Abbreviation
Economical Issues (ECI)			10-MBA-AVW-122-m01
Module coordinator		Module offered by	
MBA-Continuing Education		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
6	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
The module covers current developments in the area of economics; it discusses contemporary theories and practical case studies.			
Intended learning outcomes			
Based on lectures, case studies and team exercises you learn in this module current aspects of economics. You also acquire practical knowledge to solve concrete tasks in the area of economics.			
Courses (type, number of weekly contact hours, language — if other than German)			
V + Ü (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
written examination (approx. 60 minutes) and presentation (approx. 15 minutes) and seminar paper (approx. 15 pages), weighted 3:3:4 Language of assessment: German, English			
Allocation of places			
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Additional information			
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Workload			
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Teaching cycle			
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Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Business Integration (MBA) (2013) Master's degree (1 major) Business Integration (MBA) (2012) Master's degree (1 major) Purchasing & Supply Chain Management (MBA) (2013)			

Module title			Abbreviation
Information Processing Issues (IPI)			10-MBA-AWI-122-m01
Module coordinator		Module offered by	
MBA-Continuing Education		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
6	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
The module covers current developments in the area of business informatics; it discusses contemporary theories and practical case studies.			
Intended learning outcomes			
Based on lectures, case studies and team exercises you learn in this module current aspects of business informatics. You also acquire practical knowledge to solve concrete tasks in the area of business informatics.			
Courses (type, number of weekly contact hours, language — if other than German)			
V + Ü (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
written examination (approx. 60 minutes) and presentation (approx. 15 minutes) and seminar paper (approx. 15 pages), weighted 3:3:4 Language of assessment: German, English			
Allocation of places			
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Additional information			
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Workload			
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Teaching cycle			
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Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Business Integration (MBA) (2013) Master's degree (1 major) Business Integration (MBA) (2012) Master's degree (1 major) Purchasing & Supply Chain Management (MBA) (2013)			

Module title			Abbreviation
Legal Requirements (LER)			10-MBA-JUR-122-m01
Module coordinator		Module offered by	
MBA-Continuing Education		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
6	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
This module will be discontinued, no courses are offered currently or will be offered in future.			
This may be due to one of the following reasons:			
<ul style="list-style-type: none"><li>the module belongs to a version of the examination regulations that no longer has any enrolled students</li><li>the lecturer who offered the course is no longer employed at the University of Würzburg</li><li>the contents are no longer taught and were substituted with comparable offers</li></ul>			
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 + Ü (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
written examination (approx. 60 minutes) and presentation (approx. 15 minutes) and seminar paper (approx. 15 pages), weighted 3:3:4 Language of assessment: German, English			
Allocation of places			
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Additional information			
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Workload			
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Teaching cycle			
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Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Business Integration (MBA) (2013)			
Master's degree (1 major) Business Integration (MBA) (2012)			

# Thesis

(18 ECTS credits)

Module title			Abbreviation
Master's Thesis Business Administration			10-MBA-MAA-122-m01
Module coordinator		Module offered by	
MBA-Continuing Education		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
18	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
In this module, students will research and write on a complex topic in the field of business administration, economics, leadership or management within a given time frame and adhering to the principles of good scientific practice.			
Intended learning outcomes			
The student has the ability to edit and to compose a master's thesis about a demanding problem in certain time using scientific methods.			
Courses (type, number of weekly contact hours, language — if other than German)			
This module has 2 components; information on courses listed separately for each component. <ul style="list-style-type: none"><li>10-MBA-MAA-2-122: K (no information on language and number of weekly contact hours available)</li><li>10-MBA-MAA-1-122: A (no information on language and number of weekly contact hours available)</li></ul>			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
This module has the following 2 assessment components. Unless stated otherwise, students must pass all of these assessment components to pass the module as a whole..			
<b>Assessment component to module component 10-MBA-MAA-2-122:</b> Verteidigung Masterarbeit Business Administration <ul style="list-style-type: none"><li>3 ECTS credits, method of grading: numerical grade</li><li>oral examination of on candidate each (approx. 30 minutes)</li><li>Language of assessment: German or English</li></ul>			
<b>Assessment component to module component 10-MBA-MAA-1-122:</b> Masterarbeit Business Administration <ul style="list-style-type: none"><li>15 ECTS credits, method of grading: numerical grade</li><li>Master thesis (approx. 50 pages)</li><li>Language of assessment: German or English</li></ul>			
Allocation of places			
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Additional information			
Additional information listed separately for each module component. <ul style="list-style-type: none"><li>10-MBA-MAA-2-122: --</li><li>10-MBA-MAA-1-122: Additional information on module duration: 6 months.</li></ul>			
Workload			
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Teaching cycle			
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Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Business Integration (MBA) (2013)			
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Master's degree (1 major) Purchasing & Supply Chain Management (MBA) (2013)