

# 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

JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record 88|f31|-|-|H|2013



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Master's Thesis Business Administration	//0



## The subject is divided into

section / sub-section	ECTS credits	starting page
Compulsory Courses	54	6
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Thesis	18	39



## **Content and Objectives of the Programme**

No translation available.

### **Abbreviations used**

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

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:

#### ASP02009

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-m01
Module coordinator				Module offered by	
MBA-Continuing Education		Faculty of Business Management and Economics			
ECTS	Meth	Method of grading Only after succ. con		npl. of module(s)	
6	nume	rical grade			
Duratio	ion Module level Other prerequisites		;		
1 seme	ester	graduate			
Conter	Contents				

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.

This module will cover the following topics:

- Globalisation and competitiveness
- Economic and monetary policy
- Economic growth
- Structural change
- Employment markets and social policy

#### Intended learning outcomes

#### Objectives

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.

#### Approach

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.

 $\textbf{Courses} \ (\textbf{type, number of weekly contact hours, language} - \textbf{if other than German})$ 

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

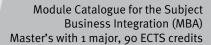
#### Allocation of places

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#### **Additional information**

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Master's with 1 major Business Integration (MBA)	JMU Würzburg • generated 26-Aug-2024 • exam. reg. data re-	page 7 / 41
(2012)	cord Master (on ECTS) Rusiness Integration (MRA) - 2012	





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

### Module appears in

Master's degree (1 major) Business Integration (MBA) (2013) Master's degree (1 major) Business Integration (MBA) (2012)



Module title				Abbreviation	
Fundamentals of Management (FUM)			UM)		10-MBA-BWA-122-m01
Module coordinator				Module offered by	
MBA-Continuing Education		Faculty of Business Management and Economics			
ECTS	Meth	Method of grading Only after succ. cor		npl. of module(s)	
6	nume	rical grade			
Duratio	on	Module level	Other prerequisites	;	
1 seme	ester	graduate			
Conter	Contents				

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.

This module will cover the following topics:

- Investment and financing
- Accounting and economic value added
- Controlling
- Marketing
- Human resources and organisation

#### Intended learning outcomes

#### Objectives

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.

#### Approach

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.

**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

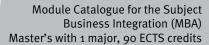
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#### **Additional information**

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Master's with 1 major Business Integration (MBA)	JMU Würzburg • generated 26-Aug-2024 • exam. reg. data re-	page

cord Master (90 ECTS) Business Integration (MBA) - 2013





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

### Module appears in

Master's degree (1 major) Business Integration (MBA) (2013) Master's degree (1 major) Business Integration (MBA) (2012)



Modul	Module title				Abbreviation	
Application-Oriented Information Processing (AIP)			Processing (AIP)		10-MBA-AIV-122-m01	
Modul	Module coordinator			Module offered by		
MBA-Continuing Education			Faculty of Business Management and Economics			
ECTS	Meth	lethod of grading Only after succ. c		mpl. of module(s)		
6	nume	rical grade				
Durati	Ouration Module level Other prerequisites		5			
1 seme	ester	graduate				
Conte	nts					
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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:

- the module belongs to a version of the examination regulations that no longer has any enrolled students
- the lecturer who offered the course is no longer employed at the University of Würzburg
- 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 learing 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

#### 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)			ВРМ)		10-MBA-GPM-122-m01
Module coordinator				Module offered by	
MBA-Continuing Education Faculty of Business Management		Management and Economics			
ECTS	Meth	od of grading	Only after succ. co	mpl. of module(s)	
6	nume	rical grade			
Durati	on	Module level	Other prerequisites		
1 seme	ester	graduate			
Conte	ntc	-	•		

#### Contents

#### Motivation

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.

This module will cover the following topics:

- Information processing within companies
- Business processes
- Customer relationship management (CRM)
- Supply chain management (SCM)
- Enterprise resource planning (ERP)

#### Intended learning outcomes

#### Objectives

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.

#### Approach

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.

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

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

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

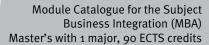
written examination (approx. 60 minutes) and presentation (approx. 15 minutes) and seminar paper (approx. 15 pages), weighted 3:3:4

Language of assessment: German, English

#### Allocation of places

#### **Additional information**

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

### Module appears in

Master's degree (1 major) Business Integration (MBA) (2013) Master's degree (1 major) Business Integration (MBA) (2012)



Module title					Abbreviation
Busine	ss Ana	lysis (BUA)			10-MBA-UNA-122-m01
Module	e coord	inator		Module offered by	
MBA-C	MBA-Continuing Education			Faculty of Business Management and Economics	
ECTS	Method of grading Only after succ. co		Only after succ. con	npl. of module(s)	
6	nume	rical grade			
Duratio	Duration Module level Other		Other prerequisites	3	
1 semester graduate					
Conten	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:

- the module belongs to a version of the examination regulations that no longer has any enrolled students
- the lecturer who offered the course is no longer employed at the University of Würzburg
- 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 learing 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	t Mana	gement (PRM)			10-MBA-PRM-122-m01	
Module coordinator Module offered by						
Busine	Business Integration Prof. Thome			Faculty of Business Management and Economics		
ECTS	Meth	od of grading	Only after succ. cor	npl. of module(s)		
6	nume	rical grade				
Duration Module level Other prerequisite			Other prerequisites	,		
1 semester graduate						
Conter	Contents					

#### Description:

This module will acquaint students with basic concepts and methods of project management and project planning with a special focus on IT projects.

The following contents will be covered:

- -Organisational forms in projects
- Project management tasks
- Project team and project responsibilities
- Project planning (structure, schedule, capacity, time and cost planning)
- Project phases (project initiation, project planning, project execution, project close, project control)
- Project management tools
- Critical path methods (CPM, MPM, PERT)
- Risk analysis
- Project management software

#### Intended learning outcomes

The students recognize the economic potential of a consistent project planning and the influence on compliance of project objectives such as deadlines and costs. The students are familiar with methods and tools of project planning and may use them in work.

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

V + 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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 $\textbf{Referred to in LPO I} \ \ (\text{examination regulations for teaching-degree programmes})$ 

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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)





Module title					Abbreviation	
Leadership (LEA)					10-MBA-UNF-122-m01	
Module coordinator				Module offered by		
MBA-C	MBA-Continuing Education			Faculty of Business Management and Economics		
ECTS	Meth	od of grading	Only after succ. co	mpl. of module(s)		
6	nume	rical grade				
Duration Module level Other prere			Other prerequisites	S		
1 semester graduate						
Conter	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:

- the module belongs to a version of the examination regulations that no longer has any enrolled students
- the lecturer who offered the course is no longer employed at the University of Würzburg
- 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 learing 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)



Module title Abbreviation					Abbreviation	
Professional Experience (PRE)					10-MBA-BEP-122-m01	
Module	coord	inator		Module offered by		
MBA-Co	ontinui	ng Education		Faculty of Business	Management and Economics	
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
12	(not)	successfully completed				
Duratio	n	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	ts					
		eals with different areas ents are working with.	of professional practi	ce and examines va	rious disciplines from the compa-	
Intende	ed lear	ning outcomes				
with so	phistic		olutions. The studen	t is also able to sche	as well as tools and methods edule processes to design and im- cay.	
		number of weekly contact hours, l				
		mation on SWS (weekly o				
		<b>sessment</b> (type, scope, langua ole for bonus)	ge — if other than German, o	examination offered — if no	ot every semester, information on whether	
		ns (approx. 30 minutes e ssessment: German, Eng				
Allocation of places						
Additional information						
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Workload						
Teaching cycle						

Module appears in

Master's degree (1 major) Business Integration (MBA) (2013)

 $\textbf{Referred to in LPO I} \ \ (\text{examination regulations for teaching-degree programmes})$ 

Master's degree (1 major) Business Integration (MBA) (2012)



## **Compulsory Electives**

(18 ECTS credits)



Modul	e title		Abbreviation			
Corpor	Corporate Governance and Sustainability (CGS)				10-MBA-UON-122-m01	
Modul	e coord	linator		Module offered by		
MBA-C	MBA-Continuing Education			Faculty of Business Management and Economics		
ECTS	Meth	od of grading	Only after succ. cor	npl. of module(s)		
6	nume	rical grade				
Duratio	Duration Module level Other prerequisites			;		
1 seme	1 semester graduate					
Conter	Contents					

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.

This module will cover the following topics:

- Framework and rules of corporate governance
- Stakeholder management
- Sustainable economic activity and management
- Corporate social responsibility
- Reputation and trust

#### **Intended learning outcomes**

#### Objectives

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.

#### Approach

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.

**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)

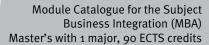
seminar paper (approx. 5 pages) and presentation (approx. 20 minutes) and oral participation, weighted 4:3:3

#### Allocation of places

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#### **Additional information**

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

Module appears in

Master's degree (1 major) Business Integration (MBA) (2013) Master's degree (1 major) Business Integration (MBA) (2012)



Modul	e title				Abbreviation
Knowledge Management (KNM)					10-MBA-WIM-122-m01
Module coordinator				Module offered by	
MBA-C	MBA-Continuing Education			Faculty of Business Management and Economics	
ECTS	Meth	od of grading	Only after succ. cor	mpl. of module(s)	
6	nume	rical grade			
Duration Module level Other prerequ			Other prerequisites	5	
1 semester graduate					
Contents					

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.

This module will cover the following topics:

- Knowledge development and communication
- Knowledge acquisition and management
- Implicit and explicit knowledge
- Knowledge management tools
- Implementation of knowledge management

#### Intended learning outcomes

#### Objectives

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 knowhow 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.

#### Approach

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.

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

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

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

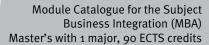
written examination (approx. 60 minutes) and presentation (approx. 15 minutes) and seminar paper (approx. 15 pages), weighted 3:3:4

Language of assessment: German, English

#### Allocation of places

#### **Additional information**

Master's with 1 major Business Integration (MBA)	JMU Würzburg • generated
(2013)	cord Master (90 ECTS) Bu





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



Modul	e title		Abbreviation			
Corporate Strategy and Innovation (CSI)					10-MBA-USI-122-m01	
Modul	e coord	inator		Module offered by		
MBA-C	MBA-Continuing Education			Faculty of Business Management and Economics		
ECTS	Meth	od of grading	Only after succ. cor	npl. of module(s)		
6	nume	rical grade				
Duratio	Duration Module level Other prerequisite			;		
1 seme	1 semester graduate					
Conter	Contents					

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.

This module will cover the following topics:

- Industry and competition analysis
- Composition of value creation networks
- Entrepreneurship
- Internal and external success factors
- Innovation and design

#### **Intended learning outcomes**

#### Objectives

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.

#### Approach

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.

**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

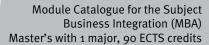
#### Allocation of places

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#### **Additional information**

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Master's with 1 major Business Integration (MBA)	JMU Wü
(2013)	cord N





Workload
Teaching cycle
Referred to in LPO I (examination regulations for teaching-degree programmes)
Module appears in
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. con		mpl. of module(s)		
6	numerical grade				
Duration Module level Other prer		Other prerequisites	s		
1 semester graduate					
Contents					

#### Contents

#### Motivation

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.

This module will cover the following topics:

- Logistical tasks and methods
- Production planning and management
- Material requirements planning
- Constraint-based management
- Logistics services and service providers

#### Intended learning outcomes

#### Objectives

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.

#### Approach

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.

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

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

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

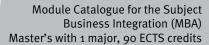
written examination (approx. 60 minutes) and presentation (approx. 15 minutes) and seminar paper (approx. 15 pages), weighted 3:3:4

Language of assessment: German, English

#### Allocation of places

#### **Additional information**

laster's with 1 major Business Integration (MBA)	JMU Würzburg • generated 26-Aug-2024 • exam. re
2013)	cord Master (90 ECTS) Business Integration (MB





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



Module title Abb					Abbreviation
Risk Management (RIM)					10-MBA-RIM-122-m01
Module coordinator Mo				Module offered by	
MBA-Continuing Education				Faculty of Business Management and Economics	
ECTS	Meth	ethod of grading Only after succ. con		npl. of module(s)	
6	nume	merical grade			
Duration Module level Other prerequis			Other prerequisites	<b>3</b>	
1 semester graduate					
Conter	Contents				

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.

This module will cover the following topics:

- Risk types
- Risk areas and risk culture
- Risk management process
- Evaluation methods for risk management
- Risk management information systems

#### Intended learning outcomes

#### Objectives

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.

#### Approach

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.

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

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

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

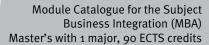
written examination (approx. 60 minutes) and presentation (approx. 15 minutes) and seminar paper (approx. 15 pages), weighted 3:3:4

Language of assessment: German, English

#### Allocation of places

#### **Additional information**

laster's with 1 major Business Integration (MBA)	JMU Würzburg • generated 26-Aug-2024 • exam. reg. data
2013)	cord Master (90 ECTS) Business Integration (MBA) - 201





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



Module title Abbreviation				Abbreviation	
Quality Management (QUM)					10-MBA-QUM-122-m01
Module coordinator Module offered by					
MBA-Continuing Education				Faculty of Business Management and Economics	
ECTS	Method of grading Only after succ. cor		mpl. of module(s)		
6	nume	numerical grade			
Duration Module level Otho		Other prerequisites	S		
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:

- the module belongs to a version of the examination regulations that no longer has any enrolled students
- the lecturer who offered the course is no longer employed at the University of Würzburg
- 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 learing 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

#### **Additional information**

#### Workload

#### Teaching cycle

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

#### Module appears in

Master's degree (1 major) Business Integration (MBA) (2013)

Master's degree (1 major) Business Integration (MBA) (2012)



Modul	Module title Abbreviation					
Strategic Management (STM)					10-MBA-STM-122-m01	
Module coordinator Module offered by						
MBA-Continuing Education Facu				Faculty of Business Management and Economics		
ECTS	S Method of grading Only after succ. con		npl. of module(s)			
6	nume	rical grade	al grade			
Duration Module level Other prerequisites			Other prerequisites	}		
1 semester graduate						
Conten	Contents					

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.

This module will cover the following topics:

- Strategic analysis and success factors
- Market entry strategies
- Forward and backward integration
- Price and competitive advantages
- Corporate structures on an international level

#### **Intended learning outcomes**

#### Objectives

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.

#### Approach

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.

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

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

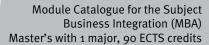
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

written examination (approx. 120 minutes) and presentation (approx. 20 minutes), weighted 65:35 Language of assessment: German, English

#### Allocation of places

#### **Additional information**

Master's with 1 major Business Integration (MBA)	JMU Würzburg • generated 26-Aug-2024 • exa
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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
Module appears in
Master's degree (1 major) Business Integration (MBA) (2013)
Master's degree (1 major) Business Integration (MBA) (2012)



Modul	Module title Abbreviation				
Contemporary Management Concepts (CMC)				10-MBA-MAM-122-m01	
Module coordinator Mo				Module offered by	
MBA-C	MBA-Continuing Education			Faculty of Business Management and Economics	
ECTS	Meth	Method of grading Only after succ. cor		npl. of module(s)	
6	nume	rical grade			
Duration Module level Other prerequisite		Other prerequisites	;		
1 seme	1 semester graduate				
Contents					

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.

This module will cover the following topics:

- Enterprise organisation
- Problem structuring
- Evaluation and decision making
- Creativity and lateral thinking
- Theory of inventive problem solving (TRIZ)

#### Intended learning outcomes

#### Objectives

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.

#### Approach

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.

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

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

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

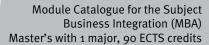
written examination (approx. 60 minutes) and presentation (approx. 15 minutes) and seminar paper (approx. 15 pages), weighted 3:3:4

Language of assessment: German, English

#### Allocation of places

#### **Additional information**

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013)	cord Master (90 ECTS) Business Integration (MBA) - 2013





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



Modul	e title				Abbreviation
Managerial Issues (MAI)					10-MBA-ABW-122-m01
Module coordinator Module offered by					
MBA-Continuing Education Faculty o			Faculty of Business	aculty of Business Management and Economics	
ECTS	Meth	od of grading	rading Only after succ. compl. of module(s)		
6	nume	rical grade			
Duration Module level Other prerequisite		Other prerequisites	1		
1 seme	ester	graduate			
Contents					
-1					

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)



Module	e title				Abbreviation
Economical Issues (ECI) 10-MBA-AVW-122-mg			10-MBA-AVW-122-m01		
Module	e coord	inator		Module offered by	
MBA-Continuing Education				Faculty of Business Management and Economics	
ECTS	Metho	nod of grading Only after succ. cor		mpl. of module(s)	
6	nume	rical grade			
Duration Module level Oth		Other prerequisites	5		
1 semester graduate		graduate			
Conten	ts		·		

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)



e title				Abbreviation
ation P	rocessing Issues (IPI)			10-MBA-AWI-122-m01
Module coordinator			Module offered by	
ontinui	ng Education		Faculty of Business	s Management and Economics
Metho	od of grading	Only after succ. cor	npl. of module(s)	
nume	rical grade			
n	Module level	Other prerequisites	3	
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		guage — if other than German,	examination offered — if n	ot every semester, information on whether
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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)



Modul	e 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	Meth	od of grading Only after succ. cor		mpl. of module(s)		
6	nume	rical grade				
Duration Module level Other prerequisites		5				
1 seme	ester	graduate				
Conte	ntc					

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:

- the module belongs to a version of the examination regulations that no longer has any enrolled students
- the lecturer who offered the course is no longer employed at the University of Würzburg
- 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 learing 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

#### **Additional information**

#### Workload

#### Teaching cycle

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

#### 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)



Modul	e title				Abbreviation
Master's Thesis Business Administration			stration		10-MBA-MAA-122-m01
Modul	e coord	linator		Module offered by	I
MBA-Continuing Education				Faculty of Business Management and Economics	
ECTS	Meth	thod of grading Only after succ. cor		npl. of module(s)	
18	nume	erical grade			
Duration Module level Other prerequisite		3			
1 seme	ester	graduate			
<i>c</i> ,			·		

#### **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.

 $\textbf{Courses} \ (\textbf{type}, \, \textbf{number of weekly contact hours, language} - \textbf{if other than German})$ 

This module has 2 components; information on courses listed separately for each component.

- 10-MBA-MAA-2-122: K (no information on language and number of weekly contact hours available)
- 10-MBA-MAA-1-122: A (no information on language and number of weekly contact hours 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)

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..

**Assessment component to module component 10-MBA-MAA-2-122:** Verteidigung Masterarbeit Business Administration

- 3 ECTS credits, method of grading: numerical grade
- oral examination of on candidate each (approx. 30 minutes)
- Language of assessment: German or English

#### **Assessment component to module component 10-MBA-MAA-1-122:** Masterarbeit Business Administration

- 15 ECTS credits, method of grading: numerical grade
- Master thesis (approx. 50 pages)
- Language of assessment: German or English

#### Allocation of places

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#### Additional information

Additional information listed separately for each module component.

- 10-MBA-MAA-2-122: --
- 10-MBA-MAA-1-122: Additional information on module duration: 6 months.

#### 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 with 1 major Business Integration (MBA)	JMU Würzburg • generated 26-Aug-2024 • exam. reg. data re-	page 40 / 41
(2013)	cord Master (90 ECTS) Business Integration (MBA) - 2013	



Master's degree (1 major) Business Integration (MBA) (2012) Master's degree (1 major) Purchasing & Supply Chain Management (MBA) (2013)