Module Catalogue
for the Subject
Business Management
as a Master's with 1 major
with the degree "Master of Science"
(120 ECTS credits)

Examination regulations version: 2010
Responsible: Faculty of Business Management and Economics
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<tr>
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<td>81</td>
</tr>
<tr>
<td>Human Resource Management and Industrial Relations</td>
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<tr>
<td>Strategic Management of Innovation and Growth</td>
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<td>Employment Law</td>
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### Compulsory Electives

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<td>Multinational Enterprises</td>
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<td>Strategic Marketing</td>
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<td>Coordination, Budgeting and Incentives in Enterprises</td>
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<td>Management of Corporate Sustainability</td>
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### Risk Management

### Compulsory Modules

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<tr>
<td>Economic Basics of Risk Management</td>
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<td>Econometrics 1</td>
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<td>Financial Reporting and Risk Management</td>
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<td>Information Processing within Organizations</td>
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<td>Risk Management - Concepts and Systems</td>
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<td>Stochastic Models for Risk Assessment</td>
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### Compulsory Electives

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<tr>
<td>Analysis of Financial Market Data</td>
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<td>Financial Statement Analysis and Business Valuation</td>
<td>115</td>
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<tr>
<td>Agency Theory</td>
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<td>Incentives in Organizations</td>
<td>117</td>
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<tr>
<td>Information Systems Analysis and Design</td>
<td>118</td>
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<tr>
<td>Logistic Concepts and Processes</td>
<td>120</td>
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<tr>
<td>Business Intelligence</td>
<td>121</td>
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<tr>
<td>Instruments of Strategic Controlling</td>
<td>122</td>
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<tr>
<td>Accounting and Capital Markets</td>
<td>123</td>
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<tr>
<td>Management of Corporate Sustainability</td>
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<tr>
<td>Stochastic Models for Risk Analysis</td>
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### Strategic Management

### Compulsory Modules

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<tr>
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<td>International Marketing</td>
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<td>Strategic Management of Innovation and Growth</td>
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<tr>
<td>Theory of Industrial Organization 1</td>
<td>133</td>
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<tr>
<td>Instruments of Strategic Controlling</td>
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<tr>
<td>Management of Corporate Sustainability</td>
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</table>
Compulsory Electives

- Economics of Tax Planning
- Incentives in Organizations
- Multinational Enterprises
- Empirical Research in Entrepreneurship and Management
- Strategic Supply Management
- Strategic Networks in Industry
- Marketing & Brand Management
- Theory of Industrial Organization 2
- Information Systems Analysis and Design
- Management Methods
- Business Intelligence
- Risk Management - Concepts and Systems
- Lead User Project
- Project Management and Controlling

Value Chain Management

Compulsory Modules

- Lot Sizing and Scheduling
- Strategic Supply Management
- Strategic Production Management
- Information Processing within Organizations
- Logistic Concepts and Processes
- Operations Research
- Introduction to Logistical Process Design

Compulsory Electives

- Electronic Procurement
- Strategic Networks in Industry
- International Marketing
- Theory of Industrial Organization 2
- Process and System Modelling
- Risk Management - Concepts and Systems
- Decision Support Systems
- Internet-Based Systems
- Information Systems Research
- Project Management and Controlling

Type 2

Focus Business Management

Banking and Finance

Compulsory Modules

- Portfolio Selection and Capital Market Theory
- Agency Theory

Compulsory Electives

- Option Pricing Theory
- Financial Markets: Institutions and Regulation

Managerial Accounting

Compulsory Modules

- Coordination, Budgeting and Incentives in Enterprises

Compulsory Electives

- Incentives in Organizations
- Theory of Industrial Organization 1
- Project Management and Controlling
- Selected Studies of Empirical Accounting Research
- Instruments of Strategic Controlling
- Accounting and Capital Markets
### Finance, Accounting and Taxation

<table>
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<tr>
<td>Advanced Microeconomics</td>
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### Compulsory Electives

| Optimal Tax Theory                                                                 |
| Analysis of Financial Market Data                                                 |
| Microeconometrics                                                                  |
| Econometrics 2                                                                     |
| Econometrics 3                                                                     |
| Multinational Enterprises                                                           |
| Empirical HR Research                                                              |
| Empirical Research in Entrepreneurship and Management                              |
| Strategic Production Management                                                     |
| Theory of Industrial Organization 2                                                |
| Applied General Equilibrium Models                                                |
| Theory of Industrial Organization 1                                                |
| DSGE Modelling                                                                     |
| Topics in International Trade                                                      |
| Advanced International Trade                                                       |
| Economic Dynamics                                                                  |
| European Economic Statistics                                                       |
| Quantitative Economic Policy                                                      |
| Information Systems Research                                                      |
| Selected Studies of Empirical Accounting Research                                  |
| Accounting and Capital Markets                                                    |
| Management of Corporate Sustainability                                           |

### Industrial Management

<table>
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<td>Lot Sizing and Scheduling</td>
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<tr>
<td>Strategic Supply Management</td>
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<tr>
<td>Strategic Production Management</td>
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### Compulsory Electives

| Electronic Procurement                                                             |
| Business Processes in different Lines of Business                                 |
| Information Processing within Organizations                                        |
| Logistic Concepts and Processes                                                   |
| Operations Research                                                               |
| Process and System Modelling                                                       |
| Management Methods                                                                |
| Introduction to Logistical Process Design                                        |
| Risk Management - Concepts and Systems                                           |

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- European Monetary Policy - Closed Economy
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#### Compulsory Modules
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- European Monetary Policy - Closed Economy
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- European Monetary Policy - Open Economy
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404
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407
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425
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426
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- Topics in Labor Market Economics and Social Policy
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### Type 3

**Focus Business Management**

### Banking and Finance

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<td>Financial Markets: Institutions and Regulation</td>
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### Managerial Accounting

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<td>Project Management and Controlling</td>
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<tr>
<td>Selected Studies of Empirical Accounting Research</td>
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<tr>
<td>Instruments of Strategic Controlling</td>
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### Finance, Accounting and Taxation

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<td>Business Processes in different Lines of Business</td>
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<td>Information Processing within Organizations</td>
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<td>Logistic Concepts and Processes</td>
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<td>Introduction to Logistical Process Design</td>
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<td>Risk Management - Concepts and Systems</td>
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Compulsory Modules
- Information Processing within Organizations
- Internet-Based Systems

Compulsory Electives
- IT and Labor Market
- Business Processes in different Lines of Business
- Information Systems Analysis and Design
- Business Intelligence
- Adaption and Continuous System Engineering
- Business Service Architecture
- Decision Support Systems
- Information Systems Research

Logistics

Compulsory Modules
- Logistic Concepts and Processes
- Operations Research

Compulsory Electives
- Electronic Procurement
- Lot Sizing and Scheduling
- Strategic Supply Management
- Strategic Production Management
- Business Processes in different Lines of Business
- Information Processing within Organizations
- Process and System Modelling
- Introduction to Logistical Process Design

Human Resource Management and Organization

Compulsory Modules
- Incentives in Organizations
- Human Resource Management and Industrial Relations

Compulsory Electives
- Social Insurance and the Welfare State
- Microeconometrics
- Econometrics 1
- Econometrics 2
- Theory of Social Policy
- Labor Market Economics
- IT and Labor Market
- Advanced Microeconomics
- Empirical HR Research
- Theory of Industrial Organization 2
- Employment Law
- Management of Corporate Sustainability

Strategic Marketing Management

Compulsory Modules
- Strategic Marketing
- Strategic Networks in Industry
- International Marketing
- Marketing & Brand Management

Entrepreneurship and Management

Compulsory Modules
- Strategic Management of Innovation and Growth
- Management of Corporate Sustainability
Compulsory Electives

- Incentives in Organizations
- Advanced Microeconomics
- Empirical Research in Entrepreneurship and Management
- Strategic Networks in Industry
- Employment Law
- Lead User Project
- Entrepreneurial Management in Science and Engineering

Research Methods

Compulsory Modules

- Econometrics 1
- Advanced Microeconomics
- Advanced Macroeconomics

Compulsory Electives

- Optimal Tax Theory
- Econometrics 2
- Econometrics 3
- Multinational Enterprises
- Empirical HR Research
- Empirical Research in Entrepreneurship and Management
- Strategic Production Management
- Theory of Industrial Organization 2
- Applied General Equilibrium Models
- Theory of Industrial Organization 1
- Topics in International Trade
- Advanced International Trade
- Economic Dynamics
- Information Systems Research
- Empirical Research in Entrepreneurship and Management
- Strategic Production Management

Interdisciplinary Part

Seminars

- Advanced Seminar: Monetary policy
- Advanced Seminar: Trade Theory and Policy
- Advanced Seminar: Business Cycles and Economic Growth
- Advanced Seminar: Industrial Organization
- Advanced Seminar: Economic Order and Social Policy
- Advanced Seminar: Public Finance
- Advanced Seminar: Econometrics
- Advanced Seminar: Marketing Strategy
- Advanced Seminar: Productions and Operations Management
- Advanced Seminar: Financial Accounting and Auditing
- Advanced Seminar: Banking
- Advanced Seminar: Selected Problems in Analytical Tax Research
- Advanced Seminar: Topics in Personnel Economics and Organizational Theory
- Advanced Seminar: Entrepreneurship and Management
- Advanced Seminar: Business Information Systems
- Advanced Seminar: Logistics and Quantitative Methods
- Advanced Seminar: Business Information Systems
- Advanced Seminar: Logistics
- Advanced Seminar: Selected Aspects of Managerial Accounting

Other Courses

- Policy of Taxation
- Portfolio Selection and Capital Market Theory
- Economics of Tax Planning
<table>
<thead>
<tr>
<th>Course Title</th>
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<tr>
<td>Social Insurance and the Welfare State</td>
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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 programs), 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)):

26-Aug-2010 (2010-33) except for new versions of some modules

17-Jan-2011 (2011-13) except for new versions of some modules

21-Feb-2011 (2011-21)

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.
Specialisation
(60 ECTS credits)
Specialisation Areas

(60 ECTS credits)
Business Information Systems
(60 ECTS credits)
Compulsory Modules

(30 ECTS credits)
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**Module coordinator**

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**Contents**

This module discusses relevant principles, concepts and applications of business information processing and its impact on organisational and process structures in today’s business world.

**Intended learning outcomes**

The expertise gained from other modules related to business management issues can be interpreted and classified in a certain way by participating in this module. For decisions in regards to human resources planning, investment, and a company’s strategy, the students will get to know all the relevant concepts and interdependencies, which come with taking information processing into account as the so called “fourth” factor of production.

**Courses**

V + Ü (no information on SWS (weekly contact hours) and course language available)

**Method of assessment**

written examination (approx. 60 minutes)

**Allocation of places**

--

**Additional information**

--

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

--
**Module title**  
Information Systems Analysis and Design

**Abbreviation**  
12-IS-072-m01

**Module coordinator**  
holder of the Chair of Business Management and Business Information Systems

**Module offered by**  
Faculty of Business Management and Economics

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**Duration**  
1 semester

**Module level**  
graduate

**Other prerequisites**  
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**Contents**

(This course was discontinued and replaced by the course "IT-Management")

Content:
This course provides students with an in-depth overview of aims, tasks and appropriate methods of IT management.

Outline of syllabus:

1. Organisation and distinction
2. IT strategy
3. IT organisation
4. Management of IT systems
5. Enterprise Architecture Management
6. IT project management
7. IT security
8. IT law
9. IT controlling

Reading:
- Tiemeyer: Handbuch IT-Management, Munich.
- Hanschke: Strategisches Management der IT-Landschaft, Munich.

**Intended learning outcomes**

After completing the course "IT Management", students will be able to

1. overview the different aspects to be considered regarding a purposeful IT management;
2. understand and apply appropriate methods and tools;
3. independently perform system search and selection in a team project (only after participation in the practice lessons).

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

V + 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)

**Allocation of places**

--

**Additional information**

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

--
Module Catalogue for the Subject  
Business Management  
Master’s with 1 major, 120 ECTS credits

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### Contents

Content:
This course provides students with an in-depth overview of the structure and the application areas of business management information systems in enterprises and public institutions.

Outline of syllabus:
1. What is software: concepts, categories, application  
2. Software life cycle: duration, phases, steps  
3. As-is analysis: tasks, problems  
4. To-be concept: system design, data design, dialog design, function design  
5. Object orientation: paradigm shift  
6. Change management: meaning, methodologies, project management  
7. Office automation: tasks, areas of application

### Intended learning outcomes

After completing the course "Integrated Information Processing", students will be able to
(i) understand the importance of integration in enterprises, especially in information systems;  
(ii) assess the progress of development of a software project, estimate cycle costs, know and consider require-ments, which brings a software implementation with;  
(iii) select the correct procedures or practices in an as-is analysis and target conception and practically apply (with participation in the exercise);  
(iv) understand the importance of change management and project management and know the appropriate me-thods for specific applications.

### Courses

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### Allocation of places

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### Additional information

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

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<td>Business Integration Prof. Thome</td>
<td>Faculty of Business Management and Economics</td>
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**Contents**

This module discusses fundamental aspects and contemporary concepts of logistical tasks and processes.

**Intended learning outcomes**

Students will learn about the fundamental aspects and contemporary concepts of logistical tasks and processes especially in the field of Operations Management. Additionally students will be able to evaluate the business impacts of a better performance of logistical issues within a company.

**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)

**Allocation of places**

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**Additional information**

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

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<td>12-LM-072-m01</td>
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**Contents**

The module familiarises students with essential fundamentals, concepts and methods of logistics applications.

- Modelling
- Graph theory
- Network technology
- Flows in networks
- Touring / route planning
- From heuristics to optimisation
- Simulation

**Intended learning outcomes**

The students
(i) have significant knowledge of the fundamentals, concepts and methods of logistical applications and
(ii) can recognize their economic importance and consequences.

**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)

**Allocation of places**

--

**Additional information**

--

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

--
**Module title** | **Abbreviation**  
---|---  
Internet-Based Systems | 12-M-IBS-102-m01  

| **Module coordinator** | **Module offered by**  
---|---  
holder of the Chair of Information Systems Engineering | Faculty of Business Management and Economics  

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

| **Duration** | **Module level** | **Other prerequisites**  
---|---|---  
1 semester | graduate | --  

**Contents**

The lecture provides an overview of the relationships between the advent of web-based platforms (electronic markets, Web 2.0 etc.) and the strategic management of a company.

**Intended learning outcomes**

The module provides students with knowledge of:

(i) Theoretical concepts of strategy development and implementation in e-business context;

(ii) The strengths and weaknesses of different frameworks and approaches as well as the conditions for their meaningful application;

(iii) Transfer of concepts to other situations of entrepreneurial studies or 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)

The method of assessment will be specified at the beginning of each exercise. a) written examination (approx. 60 minutes) or b) presentation (approx. 20 minutes) with written elaboration (approx. 15 to 20 pages), weighted 1:2 or c) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or c) completion of programming exercises (as specified)

**Allocation of places**

--  

**Additional information**

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**Referred to in LPO 1** (examination regulations for teaching-degree programmes)

--
Compulsory Electives

(30 ECTS credits)
Module title

Financial Reporting and Risk Management

Abbreviation

12-M-RM1-102-m01

Module coordinator

holder of the Chair of Business Management and Accounting

Module offered by

Faculty of Business Management and Economics

ECTS

5

Method of grading

numerical grade

Only after succ. compl. of module(s)

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Duration

1 semester

Module level

graduate

Other prerequisites

--

Contents

Content: This module analyses the presentation of opportunities and risks in financial reports, i.e. annual or interim reports, in conjunction with selected value-based management and profitability analysis approaches.

Outline of syllabus:

1. Basics of financial reporting and risk management;
2. Practice of risk reporting;
3. Profitability analysis according to Penman;
4. Value-based management and risk management;
5. Residual income and business valuation;
6. Analysis of equity risk;
7. Analysis of credit risk;
8. Risk management monitoring by audit committees and auditors.

Reading list to be provided in class.

Intended learning outcomes

After completing the course, the students will be able

1. to present the relation between risk management and financial reporting;
2. to analyze and solve independently complex problems with respect to the presentation of opportunities and risk in financial reports based on national and international standards;
3. to identify the relation between risks and value-based management;
4. to evaluate independently selected research results concerning risk reporting and designing own research- or practice-oriented projects.

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)

Allocation of places

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Additional information

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

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**Contents**

This course will develop the objectives, principles and structure of electronically supported procurement processes with a special focus on catalogue-based procurement systems, electronic tendering systems, electronic (reverse) auctions, e-marketplaces, supplier relationship management systems and eSupply chain management systems.

**Intended learning outcomes**

The students will be able to describe and evaluate both the potentials and goals of electronic supported procurement systems and will be able to design appropriate systems for real-life applications. Students will get insight into the essentials of operational procurement management, especially e-procurement with a focus on catalog-based procurement systems, electronic tendering systems, electronic (reverse) auctions, e-marketplaces, supplier relationship management systems and eSupply chain management systems. After completing this module, students can define and analyze the related tasks and processes and show or develop theory-based and application-oriented possible solutions at a high professional level.

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

S (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)

**Allocation of places**

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**Additional information**

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

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**Contents**

**Content:**
This module provides students with an overview of the structure of a business information system (SAP Business ByDesign) in depth.

**Outline of syllabus:**
1. Integrated information systems: integration, standard software, system architecture
2. Working with standard business software
3. Consulting in integrated information systems: project management, project organisation, presentation skills

**Description:**
The lecture will be accompanied by an exercise that will present students with an opportunity to access, in small groups, the enterprise resource planning system operated by the Chair in its ERP laboratory and to work with the software, dealing with a wide variety of business processes.

If you would like to register for this course, please submit an application to the consultants (cover letter, CV, certificates; please also specify your degree programme and student ID number).

**Intended learning outcomes**

After completing the course "Business Software 1", students will be able to
(i) understand an ERP system in its depth;
(ii) understand the interaction of business processes;
(iii) execute business tasks and processes in an ERP system independently (after participation in the practice lessons).

**Courses**

V + Ü (no information on SWS (weekly contact hours) and course language available)

**Method of assessment**
term paper (approx. 20 pages) and presentation (approx. 20 minutes), weighted 2:1

**Allocation of places**

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**Additional information**

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

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Module title | Abbreviation
--- | ---
Process and System Modelling | 12-PSM-092-m01

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

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Contents

The course familiarises students with relevant principles, concepts and methods of process and system modelling. It is divided up into two parts:

Part A: Introduction to business process management

Contents Part A:

- Purpose of business process management
- How are business processes modelled?
- What is business process management?
- Strategic Management

Part B: Simulation

Contents Part B:

- Simulation
- Theoretical foundations
- Petri nets
- Smalltalk inscription language

Intended learning outcomes

The students have

1. substantial knowledge of the basic principles, concepts and methods of process and system modeling and
2. recognize their economic importance and consequences.

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 (60 minutes)

Allocation of places

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Additional information

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

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Module title | Abbreviation
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Management Methods | 12-MM-092-m01

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Contents

Description:
The module familiarises students with relevant management methods.

Content:
- Principles of Management
- Corporate strategy and processes
- Determination of strategy
- Performance tasks within the company

Intended learning outcomes

After completing the course "Management methods", students
(i) have substantial knowledge in the application of relevant management methods and
(ii) recognize their economic importance and consequences;
(iii) succumbed to an idea of the scope of managers’ activities;
(iv) recognize the challenges businesses to deal with and
(v) understand processes of an industrial company.

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 (60 minutes)

Allocation of places

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Additional information

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**Contents**

The course provides an overview of the structure and applications of analytical information systems. A special focus is on individual quantitative methods of data analysis. A basic knowledge of statistics and data modelling is a prerequisite for participation in this module.

**Intended learning outcomes**

The module provides students with knowledge of:

(i) Data Warehousing & OLAP
(ii) Operational application areas and methods of data analysis

**Courses**

(V + Ü (no information on SWS (weekly contact hours) and course language available)

**Method of assessment**

written examination (60 minutes)

**Allocation of places**

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**Additional information**

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**Referred to in LPO I**

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### Contents

**Business Suite:** The constantly changing environment with its organisational and IT-oriented developments forces companies to adapt their standard business software solutions. With the help of dynamic adaptation (Continuous System Engineering), this process of change can be supported effectively and efficiently. This module discusses both the systematic implementation of adaptation steps (so-called customising) using the example of the mySAP Business Suite and the concept of Continuous System Engineering using various practical examples. **Business Apps:** The course combines theory and practice in the area of cloud computing and ERP. Participants gain an insight into the architecture of the ByDesign platform and are presented with an opportunity to gain practical experience working with the corresponding software development kit.

**Content:**
- Fundamentals of cloud computing
- Cloud business solutions
- Architecture of the SAP Business ByDesign platform
- Platform adaption and extensibility
- Basics of software development in SAP Cloud Applications Studio
- Hands-on SDK: independently designing and developing a demo app

### Intended learning outcomes

Business Suite: Students learn about the various ways of adapting a standard business software solution to the special requirements of a company. They also develop a fundamental understanding of the dynamic adaptation of business software libraries. Based on selected examples from the SAP Business Suite that the acquired knowledge will be deepened by using case studies. Business Apps: The course imparts knowledge and delivers skills in cloud computing for businesses, ERP systems architecture and software development at the example of the SAP Business ByDesign platform. The independent planning, implementation and documentation of a business app trains important core competencies of technology-oriented Business Informatics.

### Courses

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

V + 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)

### Allocation of places

Number of places: 20. Should the number of applications exceed the number of available places, 15 places will be set aside for Master’s students of Business Information Systems. (1) Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. In this procedure, applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. (2) Pla-
ces on all courses of the module component with a restricted number of places will be allocated in the same pro-
cedure. (3) A waiting list will be maintained and places re-allocated as they become available.

Additional information

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

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## Module title
Introduction to Logistical Process Design

## Abbreviation
12-GLP-092-m01

### Module coordinator
holder of the Chair of Business Management and Business Information Systems

### Module offered by
Faculty of Business Management and Economics

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### Duration
1 semester

### Module level
graduate

### Other prerequisites
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## Contents
ERP systems have become key elements of successful companies. Business processes in companies can no longer be managed without using such ERP systems. In financial departments of companies, such systems have been used for a long time, but business processes e.g. for logistical tasks have so far not been supported by ERP solutions. This module explains how this issue could be resolved as well as what constraints and what dependencies have to be considered.

### Intended learning outcomes
After completing this module, students should be able to
(i) know about actual business processes in companies;
(ii) understand selected problems in the organization and design of logistical business processes and work out solutions;
(iii) know and design basic data structures and data flows of an ERP system;
(iv) map business processes within an ERP system;
(v) consider the specifics of a certain industry (e.g. the process industry) when organizing business processes;
(vi) map the core business processes within an ERP system.

### Courses
(V + Ü) (no information on SWS (weekly contact hours) and course language available)

### Method of assessment
written examination (60 minutes)

### Allocation of places
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### Additional information
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### Referred to in LPO I
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<td>Risk Management - Concepts and Systems</td>
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**Module coordinator**

holder of the Chair of Business Management and Accounting

**Module offered by**

Faculty of Business Management and Economics

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**Duration**

1 semester graduate

**Other prerequisites**

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**Contents**

**Concepts:** The course will provide students with an overview of the main goals, contents, methods and instruments of opportunity and risk management in industrial and commercial enterprises. **Systems:** The course will provide students with an overview of the design and functionality of essential information systems for risk management.

**Intended learning outcomes**

Concepts: After completion of the module students have a sound understanding of basic concepts, processes, methods and tools of risk management. They are able to justify the duties and functions of risk management in the company in theory and practice. They can also evaluate proposed solutions for the design of a risk management system, analyze selected issues of risk management and building on that, develop their own solutions. Systems: After completing this module, students can

(i) judge legal, organizational and methodological requirements for the implementation of risk management processes in a risk management information system (RMIS);
(ii) understand the technical basis for RMIS;
(iii) estimate the different characteristics of various information systems for the RM;
(iv) understand the workings of RMIS.

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

This module comprises 2 module components. Information on courses will be listed separately for each module component.

- 12-RM-KS-1-092: V (no information on SWS (weekly contact hours) and course language available)
- 12-RM-KS-2-092: V (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)

Assessment in this module comprises the assessments in the individual module components as specified below. Unless stated otherwise, successful completion of the module will require successful completion of all individual assessments.

**Assessment in module component 12-RM-KS-1-092: Risk Management - Concepts**
- 2 ECTS, Method of grading: numerical grade
- written examination (60 minutes)

**Assessment in module component 12-RM-KS-2-092: Risk Management - Systems**
- 3 ECTS, Method of grading: numerical grade
- written examination (60 minutes)

**Allocation of places**

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**Additional information**

--

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

--
Module title | Abbreviation
--- | ---
Business Service Architecture | 12-BSA-092-m01

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

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

Duration | Module level | Other prerequisites
1 semester | graduate | --

Contents
A next generation of enterprise systems called business service platforms is emerging using new disruptive technologies such as cloud computing, big data and mobility. These business service platforms apply the concept of product platforms to software. They will
1. be services based
2. be offered as a service in the cloud
3. address new classes of users and types of business especially in the service business
4. allow for a high degree of business adaptability and extensibility.
5. be supplemented by a broad offer of partner add-ons supporting accelerated innovation.
These new business service platforms will play a key role in the digital transformation of the software industry.

Intended learning outcomes
Be aware of the big business productivity progress enabled by BIS in the last 50 years. Understand the limitations of these systems in spite of the digital transformation of the software industry ahead. Be able to critically assess the business potential of new IC technologies. Understand the business demand for change. Understand the necessary organizational learning needed to leverage new technology for business change management.

Courses (type, number of weekly contact hours, language — if other than German)
V (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 (60 minutes) and management report (approx. 6 pages), weighted 2:1

Allocation of places
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Additional information
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Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module title
Decision Support Systems

Abbreviation
12-M-DSS-102-m01

Module coordinator
holder of the Chair of Information Systems Engineering

Module offered by
Faculty of Business Management and Economics

ECTS
5

Method of grading
numerical grade

Only after succ. compl. of module(s)
--

Duration
1 semester

Module level
graduate

Other prerequisites
--

Contents
The course discusses advanced approaches for modelling and solving decision problems in business settings. The acquired insights are used to design and implement decision support systems using standard software tools.

Intended learning outcomes
After successfully completing the course, students should be able to

- Understand the structure of classic business decision problems
- Isolate key elements from general problem descriptions and convert them to quantitative decision models
- Solve different classes of optimization problems (linear, network, integer, multi-objective, non-linear, stochastic)
- Implement spreadsheet-based decision support systems

Courses
V + Ü (no information on SWS (weekly contact hours) and course language available)

Method of assessment
The method of assessment will be specified at the beginning of each exercise. a) written examination (approx. 60 minutes) or b) presentation (approx. 20 minutes) with written elaboration (approx. 15 to 20 pages), weighted 1:2 or c) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or c) completion of programming exercises (as specified)

Allocation of places
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Additional information
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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<table>
<thead>
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<tr>
<td>Information Systems Research</td>
<td>12-M-ISR-102-m01</td>
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**Module coordinator**
holder of the Chair of Information Systems Engineering

**Module offered by**
Faculty of Business Management and Economics

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<td>1 semester</td>
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</table>

**Contents**

The course provides an overview of theoretical scientific foundations, theories, research topics and methods of international research in business informatics.

**Intended learning outcomes**

The module provides students with knowledge of:
(i) Exploration of classical themes of WI / IS research;
(ii) Getting to know the relevant paradigms, theories and methods;
(iii) Recognition of the interfaces to other areas of business administration and management practice;
(iv) Gain experience in finding and evaluation of scientific literature.

**Courses**

V + Ü (no information on SWS (weekly contact hours) and course language available)

**Method of assessment**

The method of assessment will be specified at the beginning of each exercise. a) written examination (approx. 60 minutes) or b) presentation (approx. 20 minutes) with written elaboration (approx. 15 to 20 pages), weighted 1:2 or c) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or c) completion of programming exercises (as specified)

**Allocation of places**

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**Additional information**

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**Referred to in LPO I**

(examination regulations for teaching-degree programmes)

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Module title
Project Management and Controlling

Abbreviation
12-M-PROM-102-m01

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

Module offered by
Faculty of Business Management and Economics

ECTS
5

Method of grading
numerical grade

Duration
1 semester

Module level
graduate

Other prerequisites
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Contents
The module focuses on the discussion and critical examination of instruments and methods used in the context of project management and controlling within enterprises. It covers characteristic features and structures of projects, their possible success factors, methods and instruments of the controlling and management of projects in various project phases as well as approaches to multi-project management. The theoretical basis as well as potential applications of these instruments are discussed.

Intended learning outcomes
Initially knowledge about fundamental requirements concerning instruments of project management and controlling is acquired. What is more the module conveys knowledge about strengths and weaknesses and thereby fields of application and limits of commonly used instruments and methods of practitioners. Competences within the configuration and development of the project management and -controlling are obtained as well as skills within the practical use of the project management software MS Project.

Courses
V + Ü (no information on SWS (weekly contact hours) and course language available)

Method of assessment
written examination (approx. 60 minutes)

Allocation of places
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Additional information
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Referred to in LPO I
(examination regulations for teaching-degree programmes)
--
Finance, Accounting and Taxation
(60 ECTS credits)
Compulsory Electives I

(ECTS credits)
<table>
<thead>
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<tr>
<td>Policy of Taxation</td>
<td>12-M-F1-102-m01</td>
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### Contents

**Description:**

In this module, students will acquire a basic understanding of the tax system and structure applied to households in Germany. In addition, the course will include simple tax incidence analyses of specific tax policies. Reading: lecture notes provided by Chair.

**Contents:**

1. Fiscal harmonisation system in Germany
2. Mechanics and problems of the VAT system
3. Tax incidence analysis
4. Income tax code
5. Taxation of married couples and families
6. Progressive taxation and income leveling
7. Taxation and household decisions

**Intended learning outcomes**

After completing the course "Tax Policy" students know the most important tax revenues in Germany and how they are divided between the Federation and the federal provinces. They are able to explain the incidence of specific taxes using simple case studies. Finally they can discuss tax induced distortions of individual decisions using simple partial equilibrium models.

**Courses**

V + Ü (no information on SWS (weekly contact hours) and course language available)

**Method of assessment**

written examination (approx. 60 minutes)

**Allocation of places**

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**Additional information**

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**Referred to in LPO I**

(examination regulations for teaching-degree programmes)

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<table>
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<tr>
<td>Advanced Financial Accounting (German GAAP, IFRS)</td>
<td>12-M-ER-102-m01</td>
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**Module coordinator**: holder of the Chair of Business Management and Accounting

**Module offered by**: Faculty of Business Management and Economics

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**Duration**: 1 semester

**Module level**: graduate

**Other prerequisites**: --

**Contents**

Content: This course deals with selected complex financial accounting problems according to national German GAAP (German Commercial Code, Handelsgesetzbuch).

Outline of syllabus: Theoretical and empirical foundations of financial accounting; selected topics of advanced financial accounting, e.g. pension accounting, fair value accounting (financial instruments, biological assets, hedge accounting; purchase price allocation and impairment test; leasing; deferred taxes in individual and group financial statements; capital consolidation in multilevel corporate groups; presentation of equity changes; statement of cash flow and segment reporting; notes and management report.

Reading list to be provided during course.

**Intended learning outcomes**

After completing this course, students will be able to

1. analyze complex financial accounting problems according to national and international financial reporting standards and develop predominantly self-directed solutions for these problems;
2. evaluate independently selected research contribution to the theory of financial accounting and design research- or application-oriented projects.

**Courses**

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**Method of assessment**

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**Allocation of places**

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**Additional information**

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**Referred to in LPO I**

(examination regulations for teaching-degree programmes)

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Module title | Abbreviation
---|---
Portfolio Selection and Capital Market Theory | 12-M-B1a-102-m01

Module coordinator | Module offered by
holder of the Chair of Business Management, Banking and Finance | Faculty of Business Management and Economics

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Duration | Module level | Other prerequisites
1 semester | graduate | --

Contents

Content:
This course deals with the fundamentals of individual investment decisions (portfolio selection), the capital market equilibrium and the resulting CAPM.

Outline of syllabus:
1. Fundamentals of decision theory
2. Portfolio selection
3. CAPM
4. Information efficiency and event analysis

Intended learning outcomes

After completing the course "Portfolio Selection and Capital Market Theory", the students will be able
(i) to explain the optimal capital market position of an investor given the different investment opportunities and its individual utility function in theory and calculate it;
(ii) to understand the central propositions made by the CAPM and use the CAPM for valuating assets and firms.

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)

Allocation of places

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Additional information

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

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Module title: Economics of Tax Planning
Abbreviation: 12-M-SP-102-m01

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

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

Duration: 1 semester
Module level: graduate
Other prerequisites: --

Contents:
This course deals with tax effects on fundamental economic decisions. Taxes are integrated into standard models for investment decisions, financing decisions, firm valuation, dividend policy and remuneration of employees. Therefore, the interaction of corporate and personal income taxes is analysed.
A reading list in English is available on request.

Intended learning outcomes:
This course enables students to
(i) combine their knowledge of tax law with microeconomic analyses in the areas of corporate and personal finance;
(ii) understand the effect of taxes on fundamental economic decisions, e.g. investment and financing decisions, evaluation of investment, financial assets, forms of remuneration for employees including managing and assessing;
(iii) read and discuss primary scientific literature.

Courses:
This module has 2 components; information on courses listed separately for each component.
• 12-M-SP-1-102: V (no information on language and number of weekly contact hours available)
• 12-M-SP-2-102: V (no information on language and number of weekly contact hours available)

Method of assessment:
This module has the following 2 assessment components. To pass the module as a whole students must pass one of the two assessment components.

Assessment component to module component 12-M-SP-1-102: Steuerplanung
• 5 ECTS credits, method of grading: numerical grade
• written examination (approx. 60 minutes)

Assessment component to module component 12-M-SP-2-102: Taxes and Business Strategy
• 5 ECTS credits, method of grading: numerical grade
• written examination (approx. 60 minutes)
• Language of assessment: English

Allocation of places:
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Additional information:
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Referred to in LPO I (examination regulations for teaching-degree programmes): --
Module title: Coordination, Budgeting and Incentives in Enterprises  
Abbreviation: 12-M-KOBO-102-m01

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

Module offered by: 
Faculty of Business Management and Economics

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

Duration: 1 semester
Module level: graduate
Other prerequisites: --

Contents:
This module focuses on accounting-based instruments to control behaviour in decentralised enterprises. The course first discusses the role of accounting in the context of decision making and behavioural controlling as well as informational analyses. Afterwards, the most common instruments of behavioural controlling (budgeting, value-oriented management, transfer prices) are discussed with regard to theory and practice.

Intended learning outcomes:
This module aims to provide knowledge in the context of behavioral controlling in enterprises. Knowledge about Requirements on instruments used for behavioral controlling are discussed and competencies for deployment, structure and development of coordination tools are provided.

Courses:
V + Ü (no information on SWS (weekly contact hours) and course language available)

Method of assessment:
written examination (approx. 60 minutes)

Allocation of places:
--

Additional information:
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Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Compulsory Electives II

(ECTS credits)
### Module Catalogue for the Subject
#### Business Management
Master's with 1 major, 120 ECTS credits

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
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<td>Social Insurance and the Welfare State</td>
<td>12-M-F3-102-m01</td>
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<td>holder of the Chair of Public Finance</td>
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### Contents

Description:
This module discusses the economic justification for implementing social security systems in a market economy and provides students with deeper insights into this topic with the help of specific issues of public health and retirement policy.

Reading: lecture notes provided by Chair.

Contents:
1. Public intervention in insurance markets
2. The insurance function of social security
3. Social security and social morale
4. The optimal health insurance contract
5. Alternative financing schemes for public health in Germany
6. Why do we need a public pension system?
7. Funding vs pay-as-you-go financing of public pensions

### Intended learning outcomes

After completing the module "Theorie der Sozialversicherung" students are able to explain the theoretical foundation of the social security system in a market economy. Using simple partial equilibrium models they can discuss the financing and contract structure of the public health and pension system. Finally they are able to analyze the consequences of policy reforms.

### Courses

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### Method of assessment

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### Allocation of places

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### Additional information

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### Referred to in LPO I

(examination regulations for teaching-degree programmes)
Module title | Abbreviation
---|---
Optimal Tax Theory | 12-M-OST-102-m01

## Module coordinator
holder of the Chair of Public Finance

## Module offered by
Faculty of Business Management and Economics

## ECTS | Method of grading | Other prerequisites
---|---|---
5 | numerical grade | --

## Duration | Module level | Other prerequisites
---|---|---
1 semester | graduate | --

## Contents
The course will deal with the design of an optimal tax system. First, students will become familiar with the criteria that characterise an optimal tax system. Lectures will introduce students to key rules for taxing commodities as well as income and capital. Examining specific taxation issues such as the eco-tax, family taxation and the taxation of international enterprises, the course will then provide students with more in-depth insights into these rules.

Outline of syllabus:
1. Optimal commodity taxation
2. Optimal income taxation
3. Optimal taxation of families
4. International tax competition

Reading: lecture notes to be provided

## Intended learning outcomes
After completing this module students have a basic understanding of what is meant with "optimal taxation". They are able to apply this concept to specific normative questions of tax policy in practice. Students also learn to prepare and present short papers where they discuss specific normative policy issues.

## Courses
V + Ü (no information on SWS (weekly contact hours) and course language available)

## Method of assessment
written examination (approx. 60 minutes)

## Allocation of places
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## Additional information
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## Referred to in LPO I
(examination regulations for teaching-degree programmes)
--
Module title: Analysis of Financial Market Data
Abbreviation: 12-M-FMO-102-m01

Module coordinator: holder of the Chair of Econometrics
Module offered by: Faculty of Business Management and Economics

ECTS: 5
Method of grading: numerical grade
Duration: 1 semester
Module level: graduate
Other prerequisites: --

Contents

Description:
The module covers the fundamentals, methods and concepts for the empirical analysis of financial market data. The concept of market efficiency is explained and critically examined with reference to the random walk hypothesis. To test this hypothesis, a number of parametric and non-parametric methods are proposed and applied in practice. Based on the findings, market microstructure models that can explain some important empirical findings will be discussed. In addition, the course describes event studies for testing the significant impact of corporate news on the share price and discusses issues of univariate time series analysis such as AR(1)MA and ARCH / GARCH models that are indispensable for modelling financial market data. In the final part of the course, the CAPM is discussed and examined, in particular, with regard to its empirical applicability.

Outline of syllabus:
1. Information efficiency
2. Random walk
3. Theoretical market models
4. Event studies
5. Univariate modelling of time series data
6. Models to explain volatility (ARCH and GARCH)
7. Estimation of the capital asset pricing model

Reading:

Intended learning outcomes
Students have significant knowledge of the fundamentals, methods and concepts that are needed for the empirical analysis of financial market data. They can autonomously perform statistical test decisions with statistics programs such as EViews or Gretl and critically analyze in terms of their economic importance. In addition, the students learn the independent handling of empirical capital market data and have at the end of the course the ability to develop also own functions and routines, for example for EViews.

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)

Allocation of places
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<tr>
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### Contents

**Description:**
This course builds on the Master's courses "Ökonometrie 1" ("Econometrics 1") and "Ökonometrie 2" ("Econometrics 2") and introduces students to different microeconometric models. In the first part of the course, the maximum likelihood estimation procedure is introduced, its importance for estimating microeconometric models and properties of the estimators are explained and derived. Subsequently, a wide variety of microeconometric models is motivated and explained and the advantages of these models over the linear regression model are pointed out. In addition, these models are estimated with different estimation methods and the results are interpreted.

**Outline of syllabus:**
1. Maximum likelihood estimator and its properties
2. Logit and probit models for unordered categories
3. Logit and probit models for ordered categories
4. Tobit model
5. Models for count data
6. Duration analysis
7. Hazard rate models

**Reading:**
Ronning: Mikroökonometrie, Springer-Verlag.
Cameron / Trivedi: Microeconometrics - Methods and Applications, Cambridge University Press.
Greene: Econometric Analysis, Pearson.
(most recent editions)

**Intended learning outcomes**
After finishing this course students are able to
(i) understand the maximum likelihood method;
(ii) apply, assess, and interpret the above introduced models and check for possible violation of the assumptions;
(iii) get to know other possibilities, next to the maximum likelihood method, to estimate these models;
(iv) gain a general understanding how to treat discrete, censored, or truncated dependent variables;
(v) know how to estimate the introduced models in EViews.

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

**Allocation of places**
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**Additional information**
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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### Contents

**Description:**
This module deals with the basic concept and methodology of the ordinary least squares (OLS) regression model. In particular, model assumptions and properties are discussed and formally motivated. In addition, the module examines linear restrictions on the models explanatory variables as well as dummy variables and introduces tests to verify simple and multiple linear restrictions.

Linear algebra is used as formal aid.

**Outline of syllabus:**
1. Random variables
2. Important distributions
3. Point estimates
4. Simple linear regression model
5. Model assumptions
6. Model properties
7. Simple hypothesis tests
8. Multiple linear regression model
9. Linear restrictions
10. Dummy variables
11. Multiple hypothesis tests

### Intended learning outcomes

The students acquire knowledge of the basics, concepts and methods used in the classical linear regression model and understand the role of econometrics in science and data analysis. In particular, they learn how to analytically derive, calculate and interpret the coefficients, standard errors and p-values of a classic regression output of the multiple regression model. Furthermore, they are able to state and motivate formally the assumptions and properties of OLS and know how to deal with transformed and dummy variables. Additionally, students are able to test multiple linear restrictions on the parameters and are able to apply these tests to real economic, business and social science questions.

The competences acquired in this course serve as a prerequisite for "Econometrics II", "Econometrics III", "Microeconomics" und "Financial Econometrics".

### Courses

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<td>V + Ü (no information on SWS (weekly contact hours) and course language available)</td>
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<tr>
<th>Method of assessment</th>
<th>(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)</th>
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<tbody>
<tr>
<td>written examination</td>
<td>(approx. 60 minutes)</td>
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| Allocation of places | -- |

| Additional information | -- |
Referred to in LPO I (examination regulations for teaching-degree programmes)
Module title: Econometrics 2
Abbreviation: 12-M-OE2-102-m01

Module coordinator:
holder of the Chair of Econometrics

Module offered by:
Faculty of Business Management and Economics

ECTS: 5
Method of grading: numerical grade
Duration: 1 semester
Module level: graduate
Other prerequisites: --

Contents:
Description:
This module deals with the basics, concepts and methods of the generalized least squares (GLS) framework. Partly as a motivation for the GLS model and partly for its own right, different specification and data problems as well as violations of model assumptions of the OLS estimator (as introduced in "Okonometrie I" ("Econometrics I")) are discussed. This includes multicollinearity, a test for structural breaks, heteroskedasticity and autocorrelation. Linear algebra is used as formal aid.

Outline of syllabus:
1. Specification analysis
2. Multicollinearity
3. Heteroskedasticity
4. Autocorrelated disruptive terms
5. Generalised least squares (GLS)

Intended learning outcomes:
Students acquire essential knowledge of the fundamentals, methods and concepts for estimating the generalized linear regression model (GLS) and can apply and interpret it. They are sensitized for specification problems, data problems and violations of the assumptions of the classical linear model (OLS) so that they are able to recognize, to assess and therefore adequately deal with these problems in theory and practice. This enables them to critically assess the use of the Estimation methods in scientific work and to work independently on adequate implementation of empirical analyzes to answer selected (economic) scientific issues if available data with the above-mentioned involve problems. The competences acquired in this course serve as a prerequisite for "Econometrics III", "Microeconometrics" und "Financial Econometrics".

Courses:
V + Ü (no information on SWS (weekly contact hours) and course language available)

Method of assessment:
written examination (approx. 60 minutes)

Allocation of places:
--

Additional information:
--

Referred to in LPO I (examination regulations for teaching-degree programmes):
--
Module title: Econometrics 3
Abbreviation: 12-M-0E3-102-m01

Module coordinator: holder of the Chair of Econometrics
Module offered by: Faculty of Business Management and Economics

ECTS: 5
Method of grading: numerical grade
Duration: 1 semester
Module level: graduate
Other prerequisites: --

Contents

Description:
This module deals with advanced econometric methods and concepts based on the classical and the generalized least squares estimator discussed in Ökonometrie I and II (Econometrics I and II). In particular, this includes the instrumental variable (IV) estimator, the generalized method of moments (GMM) estimator, distributed lag models as well as basic methods and concepts used in uni and multivariate econometric times series analysis, including (non)stationarity, integration, cointegration. Linear algebra is used as formal aid.

Outline of syllabus:
1. Error-in-variables
2. IV estimation
3. Generalised least squares estimation
4. Distributed lag models
5. Stationary uni and multivariate processes
6. Deterministic and stochastic trends
7. Integrated and cointegrated processes

Intended learning outcomes
The students acquire thorough understanding of advanced methods and concepts in econometrics. They are familiarized with diverse error-in-variables issues and capable of handling them appropriately. After the course, students understand the generalized methods of moment (GMM) and the instrumental variable (IV) estimator to an extent that they can discuss their pros and cons, apply these to selected questions in quantitative economics, and understand scientific papers using these methods. Furthermore, they become acquainted with selected time series issues, such as distributed lag models, non-stationarity, spurious correlation, and cointegrated processes, enabling them to conduct a comprehensive time series analysis. In brief, the course enables students to apply the above mentioned methods and concepts to real life questions, assess their appropriateness, and address their theoretical and practical benefits and shortcomings.

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)

Allocation of places
--

Additional information
--

Referred to in LPO I (examination regulations for teaching-degree programmes)
--
**Module title**  
Financial Statement Analysis and Business Valuation

**Abbreviation**  
12-M-UA-102-m01

**Module coordinator**  
holder of the Chair of Business Management and Accounting

**Module offered by**  
Faculty of Business Management and Economics

**ECTS**  
5

**Method of grading**  
numerical grade

**Only after succ. compl. of module(s)**  
--

**Duration**  
1 semester

**Module level**  
graduate

**Other prerequisites**  
--

## Contents

**Content:**  
Underlying value is referred to as fundamental value, the analysis of information about fundamental value is referred to as fundamental analysis. This module discusses fundamental analysis. Fundamental analysis was developed as a matter of appropriate financial statement analysis.

**Outline of syllabus:**
1. Introduction: investing, valuation and financial statements  
2. How financial statements are used in valuation  
4. Viewing business through the financial statement lens  
5. Analysis of the balance sheet and income statement  
6. Analysis of the cash flow statement  
7. Analysis of profitability  
8. The value of operations and the evaluation of enterprise price-to-book-ratios and price-earnings-ratios

**Reading:**  

**Intended learning outcomes**

The students should be able to analyze financial statements and to value businesses and business strategies using the best technologies available. They should be able to sort out what are good methods, i.e. practical as well as conceptually sound, and what are poor ones. They should demonstrate their knowledge in applying the methods on real cases.

## 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)

## Allocation of places

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## Additional information

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## Referred to in LPO I

(examination regulations for teaching-degree programmes)

--
Module title: Advanced Auditing  
Abbreviation: 12-M-WPF-102-m01

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

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

Duration 1 semester  
Module level graduate  
Other prerequisites --

Contents

Content:
The course discusses business-risk oriented financial statement audits according to International Standards on Auditing (IASs). Selected topics of testing theory are also addressed.

Outline of syllabus:
1. Review process
   - Conditions, order taking, audit planning, risk model-based testing methods
   - Development of the risk-based audit approach
   - Fraud and going concern
   - Judgment, reporting and documentation
2. Testing theory
   - Overview of the state of research
   - The auditor’s independence
   - Audit fees, concentration, competition

Reading:
Other reading to be specified in class.

Intended learning outcomes

After completion of the module "Auditing for advanced" students can
(i) represent the risk-based audit approach, establish and analyze critical;  
(ii) analyze selected complex audit issues on the basis of national and international audit standards and, based largely develop self-directed solutions;  
(iii) judge selected research papers examining theory independently and, building design research or application-oriented projects.

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)

Allocation of places --

Additional information --

Referred to in LPO I (examination regulations for teaching-degree programmes) --
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<td>Agency Theory</td>
<td>12-M-B1b-102-m01</td>
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<td>holder of the Chair of Business Management, Banking and Finance</td>
<td>Faculty of Business Management and Economics</td>
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<td>1 semester</td>
<td>graduate</td>
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</table>

**Contents**

Content:
This course deals with the fundamentals of agency theory and financial contracting with information symmetric and information asymmetric.

Outline of syllabus:
1. Agency theory
2. Financial contracting

**Intended learning outcomes**

After completing the course "Agency Theory and Financial contracting", the students will be able
(i) to understand the fundamentals of agency theory and solve problems concerning optimal financial contracting given e.g. different capital endowments;
(ii) to understand the central problems of controlling work assignments in theory and solve basic case studies;
(iii) to generate and evaluate financial contracting given a non-trivial risk allocation and the resulting agency problems.

**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)

**Allocation of places**

--

**Additional information**

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

--
Module title | Option Pricing Theory  
---|---  
Abbreviation | 12-M-B2-102-m01  
Module coordinator | holder of the Chair of Business Management, Banking and Finance  
Module offered by Faculty of Business Management and Economics  
ECTS | 10  
Method of grading | numerical grade  
Only after succ. compl. of module(s) |  
Duration | 1 semester  
Module level | graduate  
Other prerequisites |  
Contents  
Content: The module deals with the nature of stock options using the Black Scholes and Binominal models. It assesses companies as well as shares as derivative financial instruments and discusses delta hedging to hedge equity portfolios.  
Outline of syllabus:  
1. Share options  
2. Other financial derivatives  
3. Immunising portfolios against interest rate changes  
Intended learning outcomes  
After completing the course “Option pricing”, the students will be able  
(i) to price options using the Black-Scholes formula and the binominal model;  
(ii) to understand the use of options as a part of compensation and for share hedging.  
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)  
Allocation of places |  
Additional information |  
Referred to in LPO I (examination regulations for teaching-degree programmes) |  

### Module title

**Financial Markets: Institutions and Regulation**

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<td>12-M-B3-102-m01</td>
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### Module coordinator

holder of the Chair of Business Management, Banking and Finance

### Module offered by

Faculty of Business Management and Economics

### ECTS | Method of grading | Only after succ. compl. of module(s) |
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### Duration | Module level | Other prerequisites |
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<td>1 semester</td>
<td>graduate</td>
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### Contents

**Content:**

This course deals with the fundamentals of the organisation and functioning of the German commercial banking system, the aims and restrictions of operating decisions in commercial banks, the special characteristics of bank regulation and of balance sheets of commercial banks as well as the construction and function of financial innovations.

**Outline of syllabus:**
1. The German commercial banking system
2. Aims and restrictions of operating decisions
3. Equity and balance sheet analysis of commercial banks
4. Financial innovations

**Reading:**

### Intended learning outcomes

After completing the course "Finanzmarktinstitutionen und Finanzmarktregulierung", the students will provide fundamental and advanced knowledge of
(i) the organisation and function of the German commercial banking system;
(ii) the aims and restrictions of operating decisions in commercial banks;
(iii) the special characteristics of bank regulation and of the balance sheet of commercial banks;
(iv) the construction and function of financial innovations.

### 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)

### Allocation of places

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### Additional information

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

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Module title | Case Studies on Business Taxation
Abbreviation | 12-M-FER-102-m01

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

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<th>ECTS</th>
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Duration | 1 semester  | Module level | graduate  | Other prerequisites | -- |

Contents
This module offers a cross-sectional view of business taxation by means of case studies which will be prepared by participants in advance and will be discussed in class. The focus will be on German income taxation, income calculation for tax purposes, taxation of partnerships as well as tax problems of foreign activities of German companies.

Intended learning outcomes
Students deepen their knowledge of the German tax law. They are enabled to solve complex tax problems on their own.

Courses
Ü (no information on SWS (weekly contact hours) and course language available)

Method of assessment
written examination (approx. 60 minutes)

Allocation of places
--

Additional information
--

Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module title: International Taxation
Abbreviation: 12-M-IB-102-m01

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

ECTS: 5
Method of grading: numerical grade
Duration: 1 semester
Module level: graduate
Other prerequisites: --

Contents
The module discusses tax aspects (legal facts as well as economic effects) of cross-border business activities. Students become familiar with the principles of international taxation, relevant aspects of German income tax law, the function of double taxation treaties as well as recent developments of taxation within the European Union (mostly triggered by the Court of Justice of the European Union). The topics are introduced in the form of lectures. Complex case studies are used for an in-depth discussion of selected aspects.

Intended learning outcomes
After completion of the module students are able
(i) to assess tax issues of cross-border business activities and develop structured solutions;
(ii) to assess the economic effects of rules of international tax law on its own;
(iii) systematically apply double tax treaties.

The students have knowledge of the basics of international taxation and the German international tax law. They are able to judge and to analyze, using the relevant sources of law complex, case studies on the taxation of cross-border business activities independently and to develop design proposals for the solution.

Courses
(type, number of weekly contact hours, language — if other than German)
V (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 term paper (approx. 15 pages) with presentation (approx. 20 minutes), weighted 2:1

Allocation of places
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Additional information
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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<table>
<thead>
<tr>
<th>Module title</th>
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<tbody>
<tr>
<td>Tax-Optimized Business Organization</td>
<td>12-M-RFW-102-m01</td>
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<tbody>
<tr>
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</table>

**Contents**

The module will discuss:
- Central aspects of the choice and change of legal form during the founding phase of businesses
- The restructuring and transfer of businesses
- Static and dynamic tax burden accounts for incorporated and unincorporated businesses
- Umwandlungssteuerrecht (German conversion tax law)

The main focus will be on national cases.

**Intended learning outcomes**

After completion of the module students are able
(i) to analyze and to judge fiscal determinants of a legal form decision from an economic point of view;
(ii) to analyze independently complex issues in the field of legal form and the conversion tax law and using the relevant legal sources to develop design proposals.

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

V (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 term paper (approx. 15 pages) with presentation (approx. 20 minutes), weighted 2:1

**Allocation of places**

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**Additional information**

--

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

--
### Module Catalogue for the Subject Business Management

**Master's with 1 major, 120 ECTS credits**

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
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<tr>
<td>Project Management and Controlling</td>
<td>12-M-PROM-102-m01</td>
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### Contents

The module focuses on the discussion and critical examination of instruments and methods used in the context of project management and controlling within enterprises. It covers characteristic features and structures of projects, their possible success factors, methods and instruments of the controlling and management of projects in various project phases as well as approaches to multi-project management. The theoretical basis as well as potential applications of these instruments are discussed.

### Intended learning outcomes

Initially knowledge about fundamental requirements concerning instruments of project management and controlling is acquired. What is more the module conveys knowledge about strengths and weaknesses and thereby fields of application and limits of commonly used instruments and methods of practitioners. Competences within the configuration and development of the project management and -controlling are obtained as well as skills within the practical use of the project management software MS Project.

### 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)**

### Allocation of places

- --

### Additional information

- --

### Referred to in LPO I

- (examination regulations for teaching-degree programmes)
- --
## Module title

**Selected Studies of Empirical Accounting Research**

### Abbreviation

12-M-AFER-102-m01

## Module coordinator

Managing Director of the Institute of Business Management

## Module offered by

Faculty of Business Management and Economics

## ECTS

5

## Method of grading

numerical grade

## Only after succ. compl. of module(s)

--

## Duration

1 semester

## Module level

undergraduate

## Other prerequisites

--

## 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 learning outcomes description is available because no courses are held for this module.

## Courses

(V + Ü (no information on SWS (weekly contact hours) and course language available)

## Method of assessment

written examination (approx. 60 minutes)

## Allocation of places

--

## Additional information

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## Referred to in LPO I

(examination regulations for teaching-degree programmes)
Module title | Abbreviation
---|---
Instruments of Strategic Controlling | 12-M-INST-102-m01

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

<table>
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<td>1 semester</td>
<td>graduate</td>
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</table>

Contents

The module focuses on controlling instruments, which are applied in the context of the strategic management of enterprises. The module covers analytical and heuristic techniques of planning and control. In the context of these techniques, instruments of target costing, life cycle analysis, value chain analysis and various portfolio techniques are discussed with regard to their theoretical foundation and fields of application.

Intended learning outcomes

Initially knowledge about fundamental requirements concerning instruments of decision making and behavior control within enterprises is acquired. What is more the module conveys the obtaining of knowledge about the strengths and weaknesses and therewith fields of application and limits of prevalent instruments of strategic corporate management used by practitioners.

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

V + 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)

Allocation of places

--

Additional information

--

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

--
**Module title** | **Abbreviation**
--- | ---
Accounting and Capital Markets | 12-M-REKA-102-m01

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

**Module offered by**
Faculty of Business Management and Economics

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**Duration**
1 semester

**Module level**
graduate

**Other prerequisites**
--

**Contents**
The module focuses on financial and management accounting, their functions, possible configurations as well as their impact on internal and external recipients under consideration of the institutional setting. In this context, an economic perspective has priority over detailed legal arrangements and regulations by the standard setters. Based on the theoretical foundations of information economics as well as decision-making and balance sheet theories, typical issues concerning cost accounting and controlling as well as financial accounting and publicity are discussed.

**Intended learning outcomes**
Initially a fundamental knowledge about the conception and impact of management and financial accounting as information systems is acquired. In the following, the module mainly sharpens the understanding of the economic impacts of the configuration of management and financial accounting. What is more, extensive knowledge about possible impacts of changes in institutional general frameworks is conveyed. For example changes in valuation standards, publicity rules or regulations about the distribution of profits in enterprises and on capital markets are considered.

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

**Allocation of places**
--

**Additional information**
--

**Referred to in LPO I**
(examination regulations for teaching-degree programmes)
--
Human Resources and Labour Relations
(60 ECTS credits)
Compulsory Modules

(40 ECTS credits)
## Module Catalogue for the Subject
### Business Management
#### Master's with 1 major, 120 ECTS credits

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<td>holder of the Chair of Econometrics</td>
<td>Faculty of Business Management and Economics</td>
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<tr>
<td>1 semester</td>
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### Contents

**Description:**
This module deals with the basic concept and methodology of the ordinary least squares (OLS) regression model. In particular, model assumptions and properties are discussed and formally motivated. In addition, the module examines linear restrictions on the models explanatory variables as well as dummy variables and introduces tests to verify simple and multiple linear restrictions.

Linear algebra is used as formal aid.

**Outline of syllabus:**
1. Random variables
2. Important distributions
3. Point estimates
4. Simple linear regression model
5. Model assumptions
6. Model properties
7. Simple hypothesis tests
8. Multiple linear regression model
9. Linear restrictions
10. Dummy variables
11. Multiple hypothesis tests

**Intended learning outcomes**
The students acquire knowledge of the basics, concepts and methods used in the classical linear regression model and understand the role of econometrics in science and data analysis. In particular, they learn how to analytically derive, calculate and interpret the coefficients, standard errors and p-values of a classic regression output of the multiple regression model. Furthermore, they are able to state and motivate formally the assumptions and properties of OLS and know how to deal with transformed and dummy variables. Additionally, students are able to test multiple linear restrictions on the parameters and are able to apply these tests to real economic, business and social science questions.

The competences acquired in this course serve as a prerequisite for "Econometrics II", "Econometrics III", "Microeconometrics" und "Financial Econometrics".

### 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)

### Allocation of places

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### Additional information

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<table>
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<th>(examination regulations for teaching-degree programmes)</th>
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</table>
Module title: Theory of Social Policy

Abbreviation: 12-M-TSP-102-m01

Module coordinator: holder of the Chair of Economic Order and Social Policy

Module offered by: Faculty of Business Management and Economics

ECTS: 5

Method of grading: numerical grade

Duration: 1 semester

Method of assessing: Only after succ. compl. of module(s)

Contents:
The lecture "Theorie der Sozialpolitik" ("Theory of Social Policy") discusses the concept of social security and the concept of social justice. In the first part of the course, which will deal with social security, students will acquire a general overview of possible market failures in an insurance market. One chapter will then each be devoted to the introduction and characterisation of the three main branches of social insurance (pension, health and unemployment insurance). Subsequently, different options for a reform of the individual branches of social insurance will be introduced and evaluated in terms of efficiency. In the second part of the course, which will deal with social justice, different definitions of the concept of justice will be discussed in more detail. Here, the main focus will be on identifying and critically examining different criteria for the measurement of inequality in a society. In addition, efficiency-oriented justifications for redistributive policies by the government will be addressed and discussed with students.

Intended learning outcomes:
The graduate student has acquired following skills and abilities after completion of the module:
(i) Detailed knowledge of institutional foundations of the German social security system
(ii) Mechanics of an insurance market
(iii) Emergence and problems of adverse selection and moral hazard in the context of social insurances
(iv) Measurement and interpretation of inequality measures, particularly of income inequality
(v) Mechanics and welfare effects of state redistribution
(vi) The impact of state redistribution on macroeconomic variables

Courses:
V + Ü (no information on SWS (weekly contact hours) and course language available)

Method of assessment:
written examination (approx. 60 minutes)

Allocation of places:
--

Additional information:
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title: Labor Market Economics  
Abbreviation: 12-M-OEA-102-m01

Module coordinator: holder of the Chair of Economic Order and Social Policy  
Module offered by: Faculty of Business Management and Economics  
ECTS: 5  
Method of grading: numerical grade  
Duration: 1 semester  
Module level: graduate  
Other prerequisites: --

Contents:
Description: In this course, students will acquire an in-depth understanding of the problems of the German national labour market. The course will discuss economic as well as political-economic theories that can explain the phenomenon of unemployment.

Outline of syllabus:
1. Labour market empirics
2. Why has Germany not been able, for more than two decades, to clear the labour markets?
3. What policy is best suited to tackle labour market problems?
4. How can we break through the rigid political-economic structures in our society?

Basic reading:

Intended learning outcomes:
The students receive an understanding of the functioning of the labour market and its institutions. They will also be enabled to identify and to evaluate common approaches to mitigate unemployment.

Courses:
V + Ü (no information on SWS (weekly contact hours) and course language available)

Method of assessment:
written examination (approx. 60 minutes)

Allocation of places:
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Additional information:
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<tr>
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<td>IT and Labor Market</td>
<td>12-ITA-102-m01</td>
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<tr>
<td>holder of the Chair of Business Management and Business Information Systems</td>
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**Contents**

This module discusses relevant principles, concepts and applications of business information processing and its impact on organisational and process structures in today's business world.

**Intended learning outcomes**

The expertise gained from other modules related to business management issues can be interpreted and classified in a certain way by participating in this module. For decisions in regards to human resources planning, investment, and a company's strategy, the students will get to know all the relevant concepts and interdependencies, which come with taking information processing into account as the so called “fourth” factor of production.

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

V + 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)

**Allocation of places**

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**Additional information**

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

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<table>
<thead>
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<th>Module title</th>
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<tr>
<td>Incentives in Organizations</td>
<td>12-M-AO-102-m01</td>
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<tbody>
<tr>
<td>holder of the Chair of Human Resource Management and Organisation</td>
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**Contents**

The lecture "Anreize in Organisationen" ("Incentives in Organisations") is based on the principal agent theory. This theory will be used to develop financial and economic solutions to help overcome the conflict of interests between employers and employees. In addition to the most widely used theories, estimation techniques and empirical results are also introduced and discussed. Reading list to be provided in class.

**Intended learning outcomes**

The aim of the lectures is to enable students to understand and apply advanced theories, estimation techniques and empirical results in the area incentives in organisation on the basis of scientific literature.

**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)

**Allocation of places**

--

**Additional information**

--

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

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Module title | Abbreviation
---|---
Human Resource Management and Industrial Relations | 12-M-HRM-102-m01

Module coordinator | Module offered by
holder of the Chair of Human Resource Management and Organisation | Faculty of Business Management and Economics

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

Duration | Module level | Other prerequisites
1 semester | graduate | --

Contents
The lecture "Human Resource Management und Industrielle Beziehungen" ("Human Resource Management and Industrial Relations") introduces advanced theories, estimation techniques and empirical results from the areas of human resources and institutional frameworks such as industrial relations. Reading list to be provided in class.

Intended learning outcomes
The aim of the lectures is to enable students to understand and apply advanced theories, estimation techniques and empirical results in the area human resource management and industrial relations on the basis of scientific literature.

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

Allocation of places
Business Management Master’s and Economics Master’s: no restrictions. Political and Social Sciences Master’s: 10 places. Places will be allocated by lot.

Additional information
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title

Strategic Management of Innovation and Growth

Abbreviation

12-M-MWT-102-m01

Module coordinator

holder of the Chair of Entrepreneurship and Management

Module offered by

Faculty of Business Management and Economics

ECTS

5

Method of grading

numerical grade

Duration

1 semester

Module level

graduate

Other prerequisites

--

Contents

In this course, students will acquire an overview of the strategic aspects of innovation management. They will acquire the knowledge necessary to understand the range, scope and complexity of the issues and problems related to the strategic management of innovations. The lecture will focus on innovation teams and the different roles in the innovation process. It will also discuss how users can be involved in the innovation process. In addition, the course will address the concepts of open innovation, lean innovation and crowdsourcing and will discuss how platform strategies can be used for the new product development process as well as what market entry strategies and patent management strategies are currently used. Practical examples and case studies will be used to provide students with a better understanding of the theoretical concepts.

Intended learning outcomes

At the end of the module students are able to understand:

• The tasks of the strategic innovation management
• The state of the art and importance of innovations
• The current trends in strategic innovation management
• The importance of patent strategies
• The market entry strategies
• Concepts of the marketing mix

Courses

(V + Ü (no information on SWS (weekly contact hours) and course language available)

Method of assessment

(term paper (approx. 10 pages), discussion (approx. 60 minutes) and 2 presentations (approx. 10 minutes each), weighted 3:5:1:1

Language of assessment: German or English

Allocation of places

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Additional information

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

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<table>
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<tr>
<th>Module title</th>
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<tr>
<td>Employment Law</td>
<td>02-J6-102-m01</td>
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**Module coordinator**

Holder of the Chair of Civil Law, Employment and Labour Law and Civil Procedure

**Module offered by**

Faculty of Law

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**Duration**

2 semester undergraduate

**Contents**

German contents available but not translated yet.

Grundlagen des Arbeitsrechts als Voraussetzung für berufliche Kontexte, die auch juristisches Hintergrundwissen benötigen.

**Intended learning outcomes**

German intended learning outcomes available but not translated yet.

Die Studierenden haben gelernt, arbeitsrechtliche Grundlagen auf ein späteres berufliches Handlungsfeld zu applizieren.

**Courses**

V + K (no information on SWS (weekly contact hours) and course language available)

**Method of assessment**

Methods of assessment: a) written examination (approx. 120 minutes), b) talk (approx. 30 minutes), c) presentation (approx. 15 minutes), d) written elaboration of presentation (approx. 10 pages); options a) and b) weighting: 3:2 or options a) and c) and d) weighting: 3:1:1

**Allocation of places**

Number of places: maximum 30, up to 10 of which will be set aside for students of the Master's degree programme Business Management. These places will be allocated in advance. Should the number of applications exceed the number of places available after deduction of the number of places mentioned above, places will be allocated by lot among all applicants who applied within the registration period. Should there be the need to take different specialisations among applicants into account, the above-mentioned maximum number of participants will be divided up into subject contingents according to the share of applications from students of the respective subjects in the total number of applications. Should the resulting numbers of places be fractional numbers, they will be rounded up (minimum: one place). The places available according to the subject contingents will be allocated by lot to applicants of the respective subject.

**Additional information**

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

(20 ECTS credits)
### Module Catalogue for the Subject Business Management

#### Master's with 1 major, 120 ECTS credits

<table>
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<tr>
<th>Module title</th>
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<td>Social Insurance and the Welfare State</td>
<td>12-M-F3-102-m01</td>
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<tr>
<td>holder of the Chair of Public Finance</td>
<td>Faculty of Business Management and Economics</td>
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#### Contents

**Description:**
This module discusses the economic justification for implementing social security systems in a market economy and provides students with deeper insights into this topic with the help of specific issues of public health and retirement policy.

Reading: lecture notes provided by Chair.

**Contents:**
1. Public intervention in insurance markets
2. The insurance function of social security
3. Social security and social morale
4. The optimal health insurance contract
5. Alternative financing schemes for public health in Germany
6. Why do we need a public pension system?
7. Funding vs pay-as-you-go financing of public pensions

#### Intended learning outcomes

After completing the module "Theorie der Sozialversicherung" students are able to explain the theoretical foundation of the social security system in a market economy. Using simple partial equilibrium models they can discuss the financing and contract structure of the public health and pension system. Finally they are able to analyze the consequences of policy reforms.

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

V + 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)

#### Allocation of places

--

#### Additional information

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

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Module title | Abbreviation
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Microeconometrics | 12-M-MIK-102-m01

Module coordinator | Module offered by
holder of the Chair of Econometrics | Faculty of Business Management and Economics

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Contents

Description:
This course builds on the Master's courses "Ökonometrie 1" ("Econometrics 1") and "Ökonometrie 2" ("Econometrics 2") and introduces students to different microeconometric models. In the first part of the course, the maximum likelihood estimation procedure is introduced, its importance for estimating microeconometric models and properties of the estimators are explained and derived. Subsequently, a wide variety of microeconometric models is motivated and explained and the advantages of these models over the linear regression model are pointed out. In addition, these models are estimated with different estimation methods and the results are interpreted.

Outline of syllabus:
1. Maximum likelihood estimator and its properties
2. Logit and probit models for unordered categories
3. Logit and probit models for ordered categories
4. Tobit model
5. Models for count data
6. Duration analysis
7. Hazard rate models

Reading:
Ronning: Mikroökonometrie, Springer-Verlag.
Cameron / Trivedi: Microreconometrics - Methods and Applications, Cambridge University Press.
Greene: Econometric Analysis, Pearson.
(most recent editions)

Intended learning outcomes
After finishing this course students are able to
(i) understand the maximum likelihood method;
(ii) apply, assess, and interpret the above introduced models and check for possible violation of the assumptions;
(iii) get to know other possibilities, next to the maximum likelihood method, to estimate these models;
(iv) gain a general understanding how to treat discrete, censored, or truncated dependent variables;
(v) know how to estimate the introduced models in EViews.

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

Allocation of places
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Additional information
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Referred to in LPO I (examination regulations for teaching-degree programmes)
### Multinational Enterprises

<table>
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<td>Multinational Enterprises</td>
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### 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 learning outcomes description is available because no courses are held for this module.

### Courses

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### Method of assessment

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<tr>
<td>oral examination (approx. 30 minutes) Language of assessment: English</td>
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### Allocation of places

Business Management Master's and Economics Master's: no restrictions. Applied Human Geography Master's: 10 places. Places will be allocated by lot.

### Additional information

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### Referred to in LPO I

(examination regulations for teaching-degree programmes)
<table>
<thead>
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<tr>
<td>Advanced Microeconomics</td>
<td>12-M-AM-102-m01</td>
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<td>holder of the Chair of Economics, Information and Contract Economics</td>
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**Contents**

This course deals with essential microeconomic methods and problems at an advanced level (e.g. Mas-Colell, Whinston, Green: Microeconomic Theory). As this is a huge field, the course will concentrate on two or three topics such as:

1. Game theory
2. Principal-agent models
3. Theory of auctions
4. General equilibrium theory
5. Mechanism design

**Intended learning outcomes**

After completing the course students are able to:

1. explain essential findings of microeconomic theory,
2. apply the involved methods to given simple examples on their own,
3. recognize, in which real life situations and how the results can be applied.

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

V + 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) or term paper (approx. 20 pages)

**Allocation of places**

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**Additional information**

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

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# Module Catalogue for the Subject Business Management

## Master's with 1 major, 120 ECTS credits

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<td>Common European Labor Market</td>
<td>12-M-EW-102-m01</td>
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### Contents

**Description:**
This course provides an overview of the current situation on the European labour markets, their institutions as well as common and country-specific regulations in the area of structural and social policy. In addition, students are introduced to economic theories that can explain the concentration of economic activity.

**Outline of syllabus:**
1. European integration - an introduction
2. European labour markets - overview and explanations
3. The common European labour market - European regulations
4. The impact of European structural funds
5. Public cluster policy - a new miracle solution?

**Basic reading:**

### Intended learning outcomes

The students gain knowledge about the impact of the process of the European Integration on the national labour markets. They receive an overview of the possible labour market measures and they can discuss approaches aimed to reduce income disparities within the European Union. Additionally the students will be enabled to understand the emergence of geographically and economically concentrated areas. Subsequently possible public policies to intervene in the process of concentration are evaluated.

### Courses

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

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

**Allocation of places**
Business Management Master’s and Economics Master’s: no restrictions. Applied Human Geography Master’s and Political and Social Sciences Master’s: 10 places. Places will be allocated by lot.

### Additional information

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

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Strategic Marketing

Module title
Abbreviation
Strategic Marketing 12-M-SM-102-m01

Module coordinator
holder of the Chair of Business Management and Marketing

Module offered by
Faculty of Business Management and Economics

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

Duration | Module level | Other prerequisites
---|---|---
1 semester | graduate | --

Contents

Description:
The module raises awareness in students of the relevance and necessity of strategic management in a competitive and dynamical competitive process.

Content:
Based on the marketing strategies as well as the stakeholder and entrepreneurship approaches, this module discusses the roots of the concept of strategy in marketing based on Drucker, Porter, Ansoff and Mintzberg. The focus of the module is on thinking in competitive advantages, which is directly related to responsible leadership.

Outline of syllabus:
1. Competitive dynamics requires strategy and leadership
2. Marketing strategies, stakeholder management and entrepreneurship
3. Objectives and tasks of corporate governance in management practice
4. Competitive forces, strategies and benefits according to Michael Porter
5. Growth strategies and marketing myths
6. Future technologies, new businesses and dynamic capabilities
7. Nature and principles of responsible management

Reading:
### Intended learning outcomes

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

### Courses

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### Method of assessment

- written examination (approx. 60 minutes)

### Allocation of places

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### Additional information

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### Referred to in LPO I

(examination regulations for teaching-degree programmes)
<table>
<thead>
<tr>
<th>Module title</th>
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<tbody>
<tr>
<td>Empirical HR Research</td>
<td>12-M-EPF-102-m01</td>
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<th>Module coordinator</th>
<th>Module offered by</th>
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<tr>
<td>holder of the Chair of Human Resource Management and Organisation</td>
<td>Faculty of Business Management and Economics</td>
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### Contents

The seminar "Empirische Personalforschung" ("Empirical Personnel Economics") introduces and discusses the most important estimation problems and their application in the software package STATA. In addition, students learn, with the help of basic problems of personnel economics, how estimation programs are programmed in STATA. Reading list to be provided in class.

### Intended learning outcomes

The aim of the seminar is to enable students to understand and apply the most important estimation programs and their application in STATA with a focus on problems in personnel economics.

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

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)

term paper (10 pages) and presentation (30 minutes), weighted 2:1

### Allocation of places

--

### Additional information

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

--
Module title | Abbreviation
---|---
Empirical Research in Entrepreneurship and Management | 12-M-EGF2-102-m01

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<th>Module coordinator</th>
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<td>holder of the Chair of Entrepreneurship and Management</td>
<td>Faculty of Business Management and Economics</td>
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**Contents**

**Description:**
The module will introduce students to qualitative / quantitative research paradigms, using, among others, the example of empirical studies in the area of founding and management research. During the course, participants will be required to present significant substantive and methodological findings of a recent empirical essay. In their presentations, students will address the following key questions: What contribution does the paper make? How are empirically testable hypotheses derived? What method of empirical data collection is used? What evaluation methodology is used? What are the implications for science and practice, what are the strengths and weaknesses of the paper?

**Content (subject to change):**
1. Introduction
2. Philosophy of science
3. Study design
4. Correlations
5. Methods of data collection
6. Simple linear regression
7. Specification problems and distributions
8. Time series analysis
9. Logistic regression
10. Factor and cluster analysis

**Intended learning outcomes**

Students acquire the ability to work purposefully in complex situations with empirical expertise on a practice-oriented solution.

**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)

Term paper (approx. 30 pages) and presentation (approx. 20 minutes) with sub-presentation and discussion, weighted 1:1

Language of assessment: English or German

**Allocation of places**

--

**Additional information**

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

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Module title | Abbreviation
-------------|-------------
Information Systems Analysis and Design | 12-IS-072-m01

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

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Duration | Module level | Other prerequisites
1 semester | graduate | --

Contents

(This course was discontinued and replaced by the course "IT-Management")

Content:
This course provides students with an in-depth overview of aims, tasks and appropriate methods of IT management.

Outline of syllabus:
1. Organisation and distinction
2. IT strategy
3. IT organisation
4. Management of IT systems
5. Enterprise Architecture Management
6. IT project management
7. IT security
8. IT law
9. IT controlling

Reading:
- Tiemeyer: Handbuch IT-Management, Munich.
- Hanschke: Strategisches Management der IT-Landschaft, Munich.

Intended learning outcomes

After completing the course "IT Management", students will be able to
1. overview the different aspects to be considered regarding a purposeful IT management;
2. understand and apply appropriate methods and tools;
3. independently perform system search and selection in a team project (only after participation in the practice lessons).

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

Allocation of places
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Additional information
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<tr>
<td>Coordination, Budgeting and Incentives in Enterprises</td>
<td>12-M-KOBO-102-m01</td>
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**Module coordinator**

holder of the Chair of Business Management, Controlling and Accounting

**Module offered by**

Faculty of Business Management and Economics

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**Contents**

This module focuses on accounting-based instruments to control behaviour in decentralised enterprises. The course first discusses the role of accounting in the context of decision making and behavioural controlling as well as informational analyses. Afterwards, the most common instruments of behavioural controlling (budgeting, value-oriented management, transfer prices) are discussed with regard to theory and practice.

**Intended learning outcomes**

This module aims to provide knowledge in the context of behavioral controlling in enterprises. Knowledge about Requirements on instruments used for behavioral controlling are discussed and competencies for deployment, structure and development of coordination tools are provided.

**Courses**

V + Ü (no information on SWS (weekly contact hours) and course language available)

**Method of assessment**

written examination (approx. 60 minutes)

**Allocation of places**

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**Additional information**

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**Referred to in LPO I**

(examination regulations for teaching-degree programmes)

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<td>Management of Corporate Sustainability</td>
<td>12-M-NUF-102-m01</td>
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<td>holder of the Chair of Entrepreneurship and Management</td>
<td>Faculty of Business Management and Economics</td>
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### Contents

**Description:**
This module introduces students to sustainability management. First, essential concepts such as sustainability and corporate social responsibility are explained, the role of businesses within society is discussed. Afterwards, the module addresses different aspects of corporate sustainability as well as environmental and social management with particular regard to the dimensions of corporate and economic performance and competitiveness.

**Content:**
1. Basic overview of sustainability and (legal) frameworks  
2. Business and society  
3. System theory  
4. Sustainable as well as eco-innovation  
5. Operational sustainability management (sustainable strategies, environmental performance indicators)  
6. The impact of environmental and social management on corporate performance and competitiveness

### Intended learning outcomes

After successfully completing the module “Sustainability Management”, students will be able to  
(i) explain and define the basic principles and concepts of Sustainability Management as well as to deal with the contributions and aspects of sustainable development in a critical way;  
(ii) assess and analyse the complex problems and implementation strategies of Sustainability Management based on the gained knowledge and experiences of this course;  
(iii) evaluate different strategic and operational approaches of Sustainability Management as well as to transfer these approaches onto various case studies.

### Courses

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

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

### Allocation of places

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### Additional information

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

--
Risk Management
(60 ECTS credits)
Compulsory Modules
(35 ECTS credits)
**Module title**
Financial Accounting and Auditing 1 - Financial Statements (German GAAP, IFRS)

**Abbreviation**
12-Wipr1-F-082-m01

**Module coordinator**
holder of the Chair of Business Management and Accounting

**Module offered by**
Faculty of Business Management and Economics

**ECTS**
5

**Method of grading**
numeral grade

**Duration**
1 semester

**Module level**
undergraduate

**Other prerequisites**
--

**Contents**
Content: This module is based on introductory courses in the areas of financial and managerial accounting and includes essential aspects of corporate financial accounting. It delivers a systematic presentation and interpretation of financial reporting standards according to the Handelsgesetzbuch (German Commercial Code, HGB) and International Financial Reporting Standards (IFRS). In addition, it introduces students to financial statement analysis methods.

Outline of syllabus: Fundamentals of financial statements; purpose and basic assumptions of financial accounting; recognition, valuation and presentation of assets, liabilities and equity; financial statement analysis.

Reading:
Baetge, J./Kirsch, H-J./Thiele, St.: Bilanzen, Düsseldorf.

**Intended learning outcomes**
The students have a deeper understanding of business fundamentals in accounting according to national (HGB) and international (IFRS) principles. They can systematically arrange and play with the knowledge and apply the acquired knowledge, i.e. resolve accounting and financial statement analysis problems of medium difficulty.

**Courses**
V + Ü (no information on SWS (weekly contact hours) and course language available)

**Method of assessment**
written examination (approx. 60 minutes)

**Allocation of places**
--

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

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<table>
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<tr>
<td>Economic Basics of Risk Management</td>
<td>12-Risk-082-m01</td>
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<tbody>
<tr>
<td>holder of the Chair of Economics, Information and Contract Economics</td>
<td>Faculty of Business Management and Economics</td>
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### Contents

- Rational decisions under uncertainty
  - Measures of risk aversion
  - Mean preserving spread
  - Axiomatic foundations of the expected utility hypothesis (Neumann/Morgenstern, Savage)
  - Insurance contracts
  - Optimal portfolios
  - Adverse selection
  - Moral Hazard
  - Experimental evidence and alternative approaches

### Intended learning outcomes

After completing the course students are able to

1. explain the results of the economic theory of decisions under risk,
2. apply the involved methods to given simple examples on their own,
3. recognise, in which real life situations and how the results can be applied.

### Courses

V + Ü (no information on SWS (weekly contact hours) and course language available)

### Method of assessment

written examination (approx. 60 minutes)

### Allocation of places

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### Additional information

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

--
### Module: Econometrics 1

**Abbreviation:** 12-M-OE1-102-m01

**Module coordinator:** holder of the Chair of Econometrics

**Module offered by:** Faculty of Business Management and Economics

**ECTS:** 5

**Method of grading:** Only after succ. compl. of module(s)

**Numerical grade:** --

**Duration:** 1 semester

**Module level:** graduate

**Other prerequisites:** --

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### Contents

**Description:**

This module deals with the basic concept and methodology of the ordinary least squares (OLS) regression model. In particular, model assumptions and properties are discussed and formally motivated. In addition, the module examines linear restrictions on the models explanatory variables as well as dummy variables and introduces tests to verify simple and multiple linear restrictions.

Linear algebra is used as formal aid.

**Outline of syllabus:**

1. Random variables
2. Important distributions
3. Point estimates
4. Simple linear regression model
5. Model assumptions
6. Model properties
7. Simple hypothesis tests
8. Multiple linear regression model
9. Linear restrictions
10. Dummy variables
11. Multiple hypothesis tests

---

### Intended learning outcomes

The students acquire knowledge of the basics, concepts and methods used in the classical linear regression model and understand the role of econometrics in science and data analysis. In particular, they learn how to analytically derive, calculate and interpret the coefficients, standard errors and p-values of a classic regression output of the multiple regression model. Furthermore, they are able to state and motivate formally the assumptions and properties of OLS and know how to deal with transformed and dummy variables. Additionally, students are able to test multiple linear restrictions on the parameters and are able to apply these tests to real economic, business and social science questions.

The competences acquired in this course serve as a prerequisite for "Econometrics II", "Econometrics III", "Microeconometrics" und "Financial Econometrics".

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### Courses

(V + Ü (no information on SWS (weekly contact hours) and course language available)

### Method of assessment

written examination (approx. 60 minutes)

### Allocation of places

--

### Additional information

--
Module Catalogue for the Subject
Business Management
Master's with 1 major, 120 ECTS credits

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

--
Module title: Financial Reporting and Risk Management

Abbreviation: 12-M-RM1-102-m01

Module coordinator: holder of the Chair of Business Management and Accounting

Module offered by: Faculty of Business Management and Economics

ECTS: 5

Method of grading: numerical grade

Only after succ. compl. of module(s): --

Duration: 1 semester

Module level: graduate

Other prerequisites: --

Contents:

Content: This module analyses the presentation of opportunities and risks in financial reports, i.e. annual or interim reports, in conjunction with selected value-based management and profitability analysis approaches.

Outline of syllabus:

1. Basics of financial reporting and risk management;
2. Practice of risk reporting;
3. Profitability analysis according to Penman;
4. Value-based management and risk management;
5. Residual income and business valuation;
6. Analysis of equity risk;
7. Analysis of credit risk;
8. Risk management monitoring by audit committees and auditors.

Reading list to be provided in class.

Intended learning outcomes:

After completing the course, the students will be able

1. to present the relation between risk management and financial reporting;
2. to analyze and solve independently complex problems with respect to the presentation of opportunities and risk in financial reports based on national and international standards;
3. to identify the relation between risks and value-based management;
4. to evaluate independently selected research results concerning risk reporting and desing own research- or practice-oriented projects.

Courses:

V + Ü (no information on SWS (weekly contact hours) and course language available)

Method of assessment:

written examination (approx. 60 minutes)

Allocation of places:

--

Additional information:

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

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Master's with 1 major Business Management (2010)
Module title: Information Processing within Organizations
Abbreviation: 12-IU-072-m01

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

ECTS: 5
Method of grading: numerical grade
Duration: 1 semester
Module level: graduate
Other prerequisites: --

Contents

Content:
This course provides students with an in-depth overview of the structure and the application areas of business management information systems in enterprises and public institutions.

Outline of syllabus:
1. What is software: concepts, categories, application
2. Software life cycle: duration, phases, steps
3. As-is analysis: tasks, problems
4. To-be concept: system design, data design, dialog design, function design
5. Object orientation: paradigm shift
6. Change management: meaning, methodologies, project management
7. Office automation: tasks, areas of application

Intended learning outcomes

After completing the course "Integrated Information Processing", students will be able to
(i) understand the importance of integration in enterprises, especially in information systems;
(ii) assess the progress of development of a software project, estimate cycle costs, know and consider requirements, which brings a software implementation with;
(iii) select the correct procedures or practices in an as-is analysis and target conception and practically apply (with participation in the exercise);
(iv) understand the importance of change management and project management and know the appropriate methods for specific applications.

Courses

V + Ü (no information on SWS (weekly contact hours) and course language available)

Method of assessment
written examination (approx. 60 minutes)
Allocation of places
--
Additional information
--
Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module title
Risk Management - Concepts and Systems

Abbreviation
12-RM-KS-092-m01

Module coordinator
holder of the Chair of Business Management and Accounting

Module offered by
Faculty of Business Management and Economics

ECTS
5

Method of grading
numerical grade

Only after succ. compl. of module(s)
--

Duration
1 semester

Module level
graduate

Other prerequisites
--

Contents

Concepts: The course will provide students with an overview of the main goals, contents, methods and instruments of opportunity and risk management in industrial and commercial enterprises. Systems: The course will provide students with an overview of the design and functionality of essential information systems for risk management.

Intended learning outcomes

Concepts: After completion of the module students have a sound understanding of basic concepts, processes, methods and tools of risk management. They are able to justify the duties and functions of risk management in the company in theory and practice. They can also evaluate proposed solutions for the design of a risk management system, analyze selected issues of risk management and building on that, develop their own solutions. Systems: After completing this module, students can
(i) judge legal, organizational and methodological requirements for the implementation of risk management processes in a risk management information system (RMIS);
(ii) understand the technical basis for RMIS;
(iii) estimate the different characteristics of various information systems for the RM;
(iv) understand the workings of RMIS.

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

This module comprises 2 module components. Information on courses will be listed separately for each module component.
• 12-RM-KS-1-092: V (no information on SWS (weekly contact hours) and course language available)
• 12-RM-KS-2-092: V (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)

Assessment in this module comprises the assessments in the individual module components as specified below. Unless stated otherwise, successful completion of the module will require successful completion of all individual assessments.

Assessment in module component 12-RM-KS-1-092: Risk Management - Concepts
• 2 ECTS, Method of grading: numerical grade
• written examination (60 minutes)

Assessment in module component 12-RM-KS-2-092: Risk Management - Systems
• 3 ECTS, Method of grading: numerical grade
• written examination (60 minutes)

Allocation of places
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Additional information
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Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module title: Stochastic Models for Risk Assessment
Abbreviation: 12-RM-RW-102-m01

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

ECTS: 5
Method of grading: Numerical grade
Duration: 1 semester
Module level: Graduate

Contents:
- Etymological background of the risk concept
- Definitions of risk
- Basic concepts and terminology of stochastic risk modelling: risk phenomenon, risk object, risk variable, risk source, risk factor, risk cause, direct peril, indirect peril, loss under risk, profit under risk, loss variable, profit variable, risk distribution, risk indicator, risk parameter
- Classification of business risks
- Risk policy, risk management
- Risk analysis: risk identification, risk description, risk exploration, risk-relevant measurements, risk evaluation, risk assessment, risk modelling
- Risk management: risk minimisation, risk protection, risk avoidance, risk mitigation, bearing of risk, risk prevention
- Risk control, risk monitoring
- Risk matrix, risk diagram
- Score diagram
- Stochastic risk parameters and risk measures as distribution parameters:
  - Probability distributions: Gaussian, Laplace, Student’s t, extreme value, logistic, exponential, Weibull, gamma, negative Gaussian, Burr, hyperbolic, generalised hyperbolic
- Elementary stochastic risk measures: variance, standard deviation, signal-to-noise ratio, coefficient of variation, Sharpe ratio, nonconformance probability, expected shortfall, shortfall probability, risk parameters under reference values, Stone family Value at Risk and Conditional Value at Risk: definition, formal representations, values under special probability distributions
- Axioms of risk measures: distribution invariance, subadditivity, superadditivity, additivity, comonotonous additivity, nonnegative homogeneity, translation invariance, convexity, continuity, coherence

Intended learning outcomes:
The student knows the schemes and concepts of risk analysis, risk assessment, risk measurement, and the theoretical background. The student knows the concepts of advanced stochastic risk modeling. In a practical business situation, the student is able to identify an appropriate scheme of risk assessment and corresponding meaningful risk measures.

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

Allocation of places:
Number of places: 30. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Master’s students of Wirtschaftsinformatik (Business Information Systems) will be given preferential consideration. (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated among applicants from this group according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. (4) Within the groups according to (1) and (2), applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. (5) Places on all courses of the module component...
with a restricted number of places will be allocated in the same procedure. (6) A waiting list will be maintained and places re-allocated as they become available.

**Additional information**

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

--
Compulsory Electives

(25 ECTS credits)
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
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<tbody>
<tr>
<td>Portfolio Selection and Capital Market Theory</td>
<td>12-M-B1a-102-m01</td>
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<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
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<tbody>
<tr>
<td>holder of the Chair of Business Management, Banking and Finance</td>
<td>Faculty of Business Management and Economics</td>
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<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
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</table>

**Contents**

Content:
This course deals with the fundamentals of individual investment decisions (portfolio selection), the capital market equilibrium and the resulting CAPM.

Outline of syllabus:
1. Fundamentals of decision theory
2. Portfolio selection
3. CAPM
4. Information efficiency and event analysis

**Intended learning outcomes**

After completing the course "Portfolio Selection and Capital Market Theory", the students will be able:
(i) to explain the optimal capital market position of an investor given the different investment opportunities and its individual utility function in theory and calculate it;
(ii) to understand the central propositions made by the CAPM and use the CAPM for valuating assets and firms.

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

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<thead>
<tr>
<th>V + Ü (no information on SWS (weekly contact hours) and course language available)</th>
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<tr>
<td>written examination (approx. 60 minutes)</td>
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**Allocation of places**

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**Additional information**

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

--
### Module title
Analysis of Financial Market Data

### Abbreviation
12-M-FMO-102-m01

### Module coordinator
holder of the Chair of Econometrics

### Module offered by
Faculty of Business Management and Economics

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<td>numerical grade</td>
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</table>

### Contents

**Description:**
The module covers the fundamentals, methods and concepts for the empirical analysis of financial market data. The concept of market efficiency is explained and critically examined with reference to the random walk hypothesis. To test this hypothesis, a number of parametric and non-parametric methods are proposed and applied in practice. Based on the findings, market microstructure models that can explain some important empirical findings will be discussed. In addition, the course describes event studies for testing the significant impact of corporate news on the share price and discusses issues of univariate time series analysis such as AR(I)MA and ARCH / GARCH models that are indispensable for modelling financial market data. In the final part of the course, the CAPM is discussed and examined, in particular, with regard to its empirical applicability.

**Outline of syllabus:**
1. Information efficiency
2. Random walk
3. Theoretical market models
4. Event studies
5. Univariate modelling of time series data
6. Models to explain volatility (ARCH and GARCH)
7. Estimation of the capital asset pricing model

**Reading:**

**Intended learning outcomes**
Students have significant knowledge of the fundamentals, methods and concepts that are needed for the empirical analysis of financial market data. They can autonomously perform statistical test decisions with statistics programs such as EViews or Gretl and critically analyze in terms of their economic importance. In addition, the students learn the independent handling of empirical capital market data and have at the end of the course the ability to develop also own functions and routines, for example for EViews.

**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)

**Allocation of places**
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### Additional information

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

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<table>
<thead>
<tr>
<th>Module title</th>
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<td>Financial Statement Analysis and Business Valuation</td>
<td>12-M-UA-102-m01</td>
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<td>holder of the Chair of Business Management and Accounting</td>
<td>Faculty of Business Management and Economics</td>
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### Contents

**Content:**
Underlying value is referred to as fundamental value, the analysis of information about fundamental value is referred to as fundamental analysis. This module discusses fundamental analysis. Fundamental analysis was developed as a matter of appropriate financial statement analysis.

**Outline of syllabus:**
1. Introduction: investing, valuation and financial statements
2. How financial statements are used in valuation
4. Viewing business through the financial statement lens
5. Analysis of the balance sheet and income statement
6. Analysis of the cash flow statement
7. Analysis of profitability
8. The value of operations and the evaluation of enterprise price-to-book-ratios and price-earnings-ratios

**Reading:**

### Intended learning outcomes

The students should be able to analyze financial statements and to value businesses and business strategies using the best technologies available. They should be able to sort out what are good methods, i.e. practical as well as conceptually sound, and what are poor ones. They should demonstrate their knowledge in applying the methods on real cases.

**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)

**Allocation of places**
--

**Additional information**
--

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

**Agency Theory**

### Abbreviation

12-M-B1b-102-m01

### Module coordinator

holder of the Chair of Business Management, Banking and Finance

### Module offered by

Faculty of Business Management and Economics

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

### Duration | Module level | Other prerequisites
--- | --- | ---
1 semester | graduate | --

### Contents

Content:

This course deals with the fundamentals of agency theory and financial contracting with information symmetric and information asymmetric.

Outline of syllabus:

1. Agency theory
2. Financial contracting

### Intended learning outcomes

After completing the course "Agency Theory and Financial contracting", the students will be able

(i) to understand the fundamentals of agency theory and solve problems concerning optimal financial contracting given e.g. different capital endowments;

(ii) to understand the central problems of controlling work assignments in theory and solve basic case studies;

(iii) to generate and evaluate financial contracting given a non-trivial risk allocation and the resulting agency problems.

### 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)

### Allocation of places

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### Additional information

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

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<table>
<thead>
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<th>Module title</th>
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<tr>
<td>Incentives in Organizations</td>
<td>12-M-AO-102-m01</td>
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<tbody>
<tr>
<td>holder of the Chair of Human Resource Management and Organisation</td>
<td>Faculty of Business Management and Economics</td>
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**Contents**

The lecture "Anreize in Organisationen" ("Incentives in Organisations") is based on the principal agent theory. This theory will be used to develop financial and economic solutions to help overcome the conflict of interests between employers and employees. In addition to the most widely used theories, estimation techniques and empirical results are also introduced and discussed. Reading list to be provided in class.

**Intended learning outcomes**

The aim of the lectures is to enable students to understand and apply advanced theories, estimation techniques and empirical results in organisation on the basis of scientific literature.

**Courses**

(V + Ü (no information on SWS (weekly contact hours) and course language available)

**Method of assessment**

written examination (approx. 60 minutes)

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I**

(examination regulations for teaching-degree programmes)
Module title
Information Systems Analysis and Design

Abbreviation
12-IS-072-m01

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

Module offered by
Faculty of Business Management and Economics

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

Duration
Module level
Other prerequisites
1 semester
graduate
--

Contents

(This course was discontinued and replaced by the course "IT-Management")

Content:
This course provides students with an in-depth overview of aims, tasks and appropriate methods of IT management.

Outline of syllabus:
1. Organisation and distinction
2. IT strategy
3. IT organisation
4. Management of IT systems
5. Enterprise Architecture Management
6. IT project management
7. IT security
8. IT law
9. IT controlling

Reading:
- Tiemeyer: Handbuch IT-Management, Munich.
- Hanschke: Strategisches Management der IT-Landschaft, Munich.

Intended learning outcomes

After completing the course "IT Management", students will be able to

1. overview the different aspects to be considered regarding a purposeful IT management;
2. understand and apply appropriate methods and tools;
3. independently perform system search and selection in a team project (only after participation in the practice lessons).

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

V + 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)

Allocation of places
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Additional information
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**Referred to in LPO I** (examination regulations for teaching-degree programmes)

<table>
<thead>
<tr>
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JMU Würzburg • generated 17-Sep-2019 • exam. reg. data record Master (120 ECTS) Business Management - 2010
Module title
Logistic Concepts and Processes

Abbreviation
12-LA-072-m01

Module coordinator
Business Integration Prof. Thome

Module offered by
Faculty of Business Management and Economics

ECTS
5

Method of grading
numerical grade

Only after succ. compl. of module(s)
--

Duration
1 semester

Module level
graduate

Other prerequisites
--

Contents
This module discusses fundamental aspects and contemporary concepts of logistical tasks and processes.

Intended learning outcomes
Students will learn about the fundamental aspects and contemporary concepts of logistical tasks and processes especially in the field of Operations Management. Additionally students will be able to evaluate the business impacts of a better performance of logistical issues within a company.

Courses
V + Ü (no information on SWS (weekly contact hours) and course language available)

Method of assessment
written examination (approx. 60 minutes)

Allocation of places
--

Additional information
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title | Abbreviation
---|---
Business Intelligence | 12-BI-092-m01

Module coordinator | Module offered by
holder of the Chair of Information Systems Engineering | Faculty of Business Management and Economics

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Duration | Module level | Other prerequisites
1 semester | graduate | --

Contents

The course provides an overview of the structure and applications of analytical information systems. A special focus is on individual quantitative methods of data analysis. A basic knowledge of statistics and data modelling is a prerequisite for participation in this module.

Intended learning outcomes

The module provides students with knowledge of:
(i) Data Warehousing & OLAP
(ii) Operational application areas and methods of data analysis

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

V + 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 (60 minutes)

Allocation of places
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Additional information
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Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module title | Abbreviation
---|---
Instruments of Strategic Controlling | 12-M-INST-102-m01

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

<table>
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Contents
The module focuses on controlling instruments, which are applied in the context of the strategic management of enterprises. The module covers analytical and heuristic techniques of planning and control. In the context of these techniques, instruments of target costing, life cycle analysis, value chain analysis and various portfolio techniques are discussed with regard to their theoretical foundation and fields of application.

Intended learning outcomes
Initially knowledge about fundamental requirements concerning instruments of decision making and behavior control within enterprises is acquired. What is more the module conveys the obtaining of knowledge about the strengths and weaknesses and therewith fields of application and limits of prevalent instruments of strategic corporate management used by practitioners.

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

Allocation of places
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Additional information
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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### Module Catalogue for the Subject
Business Management
Master’s with 1 major, 120 ECTS credits

<table>
<thead>
<tr>
<th>Module title</th>
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<td>Accounting and Capital Markets</td>
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<td>holder of the Chair of Business Management, Controlling and Accounting</td>
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### Contents

The module focuses on financial and management accounting, their functions, possible configurations as well as their impact on internal and external recipients under consideration of the institutional setting. In this context, an economic perspective has priority over detailed legal arrangements and regulations by the standard setters. Based on the theoretical foundations of information economics as well as decision-making and balance sheet theories, typical issues concerning cost accounting and controlling as well as financial accounting and publicity are discussed.

### Intended learning outcomes

Initially a fundamental knowledge about the conception and impact of management and financial accounting as information systems is acquired. In the following, the module mainly sharpens the understanding of the economic impacts of the configuration of management and financial accounting. What is more, extensive knowledge about possible impacts of changes in institutional general frameworks is conveyed. For example changes in valuation standards, publicity rules or regulations about the distribution of profits in enterprises and on capital markets are considered.

### Courses

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

V + 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)

### Allocation of places

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### Additional information

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### Referred to in LPO I

(examination regulations for teaching-degree programmes)

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<table>
<thead>
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<td>Management of Corporate Sustainability</td>
<td>12-M-NUF-102-m01</td>
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<tbody>
<tr>
<td>holder of the Chair of Entrepreneurship and Management</td>
<td>Faculty of Business Management and Economics</td>
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**Contents**

**Description:**
This module introduces students to sustainability management. First, essential concepts such as sustainability and corporate social responsibility are explained, the role of businesses within society is discussed. Afterwards, the module addresses different aspects of corporate sustainability as well as environmental and social management with particular regard to the dimensions of corporate and economic performance and competitiveness.

**Content:**
1. Basic overview of sustainability and (legal) frameworks
2. Business and society
3. System theory
4. Sustainable as well as eco-innovation
5. Operational sustainability management (sustainable strategies, environmental performance indicators)
6. The impact of environmental and social management on corporate performance and competitiveness

**Intended learning outcomes**

After successfully completing the module "Sustainability Management", students will be able to
(i) explain and define the basic principles and concepts of Sustainability Management as well as to deal with the contributions and aspects of sustainable development in a critical way;
(ii) assess and analyse the complex problems and implementation strategies of Sustainability Management based on the gained knowledge and experiences of this course;
(iii) evaluate different strategic and operational approaches of Sustainability Management as well as to transfer these approaches onto various case studies.

**Courses**

V + Ü (no information on SWS (weekly contact hours) and course language available)

**Method of assessment**

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

**Allocation of places**

--

**Additional information**

--

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

--
### Module title
Stochastic Models for Risk Analysis

### Abbreviation
12-M-RA-102-m01

### Module coordinator
Dean of the Faculty of Business Management and Economics

### Module offered by
Faculty of Business Management and Economics

### ECTS
5

### Method of grading
numerical grade

### Only after succ. compl. of module(s)
--

### Duration
1 semester

### Module level
graduate

### Other prerequisites
--

### Contents
Point and interval estimation for the value at risk  
Point and interval estimation for the conditional value at risk  
Prediction of value at risk in time series  
Risk of forecasts in time series, in particular exponential smoothing under covariates  
Conditional heteroscedasticity: ARCH, GARCH, EGARCH, DVEC, BEKK, DCC  
Aggregated losses and their empirical analysis  
Empirical analysis of statistical distributions  
Nonparametric bounds for the value at risk and conditional value at risk  
Empirical estimation of nonparametric bounds for value at risk and conditional value at risk  
Market model: definition, derivation, parameters, empirical analysis  
Capital asset pricing model: definition, parameters, empirical analysis  
Asset portfolios: definition, risk parameters  
Estimation of portfolio parameters: variance, value at risk, conditional value at risk, shortfall  
Optimum portfolios: concepts, theory, numerical analysis

### Intended learning outcomes
The student is able to estimate risk measures and the parameters of risk models from data. In particular, the student knows software packages and routines which enable empirical risk evaluation in a business context.

### Courses
(V + Ü) (no information on SWS (weekly contact hours) and course language available)

### Method of assessment
written examination (approx. 60 minutes)

### Allocation of places
--

### Additional information
--

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

--
Strategic Management
(60 ECTS credits)
Compulsory Modules

(30 ECTS credits)
Module title: Strategic Marketing | Abbreviation: 12-M-SM-102-m01

Module coordinator: holder of the Chair of Business Management and Marketing
Module offered by: Faculty of Business Management and Economics

<table>
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Duration: 1 semester, Module level: graduate, Other prerequisites: --

Contents

Description:
The module raises awareness in students of the relevance and necessity of strategic management in a competitive and dynamical competitive process.

Content:
Based on the marketing strategies as well as the stakeholder and entrepreneurship approaches, this module discusses the roots of the concept of strategy in marketing based on Drucker, Porter, Ansoff and Mintzberg. The focus of the module is on thinking in competitive advantages, which is directly related to responsible leadership.

Outline of syllabus:
1. Competitive dynamics requires strategy and leadership
2. Marketing strategies, stakeholder management and entrepreneurship
3. Objectives and tasks of corporate governance in management practice
4. Competitive forces, strategies and benefits according to Michael Porter
5. Growth strategies and marketing myths
6. Future technologies, new businesses and dynamic capabilities
7. Nature and principles of responsible management

Reading:

**Intended learning outcomes**

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

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

V + 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)

**Allocation of places**

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**Additional information**

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

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Module title | Abbreviation
--- | ---
International Marketing | 12-M-IIM-102-m01

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<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
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<tbody>
<tr>
<td>holder of the Chair of Business Management and Marketing</td>
<td>Faculty of Business Management and Economics</td>
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<tr>
<td>1 semester</td>
<td>graduate</td>
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**Contents**

**Description:**
The module builds on the knowledge acquired during the Bachelor's degree programme or the Grundstudium (stage I studies). It provides a systematic introduction to strategic marketing decisions in global and international contexts. These are explained mainly by Porter's diamond and cluster models. Another focus is on internationalisation strategies, which require country analyses and decisions on the selection of national markets as well as a timing of the countries market development. In addition, the module discusses different strategies for market entry and market development.

**Outline of syllabus:**
1. Internationalisation of the economy and regional integration processes  
   - Globalisation  
   - Competitiveness of countries, industries and companies in an international context
2. International strategic marketing decisions  
   - Market entry forms  
   - Market development strategies  
   - Timing strategies  
   - International organisation structures
3. Theories and strategies of internationalisation  
   - Foreign trade theory  
   - Multinational enterprise  
   - Internationalisation strategies

**Reading:**

**Intended learning outcomes**
Students acquire in-depth skills in the field of strategic and operational management with particular attention to the international context. Students achieve particular expertise in the analysis, assessment and implementation of international business decisions and gain skills thus guiding the execution of marketing and management positions in globally-active companies.

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

**Allocation of places**  
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<th>Additional information</th>
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<tr>
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<td>(examination regulations for teaching-degree programmes)</td>
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Master's with 1 major Business Management (2010)
Module Catalogue for the Subject Business Management
Master's with 1 major, 120 ECTS credits

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
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<tbody>
<tr>
<td>Strategic Management of Innovation and Growth</td>
<td>12-M-MWT-102-m01</td>
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Contents

In this course, students will acquire an overview of the strategic aspects of innovation management. They will acquire the knowledge necessary to understand the range, scope and complexity of the issues and problems related to the strategic management of innovations. The lecture will focus on innovation teams and the different roles in the innovation process. It will also discuss how users can be involved in the innovation process. In addition, the course will address the concepts of open innovation, lean innovation and crowdsourcing and will discuss how platform strategies can be used for the new product development process as well as what market entry strategies and patent management strategies are currently used. Practical examples and case studies will be used to provide students with a better understanding of the theoretical concepts.

Intended learning outcomes

At the end of the module students are able to understand:

- The tasks of the strategic innovation management
- The state of the art and importance of innovations
- The current trends in strategic innovation management
- The importance of patent strategies
- The market entry strategies
- Concepts of the marketing mix

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)

term paper (approx. 10 pages), discussion (approx. 60 minutes) and 2 presentations (approx. 10 minutes each), weighted 3:5:1:1
Language of assessment: German or English

Allocation of places

- --

Additional information

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

- --
Module title
Theory of Industrial Organization 1

Abbreviation
12-M-TI1-102-m01

Module coordinator
holder of the Chair of Industrial Economics

Module offered by
Faculty of Business Management and Economics

ECTS
5

Method of grading
numerical grade

Only after succ. compl. of module(s)
--

Duration
1 semester

Module level
graduate

Other prerequisites
--

Contents
Theory of industrial organisation:
1. Monopoly pricing
   - Nonlinear pricing and mechanism design
   - Dynamic pricing: experience goods, durable goods
2. Oligopoly pricing
   - Static price and quantity competition in homogeneous and differentiated goods markets
   - Comparative statics
   - Equilibrium market structure
3. Dynamic competition in oligopoly markets
   - Repeated games and collusion
   - Markov perfect equilibrium and models of dynamic competition
4. Strategic behaviour by incumbent firms
   - Entry deterrence and predation
   - Signalling and reputation
5. Auctions
   - Second price auctions
   - First price auctions
6. Advertising and product design

The course will be taught in English.

Intended learning outcomes
Students which complete this class will acquire a working knowledge of advanced theoretical models of competition in oligopoly markets as well as sophisticated pricing techniques in monopoly markets. They will learn the conditions under which the predictions of these models are valid. They will become familiar with applications of advanced game theoretic tools, such as dynamic models of competition and auction theory, for studying interactions between firms in markets. By means of comprehensive exercises, they will apply the methods they learn in class to practically relevant problems. They will be in a position to read academic papers on related topics, assess the strengths and weaknesses of approach, summarize and comment on these papers and suggest possible extensions.

Courses
V + Ü (no information on SWS (weekly contact hours) and course language available)

Method of assessment
written examination (approx. 60 minutes) or term paper (approx. 20 pages)

Allocation of places
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Additional information
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Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module title | Abbreviation
---|---
Instruments of Strategic Controlling | 12-M-INST-102-m01

| Module coordinator | Module offered by |
---|---|
holder of the Chair of Chair of Business Management, Controlling and Accounting | Faculty of Business Management and Economics

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

| Duration | Module level | Other prerequisites |
---|---|---|
1 semester | graduate | -- |

Contents
The module focuses on controlling instruments, which are applied in the context of the strategic management of enterprises. The module covers analytical and heuristic techniques of planning and control. In the context of these techniques, instruments of target costing, life cycle analysis, value chain analysis and various portfolio techniques are discussed with regard to their theoretical foundation and fields of application.

Intended learning outcomes
Initially knowledge about fundamental requirements concerning instruments of decision making and behavior control within enterprises is acquired. What is more the module conveys the obtaining of knowledge about the strengths and weaknesses and therewith fields of application and limits of prevalent instruments of strategic corporate management used by practitioners.

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

Allocation of places
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Additional information
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<table>
<thead>
<tr>
<th>Module title</th>
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<tr>
<td>Management of Corporate Sustainability</td>
<td>12-M-NUF-102-m01</td>
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**Contents**

**Description:**
The module introduces students to sustainability management. First, essential concepts such as sustainability and corporate social responsibility are explained, the role of businesses within society is discussed. Afterwards, the module addresses different aspects of corporate sustainability as well as environmental and social management with particular regard to the dimensions of corporate and economic performance and competitiveness.

**Content:**
1. Basic overview of sustainability and (legal) frameworks
2. Business and society
3. System theory
4. Sustainable as well as eco-innovation
5. Operational sustainability management (sustainable strategies, environmental performance indicators)
6. The impact of environmental and social management on corporate performance and competitiveness

**Intended learning outcomes**
After successfully completing the module "Sustainability Management", students will be able to
(i) explain and define the basic principles and concepts of Sustainability Management as well as to deal with the contributions and aspects of sustainable development in a critical way;
(ii) assess and analyse the complex problems and implementation strategies of Sustainability Management based on the gained knowledge and experiences of this course;
(iii) evaluate different strategic and operational approaches of Sustainability Management as well as to transfer these approaches onto various case studies.

**Courses**
V + Ü (no information on SWS (weekly contact hours) and course language available)

**Method of assessment**
written examination (approx. 60 minutes)
Language of assessment: German or English

**Allocation of places**
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**Additional information**
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**Referred to in LPO I**
(examination regulations for teaching-degree programmes)
--
Compulsory Electives

(30 ECTS credits)
Module title | Abbreviation
--- | ---
Economics of Tax Planning | 12-M-SP-102-m01

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

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Contents

This course deals with tax effects on fundamental economic decisions. Taxes are integrated into standard models for investment decisions, financing decisions, firm valuation, dividend policy and remuneration of employees. Therefore, the interaction of corporate and personal income taxes is analysed. A reading list in English is available on request.

Intended learning outcomes

This course enables students to
(i) combine their knowledge of tax law with microeconomic analyses in the areas of corporate and personal finance;
(ii) understand the effect of taxes on fundamental economic decisions, e.g. investment and financing decisions, evaluation of investment, financial assets, forms of remuneration for employees including managing and assessing;
(iii) read and discuss primary scientific literature.

Courses

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

- 12-M-SP-1-102: V (no information on language and number of weekly contact hours available)
- 12-M-SP-2-102: V (no information on language and number of weekly contact hours available)

Method of assessment

This module has the following 2 assessment components. To pass the module as a whole students must pass one of the two assessment components.

**Assessment component to module component 12-M-SP-1-102:** Steuerplanung

- 5 ECTS credits, method of grading: numerical grade
- written examination (approx. 60 minutes)

**Assessment component to module component 12-M-SP-2-102:** Taxes and Business Strategy

- 5 ECTS credits, method of grading: numerical grade
- written examination (approx. 60 minutes)
- Language of assessment: English

Allocation of places

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Additional information

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

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Module title: Incentives in Organizations  
Abbreviation: 12-M-AO-102-m01

Module coordinator: holder of the Chair of Human Resource Management and Organisation  
Module offered by: Faculty of Business Management and Economics

ECTS: 5  
Method of grading: numerical grade

Duration: 1 semester  
Module level: graduate

Contents
The lecture "Anreize in Organisationen" ("Incentives in Organisations") is based on the principal agent theory. This theory will be used to develop financial and economic solutions to help overcome the conflict of interests between employers and employees. In addition to the most widely used theories, estimation techniques and empirical results are also introduced and discussed. Reading list to be provided in class.

Intended learning outcomes
The aim of the lectures is to enable students to understand and apply advanced theories, estimation techniques and empirical results in organisation on the basis of scientific literature.

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)

Allocation of places
--

Additional information
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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<table>
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<th>Module title</th>
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<tr>
<td>Multinational Enterprises</td>
<td>12-M-MNE-102-m01</td>
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<tbody>
<tr>
<td>holder of the Chair of Public Finance</td>
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**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 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 (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)

oral examination (approx. 30 minutes)
Language of assessment: English

**Allocation of places**

Business Management Master’s and Economics Master’s: no restrictions. Applied Human Geography Master’s: 10 places. Places will be allocated by lot.

**Additional information**

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

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<table>
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<tr>
<td>Empirical Research in Entrepreneurship and Management</td>
<td>12-M-EGF2-102-m01</td>
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### Contents

#### Description:

The module will introduce students to qualitative / quantitative research paradigms, using, among others, the example of empirical studies in the area of founding and management research. During the course, participants will be required to present significant substantive and methodological findings of a recent empirical essay. In their presentations, students will address the following key questions: What contribution does the paper make? How are empirically testable hypotheses derived? What method of empirical data collection is used? What evaluation methodology is used? What are the implications for science and practice, what are the strengths and weaknesses of the paper?

#### Content (subject to change):

1. Introduction
2. Philosophy of science
3. Study design
4. Correlations
5. Methods of data collection
6. Simple linear regression
7. Specification problems and distributions
8. Time series analysis
9. Logistic regression
10. Factor and cluster analysis

#### Intended learning outcomes

Students acquire the ability to work purposefully in complex situations with empirical expertise on a practice-oriented solution.

#### Courses

(V + Ü (no information on SWS (weekly contact hours) and course language available)

#### Method of assessment

(term paper (approx. 30 pages) and presentation (approx. 20 minutes) with sub-presentation and discussion, weighted 1:1
Language of assessment: English or German)

#### Allocation of places

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#### Additional information

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#### Referred to in LPO I

(examination regulations for teaching-degree programmes)
### Module title
Strategic Supply Management

### Abbreviation
12-M-SBM-102-m01

### Module coordinator
holder of the Chair of Business Management and Industrial Management

### Module offered by
Faculty of Business Management and Economics

### ECTS
5

### Method of grading
numerical grade

### Only after succ. compl. of module(s)
--

### Duration
1 semester

### Module level
graduate

### Other prerequisites
--

### Contents
The course addresses central issues of strategic supply management. The supply function of the company (purchasing, materials management, procurement logistics) and its strategic importance is analysed and basic methods are developed that are relevant in this area.

### Intended learning outcomes
Students learn the principles of performance-oriented optimization of all procurement activities to develop long-term, competitively sensitive potential for success. After completion of the module students are able to prepare structured, to goal-oriented analyze and to respond to performance-oriented issues of strategic procurement based on key instruments. Students are able to accurately classify the tasks of the procurement and to describe and discuss their strategic importance and dominate essential methods and procedures used in this area to apply.

### Courses
V (no information on SWS (weekly contact hours) and course language available)

### Method of assessment
written examination (approx. 40 minutes) and presentation (approx. 20 minutes), weighted 2:1

### Allocation of places
--

### Additional information
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### Referred to in LPO I
(examination regulations for teaching-degree programmes)
### Module Catalogue for the Subject
#### Business Management

**Master's with 1 major, 120 ECTS credits**

<table>
<thead>
<tr>
<th>Module title</th>
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<tbody>
<tr>
<td>Strategic Networks in Industry</td>
<td>12-M-MS-102-m01</td>
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</table>

### Contents

The primary object of this course is to gain a detailed understanding of strategic networks and of the phenomenon of clustering in the industrial industry. The example of the international automotive industry is used for clarification of the theoretical contents.

The focus is on marketing in industrial companies and also on CSR - CSR is considered the "driver" of sustainable innovations - as well as the different strategy types of sustainable innovations.

Outline of syllabus:
1. Strategic networks and clusters in industrial industries such as the automotive industry
2. Transaction types of Williamson as well as strategic cooperation between automobile manufacturers and suppliers
3. Management of business types, in particular the business of suppliers in the automotive industry
4. Cluster and entrepreneurship activities
5. Sustainable innovation strategies

### Intended learning outcomes

By the end of the course, students gain a profound understanding above the basics of network research. Furthermore, students will acquire sectoral knowledge of the automotive industry as well as detailed cluster skills.

### Courses

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

V + 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)

### Allocation of places

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### Additional information

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### Referred to in LPO I

(examination regulations for teaching-degree programmes)

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## Module Catalogue for the Subject
### Business Management
#### Master's with 1 major, 120 ECTS credits

<table>
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<tbody>
<tr>
<td>Marketing &amp; Brand Management</td>
<td>12-M-MM-102-m01</td>
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### Module coordinator
holder of the Chair of Business Management and Marketing

### Module offered by
Faculty of Business Management and Economics

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### Contents

**Description:**
At the beginning of the 21st century, marketing - until then interpreted as a market-oriented corporate management approach - was further developed to be seen as the entrepreneurial task of creating "shared value" for the organisation on the one hand and - broadly speaking - for society on the other hand. This idea leads to high requirements regarding the strategic sustainable positioning of the brand as well as brand management itself.

**Outline of syllabus:**
1. Brand leadership and brand assessment
2. Brand leadership, identity and relevance according to David Aaker's approach
3. Brand strategies
4. Consumer behaviour
5. Market research methods and the development of brand strategies
6. Market research methods

### Intended learning outcomes
Based on the theories of Meffert and Aaker, students will gain a profound understanding for brand leadership, which will be deepened by many practical implications and examples. Provided by cases studies and market research tools, it's the defined goal of this lecture to convey an in-depth knowledge for consumer behavior and sustainable brand management.

### Courses

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### Method of assessment

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<td>written examination (approx. 60 minutes)</td>
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### Allocation of places

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### Additional information

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

--
# Module Title

**Theory of Industrial Organization 2**

**Abbreviation**

12-M-TI2-102-m01

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## Module Coordinator

holder of the Chair of Industrial Economics

## Module Offered by

Faculty of Business Management and Economics

<table>
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<tr>
<th>ECTS</th>
<th>Method of Grading</th>
<th>Only after succ. compl. of module(s)</th>
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## Duration

1 semester  

**Module Level**

graduate

## Other Prerequisites

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## Contents

**Description:**

This course discusses vertical contracts in supply chains and their impact on competition.

**Outline of Syllabus:**

1. The classic problem of double marginalisation and its solution by nonstandard contracts (resale price maintenance, nonlinear pricing (rebates), exclusive territories, exclusive dealing etc.)
2. Contracts for service
3. Common agency
4. The delegation principle
5. The commitment problem
6. Interlocking relationships
7. Foreclosure by vertical contracts or mergers

## Intended Learning Outcomes

After completing the course students are able to

(i) explain the results of theoretical industrial economics on vertical contracts;
(ii) apply the involved methods to given simple examples on their own;
(iii) recognize, in which real life situations (and how) the results can be applied;
(iv) analyze the impact of certain vertical contracts on competition.

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## Courses

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## Method of Assessment

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## Allocation of Places

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## Additional Information

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

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---
# Information Systems Analysis and Design

**Abbreviation:** 12-IS-072-m01

## Contents

(This course was discontinued and replaced by the course "IT-Management")

Content:
This course provides students with an in-depth overview of aims, tasks and appropriate methods of IT management.

Outline of syllabus:
1. Organisation and distinction
2. IT strategy
3. IT organisation
4. Management of IT systems
5. Enterprise Architecture Management
6. IT project management
7. IT security
8. IT law
9. IT controlling

Reading:
- Tiemeyer: Handbuch IT-Management, Munich.
- Hanschke: Strategisches Management der IT-Landschaft, Munich.

## Intended learning outcomes

After completing the course "IT Management", students will be able to

1. overview the different aspects to be considered regarding a purposeful IT management;
2. understand and apply appropriate methods and tools;
3. independently perform system search and selection in a team project (only after participation in the practice lessons).

## Courses

- **Type:** (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:** written examination (approx. 60 minutes)
  - **Scope:**
  - **Language:**
  - **Examination offered — if not every semester, information on whether module is creditable for bonus**

## Allocation of places

- **Allocation:**
  - **Places:** --

## Additional information

- **Additional information:**
  - --
Referred to in LPO I (examination regulations for teaching-degree programmes)

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<td>Management Methods</td>
<td>12-MM-092-m01</td>
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**Module coordinator**

holder of the Chair of Business Management and Business Information Systems

**Module offered by**

Faculty of Business Management and Economics

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**Duration**

1 semester

**Contents**

**Description:**
The module familiarises students with relevant management methods.

**Content:**
- Principles of Management
- Corporate strategy and processes
- Determination of strategy
- Performance tasks within the company

**Intended learning outcomes**

After completing the course "Managementmethoden", students
(i) have substantial knowledge in the application of relevant management methods and
(ii) recognize their economic importance and consequences;
(iii) succumbed to an idea of the scope of managers’ activities;
(iv) recognize the challenges businesses to deal with and
(v) understand processes of an industrial company.

**Courses**

V + Ü (no information on SWS (weekly contact hours) and course language available)

**Method of assessment**

written examination (60 minutes)

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I**

(examination regulations for teaching-degree programmes)

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### Module title
Business Intelligence

### Abbreviation
12-BI-092-m01

### Module coordinator
holder of the Chair of Information Systems Engineering

### Module offered by
Faculty of Business Management and Economics

### ECTS
5

### Method of grading
numerical grade

### Only after succ. compl. of module(s)
--

### Duration
1 semester

### Module level
graduate

### Other prerequisites
--

### Contents
The course provides an overview of the structure and applications of analytical information systems. A special focus is on individual quantitative methods of data analysis. A basic knowledge of statistics and data modelling is a prerequisite for participation in this module.

### Intended learning outcomes
The module provides students with knowledge of:

(i) Data Warehousing & OLAP

(ii) Operational application areas and methods of data analysis

### Courses
(V + Ü (no information on SWS (weekly contact hours) and course language available)

### Method of assessment
written examination (60 minutes)

### Allocation of places
--

### Additional information
--

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

---

The Master's with 1 major, Business Management (2010)
### Module title

Risk Management - Concepts and Systems

### Abbreviation

12-RM-KS-092-m01

### Module coordinator

holder of the Chair of Business Management and Accounting

### Module offered by

Faculty of Business Management and Economics

### ECTS

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### Duration

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### Contents

**Concepts:** The course will provide students with an overview of the main goals, contents, methods and instruments of opportunity and risk management in industrial and commercial enterprises. **Systems:** The course will provide students with an overview of the design and functionality of essential information systems for risk management.

### Intended learning outcomes

**Concepts:** After completion of the module students have a sound understanding of basic concepts, processes, methods and tools of risk management. They are able to justify the duties and functions of risk management in the company in theory and practice. They can also evaluate proposed solutions for the design of a risk management system, analyze selected issues of risk management and building on that, develop their own solutions. **Systems:** After completing this module, students can

(i) judge legal, organizational and methodological requirements for the implementation of risk management processes in a risk management information system (RMIS);
(ii) understand the technical basis for RMIS;
(iii) estimate the different characteristics of various information systems for the RM;
(iv) understand the workings of RMIS.

### Courses

This module comprises 2 module components. Information on courses will be listed separately for each module component.

- 12-RM-KS-1-092: V (no information on SWS (weekly contact hours) and course language available)
- 12-RM-KS-2-092: V (no information on SWS (weekly contact hours) and course language available)

### Method of assessment

Assessment in this module comprises the assessments in the individual module components as specified below. Unless stated otherwise, successful completion of the module will require successful completion of all individual assessments.

**Assessment in module component 12-RM-KS-1-092: Risk Management - Concepts**

- 2 ECTS, Method of grading: numerical grade
- written examination (60 minutes)

**Assessment in module component 12-RM-KS-2-092: Risk Management - Systems**

- 3 ECTS, Method of grading: numerical grade
- written examination (60 minutes)

### Allocation of places

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### Additional information

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

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Module title | Lead User Project
---|---
Abbreviation | 12-M-LUP-102-m01

**Module coordinator**
holder of the Chair of Entrepreneurship and Management

**Module offered by**
Faculty of Business Management and Economics

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<td>1 semester</td>
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**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 learning outcomes description is available because no courses are held for this module.

**Courses**

V (no information on SWS (weekly contact hours) and course language available)

**Method of assessment**

term paper (approx. 40 pages) and 3 talks (approx. 20 minutes each), weighted 2:1:1:1

Language of assessment: English or German

**Allocation of places**

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**Additional information**

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

--
Module title
Project Management and Controlling

Abbreviation
12-M-PROM-102-m01

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

Module offered by
Faculty of Business Management and Economics

ECTS
5

Method of grading
numerical grade

Only after succ. compl. of module(s)
--

Duration
1 semester

Module level
graduate

Other prerequisites
--

Contents
The module focuses on the discussion and critical examination of instruments and methods used in the context of project management and controlling within enterprises. It covers characteristic features and structures of projects, their possible success factors, methods and instruments of the controlling and management of projects in various project phases as well as approaches to multi-project management. The theoretical basis as well as potential applications of these instruments are discussed.

Intended learning outcomes
Initially knowledge about fundamental requirements concerning instruments of project management and controlling is acquired. What is more the module conveys knowledge about strengths and weaknesses and thereby fields of application and limits of commonly used instruments and methods of practitioners. Competences within the configuration and development of the project management and -controlling are obtained as well as skills within the practical use of the project management software MS Project.

Courses
V + Ü (no information on SWS (weekly contact hours) and course language available)

Method of assessment
written examination (approx. 60 minutes)

Allocation of places
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Additional information
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Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Value Chain Management
(60 ECTS credits)
Compulsory Modules

(35 ECTS credits)
Lot Sizing and Scheduling

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

Module offered by
Faculty of Business Management and Economics

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

Duration: 1 semester
Module level: graduate
Other prerequisites: --

Contents
This module analyses and classifies approaches of production planning and control. In addition, it develops methods and models of lot sizing and scheduling. The focus is on the determination of optimal production and transport volumes as well as the planning of orders and manufacturing orders.

Intended learning outcomes
Students learn essential concepts, principles and methods of production planning and control with emphasis on the determination of optimal production and transport volumes as well as the planning of production and order sequences. Then, based on this expertise related knowledge broadening and deepening, essential competencies are conveyed, which allow the imaging of realistic situations and problems using mathematical and quantitative models for the derivation and assessment of alternative courses of action. After completion of the module, students can answer, analyze and structure questions of production planning and control, goal-oriented. They can also arrange the planning areas in the overall business context and have an in-depth overview of the production planning and control.

Courses
S (no information on SWS (weekly contact hours) and course language available)

Method of assessment
written examination (approx. 40 minutes) and presentation (approx. 20 minutes), weighted 2:1

Allocation of places
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Additional information
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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### Module title

**Strategic Supply Management**

### Abbreviation

12-M-SBM-102-m01

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### Module coordinator

holder of the Chair of Business Management and Industrial Management

### Module offered by

Faculty of Business Management and Economics

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### ECTS

5

### Method of grading

numerical grade

### Only after succ. compl. of module(s)

--

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### Duration

1 semester

### Module level

graduate

### Other prerequisites

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### Contents

The course addresses central issues of strategic supply management. The supply function of the company (purchasing, materials management, procurement logistics) and its strategic importance is analysed and basic methods are developed that are relevant in this area.

### Intended learning outcomes

Students learn the principles of performance-oriented optimization of all procurement activities to develop long-term, competitively sensitive potential for success. After completion of the module students are able to prepare structured, to goal-oriented analyze and to respond to performance-oriented issues of strategic procurement based on key instruments. Students are able to accurately classify the tasks of the procurement and to describe and discuss their strategic importance and dominate essential methods and procedures used in this area to apply.

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### Courses

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

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### Method of assessment

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

written examination (approx. 40 minutes) and presentation (approx. 20 minutes), weighted 2:1

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### Allocation of places

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### Additional information

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### Referred to in LPO I

(examination regulations for teaching-degree programmes)

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<table>
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<td>Strategic Production Management</td>
<td>12-M-SPM-102-m01</td>
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<td>Faculty of Business Management and Economics</td>
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**Contents**

This module will discuss contents and procedures of strategic production management and, in particular, planning and control concepts. Students will become familiar with the essentials of strategic production management. Theoretical and analytical models will be used for analysing both economic and ecological issues. In addition, the module will discuss principles of value structure optimisation and will develop competences regarding the development of integrated mathematical models.

**Intended learning outcomes**

After completion of the module students are able to process, to analyze and answer questions of operations strategy structured and goal-oriented in a global context using appropriate methods. Furthermore, they know the main strategic tasks and objectives in production management and evaluate and apply planning and control concepts for the production in realistic application situations.

**Courses**

(no information on SWS (weekly contact hours) and course language available)

**Method of assessment**

written examination (approx. 40 minutes) and presentation (approx. 20 minutes), weighted 2:1

**Allocation of places**

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**Additional information**

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**Referred to in LPO I**

(examination regulations for teaching-degree programmes)

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Module title | Abbreviation
---|---
Information Processing within Organizations | 12-IU-072-m01

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

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<td>1 semester</td>
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Contents

Content:
This course provides students with an in-depth overview of the structure and the application areas of business management information systems in enterprises and public institutions.

Outline of syllabus:
1. What is software: concepts, categories, application
2. Software life cycle: duration, phases, steps
3. As-is analysis: tasks, problems
4. To-be concept: system design, data design, dialog design, function design
5. Object orientation: paradigm shift
6. Change management: meaning, methodologies, project management
7. Office automation: tasks, areas of application

Intended learning outcomes

After completing the course "Integrated Information Processing", students will be able to
(i) understand the importance of integration in enterprises, especially in information systems; (ii) assess the progress of development of a software project, estimate cycle costs, know and consider requirements, which brings a software implementation with; (iii) select the correct procedures or practices in an as-is analysis and target conception and practically apply (with participation in the exercise); (iv) understand the importance of change management and project management and know the appropriate methods for specific applications.

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)

Allocation of places

--

Additional information

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

--
Module title
Logistic Concepts and Processes

Abbreviation
12-LA-072-m01

Module coordinator
Business Integration Prof. Thome

Module offered by
Faculty of Business Management and Economics

ECTS
5

Method of grading
numerical grade

Duration
1 semester

Module level
graduate

Other prerequisites
--

Contents
This module discusses fundamental aspects and contemporary concepts of logistical tasks and processes.

Intended learning outcomes
Students will learn about the fundamental aspects and contemporary concepts of logistical tasks and processes especially in the field of Operations Management. Additionally students will be able to evaluate the business impacts of a better performance of logistical issues within a company.

Courses
V + Ü (no information on SWS (weekly contact hours) and course language available)

Method of assessment
written examination (approx. 60 minutes)

Allocation of places
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Additional information
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Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module title | Abbreviation
---|---
Operations Research | 12-LM-072-m01

| Module coordinator | Module offered by |
---|---|
holder of the Chair of Business Management and Business Information Systems | Faculty of Business Management and Economics |

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

| Duration | Module level | Other prerequisites |
---|---|---|
1 semester | graduate | |

Contents

Content:
The module familiarises students with essential fundamentals, concepts and methods of logistics applications.

- Modelling
- Graph theory
- Network technology
- Flows in networks
- Touring / route planning
- From heuristics to optimisation
- Simulation

Intended learning outcomes

The students
(i) have significant knowledge of the fundamentals, concepts and methods of logistical applications and
(ii) can recognize their economic importance and consequences.

Courses

V + Ü (no information on SWS (weekly contact hours) and course language available)

Method of assessment
written examination (approx. 60 minutes)

Allocation of places
--

Additional information
--

Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module title
Introduction to Logistical Process Design

Abbreviation
12-GLP-092-m01

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

Module offered by
Faculty of Business Management and Economics

ECTS
5

Method of grading
numerical grade

Only after succ. compl. of module(s)
--

Duration
1 semester

Module level
graduate

Other prerequisites
--

Contents
ERP systems have become key elements of successful companies. Business processes in companies can no longer be managed without using such ERP systems. In financial departments of companies, such systems have been used for a long time, but business processes e.g. for logistical tasks have so far not been supported by ERP solutions. This module explains how this issue could be resolved as well as what constraints and what dependencies have to be considered.

Intended learning outcomes
After completing this module, students should be able to
(i) know about actual business processes in companies;
(ii) understand selected problems in the organization and design of logistical business processes and work out solutions;
(iii) know and design basic data structures and data flows of an ERP system;
(iv) map business processes within an ERP system;
(v) consider the specifics of a certain industry (e.g. the process industry) when organizing business processes;
(vi) map the core business processes within an ERP system.

Courses
V + Ü (no information on SWS (weekly contact hours) and course language available)

Method of assessment
written examination (60 minutes)

Allocation of places
--

Additional information
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Referred to in LPO I
(examination regulations for teaching-degree programmes)
Compulsory Electives
(25 ECTS credits)
Module title | Abbreviation
---|---
Electronic Procurement | 12-M-BE-102-m01

**Module coordinator**
holder of the Chair of Business Management and Industrial Management

**Module offered by**
Faculty of Business Management and Economics

**ECTS**
5

**Method of grading**
numerical grade

**Only after succ. compl. of module(s)**
--

**Duration**
1 semester

**Module level**
graduate

**Other prerequisites**
--

**Contents**
This course will develop the objectives, principles and structure of electronically supported procurement processes with a special focus on catalogue-based procurement systems, electronic tendering systems, electronic (reverse) auctions, e-marketplaces, supplier relationship management systems and eSupply chain management systems.

**Intended learning outcomes**
The students will be able to describe and evaluate both the potentials and goals of electronic supported procurement systems and will be able to design appropriate systems for real-life applications. Students will get insight into the essentials of operational procurement management, especially e-procurement with a focus on catalog-based procurement systems, electronic tendering systems, electronic (reverse) auctions, e-marketplaces, supplier relationship management systems and eSupply chain management systems. After completing this module, students can define and analyze the related tasks and processes and show or develop theory-based and application-oriented possible solutions at a high professional level.

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

**Allocation of places**
--

**Additional information**
--

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

Strategic Networks in Industry

Abbreviation

12-M-MS-102-m01

Module coordinator

holder of the Chair of Business Management and Marketing

Module offered by

Faculty of Business Management and Economics

ECTS

5

Method of grading

numerical grade

Only after succ. compl. of module(s)

Duration

1 semester

Module level

graduate

Other prerequisites

--

Contents

The primary object of this course is to gain a detailed understanding of strategic networks and of the phenomenon of clustering in the industrial industry. The example of the international automotive industry is used for clarification of the theoretical contents.

The focus is on marketing in industrial companies and also on CSR - CSR is considered the "driver" of sustainable innovations - as well as the different strategy types of sustainable innovations.

Outline of syllabus:
1. Strategic networks and clusters in industrial industries such as the automotive industry
2. Transaction types of Williamson as well as strategic cooperation between automobile manufacturers and suppliers
3. Management of business types, in particular the business of suppliers in the automotive industry
4. Cluster and entrepreneurship activities
5. Sustainable innovation strategies

Intended learning outcomes

By the end of the course, students gain a profound understanding above the basics of network research. Furthermore, students will acquire sectoral knowledge of the automotive industry as well as detailed cluster skills.

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

V + 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)

Allocation of places

--

Additional information

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

--
Module title | Abbreviation
---|---
International Marketing | 12-M-I MM-102-m01

Module coordinator
holder of the Chair of Business Management and Marketing

Module offered by
Faculty of Business Management and Economics

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

Duration | Module level | Other prerequisites
---|---|---
1 semester | graduate | --

Contents

Description:
The module builds on the knowledge acquired during the Bachelor's degree programme or the Grundstudium (stage I studies). It provides a systematic introduction to strategic marketing decisions in global and international contexts. These are explained mainly by Porter’s diamond and cluster models. Another focus is on internationalisation strategies, which require country analyses and decisions on the selection of national markets as well as a timing of the countries market development. In addition, the module discusses different strategies for market entry and market development.

Outline of syllabus:
1. Internationalisation of the economy and regional integration processes
   - Globalisation
   - Competitiveness of countries, industries and companies in an international context
2. International strategic marketing decisions
   - Market entry forms
   - Market development strategies
   - Timing strategies
   - International organisation structures
3. Theories and strategies of internationalisation
   - Foreign trade theory
   - Multinational enterprise
   - Internationalisation strategies

Reading:

Intended learning outcomes

Students acquire in-depth skills in the field of strategic and operational management with particular attention to the international context. Students achieve particular expertise in the analysis, assessment and implementation of international business decisions and gain skills thus guiding the execution of marketing and management positions in globally-active companies.

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

Allocation of places
--
## Module title

**Theory of Industrial Organization 2**

### Abbreviation

12-M-TI2-102-m01

## Module coordinator

holder of the Chair of Industrial Economics

## Module offered by

Faculty of Business Management and Economics

## ECTS

5

## Method of grading

numerical grade

## Only after succ. compl. of module(s)

--

## Duration

1 semester

## Module level

graduate

## Other prerequisites

--

## Contents

### Description:

This course discusses vertical contracts in supply chains and their impact on competition.

### Outline of syllabus:

1. The classic problem of double marginalisation and its solution by nonstandard contracts (resale price maintenance, nonlinear pricing (rebates), exclusive territories, exclusive dealing etc.)
2. Contracts for service
3. Common agency
4. The delegation principle
5. The commitment problem
6. Interlocking relationships
7. Foreclosure by vertical contracts or mergers

## Intended learning outcomes

After completing the course students are able to

(i) explain the results of theoretical industrial economics on vertical contracts;
(ii) apply the involved methods to given simple examples on their own;
(iii) recognize, in which real life situations (and how) the results can be applied;
(iv) analyze the impact of certain vertical contracts on competition.

## Courses

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

V (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) or term paper (approx. 20 pages)

## Allocation of places

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## Additional information

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## Referred to in LPO I

(examination regulations for teaching-degree programmes)

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Module title | Abbreviation
--- | ---
Process and System Modelling | 12-PSM-092-m01

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
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<tbody>
<tr>
<td>holder of the Chair of Business Management and Business Information Systems</td>
<td>Faculty of Business Management and Economics</td>
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Contents

The course familiarises students with relevant principles, concepts and methods of process and system modelling. It is divided up into two parts:

Part A: Introduction to business process management

Contents Part A:

- Purpose of business process management
- How are business processes modelled?
- What is business process management?
- Strategic Management

Part B: Simulation

Contents Part B:

- Simulation
- Theoretical foundations
- Petri nets
- Smalltalk inscription language

Intended learning outcomes

The students have

1. substantial knowledge of the basic principles, concepts and methods of process and system modeling and
2. recognize their economic importance and consequences.

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 (60 minutes)

Allocation of places

--

Additional information

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

--
## Module Catalogue for the Subject Business Management

### Master's with 1 major, 120 ECTS credits

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<thead>
<tr>
<th>Module title</th>
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<td>Risk Management - Concepts and Systems</td>
<td>12-RM-KS-092-m01</td>
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### Contents

**Concepts:** The course will provide students with an overview of the main goals, contents, methods and instruments of opportunity and risk management in industrial and commercial enterprises. **Systems:** The course will provide students with an overview of the design and functionality of essential information systems for risk management.

### Intended learning outcomes

**Concepts:** After completion of the module students have a sound understanding of basic concepts, processes, methods and tools of risk management. They are able to justify the duties and functions of risk management in the company in theory and practice. They can also evaluate proposed solutions for the design of a risk management system, analyze selected issues of risk management and building on that, develop their own solutions. **Systems:** After completing this module, students can

(i) judge legal, organizational and methodological requirements for the implementation of risk management processes in a risk management information system (RMIS);
(ii) understand the technical basis for RMIS;
(iii) estimate the different characteristics of various information systems for the RM;
(iv) understand the workings of RMIS.

### Courses

This module comprises 2 module components. Information on courses will be listed separately for each module component.

- 12-RM-KS-1-092: V (no information on SWS (weekly contact hours) and course language available)
- 12-RM-KS-2-092: V (no information on SWS (weekly contact hours) and course language available)

### Method of assessment

Assessment in this module comprises the assessments in the individual module components as specified below. Unless stated otherwise, successful completion of the module will require successful completion of all individual assessments.

**Assessment in module component 12-RM-KS-1-092: Risk Management - Concepts**

- 2 ECTS, Method of grading: numerical grade
- written examination (60 minutes)

**Assessment in module component 12-RM-KS-2-092: Risk Management - Systems**

- 3 ECTS, Method of grading: numerical grade
- written examination (60 minutes)

### Allocation of places

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### Additional information

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

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Module title | Decision Support Systems
---|---
Abbreviation | 12-M-DSS-102-m01

**Module coordinator**
holder of the Chair of Information Systems Engineering

**Module offered by**
Faculty of Business Management and Economics

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**Contents**

The course discusses advanced approaches for modelling and solving decision problems in business settings. The acquired insights are used to design and implement decision support systems using standard software tools.

**Intended learning outcomes**

After successfully completing the course, students should be able to

- Understand the structure of classic business decision problems
- Isolate key elements from general problem descriptions and convert them to quantitative decision models
- Solve different classes of optimization problems (linear, network, integer, multi-objective, non-linear, stochastic)
- Implement spreadsheet-based decision support systems

**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)

The method of assessment will be specified at the beginning of each exercise. a) written examination (approx. 60 minutes) or b) presentation (approx. 20 minutes) with written elaboration (approx. 15 to 20 pages), weighted 1:2 or c) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or c) completion of programming exercises (as specified)

**Allocation of places**

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**Additional information**

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

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### Module Catalogue for the Subject Business Management

**Master's with 1 major, 120 ECTS credits**

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<thead>
<tr>
<th>Module title</th>
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<tr>
<td>Internet-Based Systems</td>
<td>12-M-IBS-102-m01</td>
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### Contents

The lecture provides an overview of the relationships between the advent of web-based platforms (electronic markets, Web 2.0 etc.) and the strategic management of a company.

### Intended learning outcomes

The module provides students with knowledge of:

(i) Theoretical concepts of strategy development and implementation in e-business context;
(ii) The strengths and weaknesses of different frameworks and approaches as well as the conditions for their meaningful application;
(iii) Transfer of concepts to other situations of entrepreneurial studies or work.

### Courses

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### Method of assessment

The method of assessment will be specified at the beginning of each exercise. a) written examination (approx. 60 minutes) or b) presentation (approx. 20 minutes) with written elaboration (approx. 15 to 20 pages), weighted 1:2 or c) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or c) completion of programming exercises (as specified)

### Allocation of places

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### Additional information

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### Referred to in LPO I

(examination regulations for teaching-degree programmes)

--
Module title | Abbreviation
---|---
Information Systems Research | 12-M-ISR-102-m01

Module coordinator | Module offered by
holder of the Chair of Information Systems Engineering | Faculty of Business Management and Economics

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

Duration | Module level | Other prerequisites
---|---|---
1 semester | graduate | --

Contents
The course provides an overview of theoretical scientific foundations, theories, research topics and methods of international research in business informatics.

Intended learning outcomes
The module provides students with knowledge of:
(i) Exploration of classical themes of WI / IS research;
(ii) Getting to know the relevant paradigms, theories and methods;
(iii) Recognition of the interfaces to other areas of business administration and management practice;
(iv) Gain experience in finding and evaluation of scientific literature.

Courses (type, number of weekly contact hours, language — if other than German)
V + 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)
The method of assessment will be specified at the beginning of each exercise. a) written examination (approx. 60 minutes) or b) presentation (approx. 20 minutes) with written elaboration (approx. 15 to 20 pages), weighted 1:2 or c) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or c) completion of programming exercises (as specified)

Allocation of places
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Additional information
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Referred to in LPO 1 (examination regulations for teaching-degree programmes)
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<table>
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<th>Module title</th>
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<tr>
<td>Project Management and Controlling</td>
<td>12-M-PROM-102-m01</td>
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**Contents**

The module focuses on the discussion and critical examination of instruments and methods used in the context of project management and controlling within enterprises. It covers characteristic features and structures of projects, their possible success factors, methods and instruments of the controlling and management of projects in various project phases as well as approaches to multi-project management. The theoretical basis as well as potential applications of these instruments are discussed.

**Intended learning outcomes**

Initially knowledge about fundamental requirements concerning instruments of project management and controlling is acquired. What is more the module conveys knowledge about strengths and weaknesses and thereby fields of application and limits of commonly used instruments and methods of practitioners. Competences within the configuration and development of the project management and controlling are obtained as well as skills within the practical use of the project management software MS Project.

**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)

**Allocation of places**

--

**Additional information**

--

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

--
Type 2
(60 ECTS credits)

Three focuses with 20 ECTS credits each
Focus Business Management
(40-60 ECTS credits)

No less than two focuses.
Banking and Finance
(20 ECTS credits)
Compulsory Modules
(10 ECTS credits)
Module title | Portfolio Selection and Capital Market Theory
--- | ---
Abbreviation | 12-M-B1a-102-m01

Module coordinator | holder of the Chair of Business Management, Banking and Finance

Module offered by | Faculty of Business Management and Economics

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

Duration | Module level | Other prerequisites
1 semester | graduate | --

Contents

Content:
This course deals with the fundamentals of individual investment decisions (portfolio selection), the capital market equilibrium and the resulting CAPM.

Outline of syllabus:
1. Fundamentals of decision theory
2. Portfolio selection
3. CAPM
4. Information efficiency and event analysis

Intended learning outcomes

After completing the course "Portfolio Selection and Capital Market Theory", the students will be able
(i) to explain the optimal capital market position of an investor given the different investment opportunities and its individual utility function in theory and calculate it;
(ii) to understand the central propositions made by the CAPM and use the CAPM for valuating assets and firms.

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)

Allocation of places
--

Additional information
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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## Module Catalogue for the Subject
### Business Management

#### Master's with 1 major, 120 ECTS credits

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<tr>
<td>Agency Theory</td>
<td>12-M-B1b-102-m01</td>
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</table>

### Contents

**Content:**
This course deals with the fundamentals of agency theory and financial contracting with information symmetric and information asymmetric.

**Outline of syllabus:**
1. Agency theory
2. Financial contracting

### Intended learning outcomes

After completing the course "Agency Theory and Financial contracting", the students will be able
(i) to understand the fundamentals of agency theory and solve problems concerning optimal financial contracting given e.g. different capital endowments;
(ii) to understand the central problems of controlling work assignments in theory and solve basic case studies;
(iii) to generate and evaluate financial contracting given a non-trivial risk allocation and the resulting agency problems.

### 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)

### Allocation of places

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### Additional information

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

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Compulsory Electives

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### Contents

**Content:**
The module deals with the nature of stock options using the Black Scholes and Binominal models. It assesses companies as well as shares as derivative financial instruments and discusses delta hedging to hedge equity portfolios.

**Outline of syllabus:**
1. Share options
2. Other financial derivatives
3. Immunising portfolios against interest rate changes

### Intended learning outcomes

After completing the course “Option pricing”, the students will be able
(i) to price options using the Black-Scholes formula and the binominal model;
(ii) to understand the use of options as a part of compensation and for share hedging.

### Courses

- **V + Ü** (no information on SWS (weekly contact hours) and course language available)

### Method of assessment

- written examination (approx. 60 minutes)

### Allocation of places

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### Additional information

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### Referred to in LPO I

(examination regulations for teaching-degree programmes)

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<table>
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<td>Financial Markets: Institutions and Regulation</td>
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**Module coordinator**
holder of the Chair of Business Management, Banking and Finance

**Module offered by**
Faculty of Business Management and Economics

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**Contents**

Content:
This course deals with the fundamentals of the organisation and functioning of the German commercial banking system, the aims and restrictions of operating decisions in commercial banks, the special characteristics of bank regulation and of balance sheets of commercial banks as well as the construction and function of financial innovations.

Outline of syllabus:
1. The German commercial banking system
2. Aims and restrictions of operating decisions
3. Equity and balance sheet analysis of commercial banks
4. Financial innovations

Reading:

**Intended learning outcomes**
After completing the course "Finanzmarktinstitutionen und Finanzmarktregulierung", the students will provide fundamental and advanced knowledge of
(i) the organisation and function of the German commercial banking system;
(ii) the aims and restrictions of operating decisions in commercial banks;
(iii) the special characteristics of bank regulation and of the balance sheet of commercial banks;
(iv) the construction and function of financial innovations.

**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)

**Allocation of places**
--

**Additional information**
--

**Referred to in LPO I**
(examination regulations for teaching-degree programmes)
--
Managerial Accounting
(20 ECTS credits)
Compulsory Modules

(5 ECTS credits)
### Module title

**Coordination, Budgeting and Incentives in Enterprises**

**Abbreviation**

12-M-KOBO-102-m01

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### Contents

This module focuses on accounting-based instruments to control behaviour in decentralised enterprises. The course first discusses the role of accounting in the context of decision making and behavioural controlling as well as informational analyses. Afterwards, the most common instruments of behavioural controlling (budgeting, value-oriented management, transfer prices) are discussed with regard to theory and practice.

### Intended learning outcomes

This module aims to provide knowledge in the context of behavioral controlling in enterprises. Knowledge about Requirements on instruments used for behavioral controlling are discussed and competencies for deployment, structure and development of coordination tools are provided.

### Courses

(V + Ü (no information on SWS (weekly contact hours) and course language available)

### Method of assessment

written examination (approx. 60 minutes)

### Allocation of places

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### Additional information

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### Referred to in LPO I

(examination regulations for teaching-degree programmes)

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Compulsory Electives
(15 ECTS credits)
<table>
<thead>
<tr>
<th>Module title</th>
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<tbody>
<tr>
<td>Incentives in Organizations</td>
<td>12-M-AO-102-m01</td>
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<tr>
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### Contents

The lecture "Anreize in Organisationen" ("Incentives in Organisations") is based on the principal agent theory. This theory will be used to develop financial and economic solutions to help overcome the conflict of interests between employers and employees. In addition to the most widely used theories, estimation techniques and empirical results are also introduced and discussed. Reading list to be provided in class.

### Intended learning outcomes

The aim of the lectures is to enable students to understand and apply advanced theories, estimation techniques and empirical results in the area incentives in organisation on the basis of scientific literature.

### Courses

**V + Ü** (no information on SWS (weekly contact hours) and course language available)

### Method of assessment

- written examination (approx. 60 minutes)

### Allocation of places

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### Additional information

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### Referred to in LPO I

(examination regulations for teaching-degree programmes)
Module Catalogue for the Subject
Business Management
Master's with 1 major, 120 ECTS credits

<table>
<thead>
<tr>
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<tr>
<td>Theory of Industrial Organization 1</td>
<td>12-M-TI1-102-m01</td>
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</table>

Contents

Theory of industrial organisation:
1. Monopoly pricing
   - Nonlinear pricing and mechanism design
   - Dynamic pricing: experience goods, durable goods
2. Oligopoly pricing
   - Static price and quantity competition in homogeneous and differentiated goods markets
   - Comparative statics
   - Equilibrium market structure
3. Dynamic competition in oligopoly markets
   - Repeated games and collusion
   - Markov perfect equilibrium and models of dynamic competition
4. Strategic behaviour by incumbent firms
   - Entry deterrence and predation
   - Signalling and reputation
5. Auctions
   - Second price auctions
   - First price auctions
6. Advertising and product design

The course will be taught in English.

Intended learning outcomes

Students which complete this class will acquire a working knowledge of advanced theoretical models of competition in oligopoly markets as well as sophisticated pricing techniques in monopoly markets. They will learn the conditions under which the predictions of these models are valid. They will become familiar with applications of advanced game theoretic tools, such as dynamic models of competition and auction theory, for studying interactions between firms in markets. By means of comprehensive exercises, they will apply the methods they learn in class to practically relevant problems. They will be in a position to read academic papers on related topics, assess the strengths and weaknesses of approach, summarize and comment on these papers and suggest possible extensions.

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) or term paper (approx. 20 pages)

Allocation of places

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Additional information

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Referred to in LPO I

(examination regulations for teaching-degree programmes)

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<table>
<thead>
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<th>Module title</th>
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<td>Project Management and Controlling</td>
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**Contents**

The module focuses on the discussion and critical examination of instruments and methods used in the context of project management and controlling within enterprises. It covers characteristic features and structures of projects, their possible success factors, methods and instruments of the controlling and management of projects in various project phases as well as approaches to multi-project management. The theoretical basis as well as potential applications of these instruments are discussed.

**Intended learning outcomes**

Initially knowledge about fundamental requirements concerning instruments of project management and controlling is acquired. What is more the module conveys knowledge about strengths and weaknesses and with fields of application and limits of commonly used instruments and methods of practitioners. Competences within the configuration and development of the project management and -controlling are obtained as well as skills within the practical use of the project management software MS Project.

**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)

**Allocation of places**

--

**Additional information**

--

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

--
Selected Studies of Empirical Accounting Research

Abbreviation: 12-M-AFER-102-m01

Module coordinator:
Managing Director of the Institute of Business Management

Module offered by:
Faculty of Business Management and Economics

ECTS: 5

Method of grading:
Numerical grade

Duration: 1 semester

Module level: Undergraduate

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 learning outcomes description is available because no courses are held for this module.

Courses:
V + Ü (no information on SWS (weekly contact hours) and course language available)

Method of assessment:
Written examination (approx. 60 minutes)

Allocation of places:
--

Additional information:
--

Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module title
Instruments of Strategic Controlling

Abbreviation
12-M-INST-102-m01

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

Module offered by
Faculty of Business Management and Economics

ECTS
5

Method of grading
Numerical grade

Only after succ. compl. of module(s)
--

Duration
1 semester

Module level
Graduate

Other prerequisites
--

Contents
The module focuses on controlling instruments, which are applied in the context of the strategic management of enterprises. The module covers analytical and heuristic techniques of planning and control. In the context of these techniques, instruments of target costing, life cycle analysis, value chain analysis and various portfolio techniques are discussed with regard to their theoretical foundation and fields of application.

Intended learning outcomes
Initially knowledge about fundamental requirements concerning instruments of decision making and behavior control within enterprises is acquired. What is more, the module conveys the obtaining of knowledge about the strengths and weaknesses and therewith fields of application and limits of prevalent instruments of strategic corporate management used by practitioners.

Courses
V + Ü (no information on SWS (weekly contact hours) and course language available)

Method of assessment
Written examination (approx. 60 minutes)

Allocation of places
--

Additional information
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Referred to in LPO I (examination regulations for teaching-degree programmes)
--
### Module title
Accounting and Capital Markets

### Abbreviation
12-M-REKA-102-m01

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<td>holder of the Chair of Business Management, Controlling and Accounting</td>
<td>Faculty of Business Management and Economics</td>
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### Contents
The module focuses on financial and management accounting, their functions, possible configurations as well as their impact on internal and external recipients under consideration of the institutional setting. In this context, an economic perspective has priority over detailed legal arrangements and regulations by the standard setters. Based on the theoretical foundations of information economics as well as decision-making and balance sheet theories, typical issues concerning cost accounting and controlling as well as financial accounting and publicity are discussed.

### Intended learning outcomes
Initially a fundamental knowledge about the conception and impact of management and financial accounting as information systems is acquired. In the following, the module mainly sharpens the understanding of the economic impacts of the configuration of management and financial accounting. What is more, extensive knowledge about possible impacts of changes in institutional general frameworks is conveyed. For example changes in valuation standards, publicity rules or regulations about the distribution of profits in enterprises and on capital markets are considered.

### Courses
(V + Ü (no information on SWS (weekly contact hours) and course language available)

### Method of assessment
written examination (approx. 60 minutes)

### Allocation of places
--

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

--
Finance, Accounting and Taxation
(20 ECTS credits)
Compulsory Electives
(20 ECTS credits)
Module catalogue for the subject Business Management
Master's with 1 major, 120 ECTS credits

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
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<tbody>
<tr>
<td>Advanced Financial Accounting (German GAAP, IFRS)</td>
<td>12-M-ER-102-m01</td>
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</table>

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</tbody>
</table>

Contents

Content: This course deals with selected complex financial accounting problems according to national German GAPP (German Commercial Code, Handelsgesetzbuch).

Outline of syllabus: Theoretical and empirical foundations of financial accounting; selected topics of advanced financial accounting, e.g. pension accounting, fair value accounting (financial instruments, biological assets, hedge accounting; purchase price allocation and impairment test; leasing; deferred taxes in individual and group financial statements; capital consolidation in multilevel corporate groups; presentation of equity changes; statement of cash flow and segment reporting; notes and management report.

Reading list to be provided during course.

Intended learning outcomes

After completing this course, students will be able to
1. analyze complex financial accounting problems according to national and international financial reporting standards and develop predominantly self-directed solutions for these problems;
2. evaluate independently selected research contribution to the theory of financial accounting and design research- or application-oriented projects.

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)

Allocation of places

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Additional information

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

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## Module Catalogue for the Subject
### Business Management
#### Master's with 1 major, 120 ECTS credits

<table>
<thead>
<tr>
<th>Module title</th>
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<tr>
<td>Portfolio Selection and Capital Market Theory</td>
<td>12-M-B1a-102-m01</td>
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</table>

### Contents

**Content:**

This course deals with the fundamentals of individual investment decisions (portfolio selection), the capital market equilibrium and the resulting CAPM.

**Outline of syllabus:**

1. Fundamentals of decision theory
2. Portfolio selection
3. CAPM
4. Information efficiency and event analysis

### Intended learning outcomes

After completing the course "Portfolio Selection and Capital Market Theory", the students will be able
(i) to explain the optimal capital market position of an investor given the different investment opportunities and its individual utility function in theory and calculate it;
(ii) to understand the central propositions made by the CAPM and use the CAPM for valuating assets and firms.

### 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)

### Allocation of places

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### Additional information

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

--
**Module title**  
Economics of Tax Planning  
**Abbreviation**  
12-M-SP-102-m01

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

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**Contents**  
This course deals with tax effects on fundamental economic decisions. Taxes are integrated into standard models for investment decisions, financing decisions, firm valuation, dividend policy and remuneration of employees. Therefore, the interaction of corporate and personal income taxes is analysed. A reading list in English is available on request.

**Intended learning outcomes**  
This course enables students to  
(i) combine their knowledge of tax law with microeconomic analyses in the areas of corporate and personal finance;  
(ii) understand the effect of taxes on fundamental economic decisions, e.g. investment and financing decisions, evaluation of investment, financial assets, forms of remuneration for employees including managing and assessing;  
(iii) read and discuss primary scientific literature.

**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.  
- 12-M-SP-1-102: V (no information on language and number of weekly contact hours available)  
- 12-M-SP-2-102: V (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. To pass the module as a whole students must pass one of the two assessment components.  
**Assessment component to module component 12-M-SP-1-102: Steuerplanung**  
- 5 ECTS credits, method of grading: numerical grade  
- written examination (approx. 60 minutes)  
**Assessment component to module component 12-M-SP-2-102: Taxes and Business Strategy**  
- 5 ECTS credits, method of grading: numerical grade  
- written examination (approx. 60 minutes)  
- Language of assessment: English

**Allocation of places**  
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**Additional information**  
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**Referred to in LPO I**  
(examination regulations for teaching-degree programmes)  
--
## Module Catalogue for the Subject
### Business Management
#### Master's with 1 major, 120 ECTS credits

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<td>Advanced Auditing</td>
<td>12-M-WPF-102-m01</td>
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</table>

### Contents

**Content:**
The course discusses business-risk oriented financial statement audits according to International Standards on Auditing (IASs). Selected topics of testing theory are also addressed.

**Outline of syllabus:**
1. Review process
   - Conditions, order taking, audit planning, risk model-based testing methods
   - Development of the risk-based audit approach
   - Fraud and going concern
   - Judgment, reporting and documentation
2. Testing theory
   - Overview of the state of research
   - The auditor’s independence
   - Audit fees, concentration, competition

**Reading:**
Other reading to be specified in class.

### Intended learning outcomes

After completion of the module "Auditing for advanced" students can
(i) represent the risk-based audit approach, establish and analyze critical;
(ii) analyze selected complex audit issues on the basis of national and international audit standards and, based largely develop self-directed solutions;
(iii) judge selected research papers examining theory independently and, building design research or application-oriented projects.

### Courses

<table>
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### Method of assessment

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### Allocation of places

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### Additional information

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

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### Module Catalogue for the Subject Business Management
#### Master's with 1 major, 120 ECTS credits

<table>
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### Contents

**Content:**
This course deals with the fundamentals of agency theory and financial contracting with information symmetric and information asymmetric.

**Outline of syllabus:**
1. Agency theory
2. Financial contracting

### Intended learning outcomes

After completing the course "Agency Theory and Financial contracting", the students will be able
(i) to understand the fundamentals of agency theory and solve problems concerning optimal financial contracting given e.g. different capital endowments;
(ii) to understand the central problems of controlling work assignments in theory and solve basic case studies;
(iii) to generate and evaluate financial contracting given a non-trivial risk allocation and the resulting agency problems.

### Courses

**V + Ü** (no information on SWS (weekly contact hours) and course language available)

### Method of assessment

**written examination** (approx. 60 minutes)

### Allocation of places

--

### Additional information

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**Referred to in LPO I** (examination regulations for teaching-degree programmes)
## Module Catalogue for the Subject Business Management

**Master's with 1 major, 120 ECTS credits**

### Module title

<table>
<thead>
<tr>
<th>Coordination, Budgeting and Incentives in Enterprises</th>
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### Abbreviation

| 12-M-KOBO-102-m01 |

### Module coordinator

| holder of the Chair of Chair of Business Management, Controlling and Accounting |

### Module offered by

| Faculty of Business Management and Economics |

### ECTS

| 5 |

### Method of grading

| numerical grade |

### Only after succ. compl. of module(s)

| -- |

### Duration

| 1 semester |

### Module level

| graduate |

### Other prerequisites

| -- |

### Contents

This module focuses on accounting-based instruments to control behaviour in decentralised enterprises. The course first discusses the role of accounting in the context of decision making and behavioural controlling as well as informational analyses. Afterwards, the most common instruments of behavioural controlling (budgeting, value-oriented management, transfer prices) are discussed with regard to theory and practice.

### Intended learning outcomes

This module aims to provide knowledge in the context of behavioral controlling in enterprises. Knowledge about Requirements on instruments used for behavioral controlling are discussed and competencies for deployment, structure and development of coordination tools are provided.

### Courses

| V + Ü (no information on SWS (weekly contact hours) and course language available) |

### Method of assessment

| written examination (approx. 60 minutes) |

### Allocation of places

| -- |

### Additional information

| -- |

### Referred to in LPO I

( examination regulations for teaching-degree programmes )
### Module title
Project Management and Controlling

### Abbreviation
12-M-PROM-102-m01

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

### Module offered by
Faculty of Business Management and Economics

### ECTS
5

### Method of grading
numerical grade

### Only after succ. compl. of module(s)
--

### Duration
1 semester

### Module level
graduate

### Other prerequisites
--

### Contents
The module focuses on the discussion and critical examination of instruments and methods used in the context of project management and controlling within enterprises. It covers characteristic features and structures of projects, their possible success factors, methods and instruments of the controlling and management of projects in various project phases as well as approaches to multi-project management. The theoretical basis as well as potential applications of these instruments are discussed.

### Intended learning outcomes
Initially knowledge about fundamental requirements concerning instruments of project management and controlling is acquired. What is more the module conveys knowledge about strengths and weaknesses and thereby fields of application and limits of commonly used instruments and methods of practitioners. Competences within the configuration and development of the project management and controlling are obtained as well as skills within the practical use of the project management software MS Project.

### 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)

### Allocation of places
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### Additional information
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### Referred to in LPO I
(examination regulations for teaching-degree programmes)

--
Research Methods
(20 ECTS credits)
Compulsory Modules
(15 ECTS credits)
Module title: Econometrics 1
Abbreviation: 12-M-OE1-102-m01

Module coordinator: holder of the Chair of Econometrics
Module offered by: Faculty of Business Management and Economics

ECTS: 5
Method of grading: numerical grade
Duration: 1 semester
Module level: graduate
Other prerequisites: --

Contents

Description:
This module deals with the basic concept and methodology of the ordinary least squares (OLS) regression model. In particular, model assumptions and properties are discussed and formally motivated. In addition, the module examines linear restrictions on the models explanatory variables as well as dummy variables and introduces tests to verify simple and multiple linear restrictions.

Linear algebra is used as formal aid.

Outline of syllabus:
1. Random variables
2. Important distributions
3. Point estimates
4. Simple linear regression model
5. Model assumptions
6. Model properties
7. Simple hypothesis tests
8. Multiple linear regression model
9. Linear restrictions
10. Dummy variables
11. Multiple hypothesis tests

Intended learning outcomes

The students acquire knowledge of the basics, concepts and methods used in the classical linear regression model and understand the role of econometrics in science and data analysis. In particular, they learn how to analytically derive, calculate and interpret the coefficients, standard errors and p-values of a classic regression output of the multiple regression model. Furthermore, they are able to state and motivate formally the assumptions and properties of OLS and know how to deal with transformed and dummy variables. Additionally, students are able to test multiple linear restrictions on the parameters and are able to apply these tests to real economic, business and social science questions.

The competences acquired in this course serve as a prerequisite for "Econometrics II", "Econometrics III", "Microeconometrics" und "Financial Econometrics".

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)

Allocation of places
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Additional information
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Referred to in LPO I (examination regulations for teaching-degree programmes)
## Module Catalogue for the Subject

### Business Management

#### Master's with 1 major, 120 ECTS credits

<table>
<thead>
<tr>
<th>Module title</th>
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<tbody>
<tr>
<td>Advanced Microeconomics</td>
<td>12-M-AM-102-m01</td>
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<table>
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<tbody>
<tr>
<td>holder of the Chair of Economics, Information and Contract Economics</td>
<td>Faculty of Business Management and Economics</td>
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<td>1 semester</td>
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</table>

### Contents

This course deals with essential microeconomic methods and problems at an advanced level (e.g. Mas-Colell, Whinston, Green: Microeconomic Theory). As this is a huge field, the course will concentrate on two or three topics such as

1. Game theory
2. Principal-agent models
3. Theory of auctions
4. General equilibrium theory
5. Mechanism design

### Intended learning outcomes

After completing the course students are able to

1. explain essential findings of microeconomic theory,
2. apply the involved methods to given simple examples on their own,
3. recognize, in which real life situations and how the results can be applied.

### Courses

V + Ü (no information on SWS (weekly contact hours) and course language available)

### Method of assessment

written examination (approx. 60 minutes) or term paper (approx. 20 pages)

### Allocation of places

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### Additional information

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### Referred to in LPO I

(examination regulations for teaching-degree programmes)

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<table>
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<th>Abbreviation</th>
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<td>Advanced Macroeconomics</td>
<td>12-M-AME-102-m01</td>
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<td>holder of the Chair of International Macroeconomics</td>
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**Contents**

The course covers long-run aspects of macroeconomics. We start with a review of the facts of long-run growth and a review of the Solow growth model. The lecture then focuses on the infinite-horizon Ramsey-Cass-Koopmans model and on endogenous growth theory. Applications of this framework involving urban and regional growth, resources and the environment will be discussed, time permitting.

Outline of syllabus

I Facts and the Solow growth model
II Infinite-horizon Ramsey-Cass-Koopmans model
III Endogenous growth
IV Human capital, social infrastructure and beyond
V Applications (urban and regional growth, growth, resources and the environment)

Reading:

The course draws strongly on the following textbook:
We will also use journal articles and research papers at several points of the lecture.

**Intended learning outcomes**

Students acquire a working knowledge of the key models and analytical tools of advanced macroeconomics. This enables them to identify the key forces that determine the determinants of income levels and growth rates of incomes, to make informed policy analysis and statements and to critically evaluate current controversies and developments as well as to conduct their own research.

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

V (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)
Language of assessment: English

**Allocation of places**

--

**Additional information**

--

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

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Compulsory Electives

(5 ECTS credits)
# Module Catalogue for the Subject

## Business Management

### Master’s with 1 major, 120 ECTS credits

<table>
<thead>
<tr>
<th>Module title</th>
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<td>Optimal Tax Theory</td>
<td>12-M-OST-102-m01</td>
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<td>Faculty of Business Management and Economics</td>
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### Contents

The course will deal with the design of an optimal tax system. First, students will become familiar with the criteria that characterise an optimal tax system. Lectures will introduce students to key rules for taxing commodities as well as income and capital. Examining specific taxation issues such as the eco-tax, family taxation and the taxation of international enterprises, the course will then provide students with more in-depth insights into these rules.

Outline of syllabus:
1. Optimal commodity taxation
2. Optimal income taxation
3. Optimal taxation of families
4. International tax competition

Reading: lecture notes to be provided

### Intended learning outcomes

After completing this module students have a basic understanding of what is meant with "optimal taxation". They are able to apply this concept to specific normative questions of tax policy in practice. Students also learn to prepare and present short papers where they discuss specific normative policy issues.

### Courses

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### Method of assessment

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### Allocation of places

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### Additional information

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### Referred to in LPO I

(examination regulations for teaching-degree programmes)

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Module title
Analysis of Financial Market Data

Abbreviation
12-M-FMO-102-mo1

Module coordinator
holder of the Chair of Econometrics

Module offered by
Faculty of Business Management and Economics

ECTS
5

Method of grading
only after succ. compl. of module(s)

Duration
1 semester

Module level
graduate

Other prerequisites
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Contents
Description:
The module covers the fundamentals, methods and concepts for the empirical analysis of financial market data. The concept of market efficiency is explained and critically examined with reference to the random walk hypothesis. To test this hypothesis, a number of parametric and non-parametric methods are proposed and applied in practice. Based on the findings, market microstructure models that can explain some important empirical findings will be discussed. In addition, the course describes event studies for testing the significant impact of corporate news on the share price and discusses issues of univariate time series analysis such as AR(I)MA and ARCH / GARCH models that are indispensable for modelling financial market data. In the final part of the course, the CAPM is discussed and examined, in particular, with regard to its empirical applicability.

Outline of syllabus:
1. Information efficiency
2. Random walk
3. Theoretical market models
4. Event studies
5. Univariate modelling of time series data
6. Models to explain volatility (ARCH and GARCH)
7. Estimation of the capital asset pricing model

Reading:

Intended learning outcomes
Students have significant knowledge of the fundamentals, methods and concepts that are needed for the empirical analysis of financial market data. They can autonomously perform statistical test decisions with statistics programs such as EViews or Gretl and critically analyze in terms of their economic importance. In addition, the students learn the independent handling of empirical capital market data and have at the end of the course the ability to develop also own functions and routines, for example for EViews.

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)

Allocation of places
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### Additional information

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<td>(examination regulations for teaching-degree programmes)</td>
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</table>
Module title | Abbreviation
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Microeconometrics | 12-M-MIK-102-m01

Module coordinator | Module offered by
holder of the Chair of Econometrics | Faculty of Business Management and Economics

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Duration | Module level |
1 semester | graduate |

Contents

Description:
This course builds on the Master's courses "Ökonometrie 1" ("Econometrics 1") and "Ökonometrie 2" ("Econometrics 2") and introduces students to different microeconometric models. In the first part of the course, the maximum likelihood estimation procedure is introduced, its importance for estimating microeconometric models and properties of the estimators are explained and derived. Subsequently, a wide variety of microeconometric models is motivated and explained and the advantages of these models over the linear regression model are pointed out. In addition, these models are estimated with different estimation methods and the results are interpreted.

Outline of syllabus:
1. Maximum likelihood estimator and its properties
2. Logit and probit models for unordered categories
3. Logit and probit models for ordered categories
4. Tobit model
5. Models for count data
6. Duration analysis
7. Hazard rate models

Reading:
Ronning: Mikroökonometrie, Springer-Verlag.
Cameron / Trivedi: Microeconometrics - Methods and Applications, Cambridge University Press.
Greene: Econometric Analysis, Pearson.
(most recent editions)

Intended learning outcomes

After finishing this course students are able to
(i) understand the maximum likelihood method;
(ii) apply, assess, and interpret the above introduced models and check for possible violation of the assumptions;
(iii) get to know other possibilities, next to the maximum likelihood method, to estimate these models;
(iv) gain a general understanding how to treat discrete, censored, or truncated dependent variables;
(v) know how to estimate the introduced models in EViews.

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

Allocation of places
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Additional information
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Referred to in LPO I (examination regulations for teaching-degree programmes)

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<table>
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<tr>
<td>Econometrics 2</td>
<td>12-M-OE2-102-m01</td>
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<td>1 semester</td>
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**Contents**

Description:
This module deals with the basics, concepts and methods of the generalised least squares (GLS) framework. Partly as a motivation for the GLS model and partly for its own right, different specification and data problems as well as violations of model assumptions of the OLS estimator (as introduced in "Ökonometrie I" ("Econometrics I")) are discussed. This includes multicollinearity, a test for structural breaks, heteroskedasticity and autocorrelation. Linear algebra is used as formal aid.

Outline of syllabus:
1. Specification analysis
2. Multicollinearity
3. Heteroskedasticity
4. Autocorrelated disruptive terms
5. Generalised least squares (GLS)

**Intended learning outcomes**

Students acquire essential knowledge of the fundamentals, methods and concepts for estimating the generalised linear regression model (GLS) and can apply and interpret it. They are sensitized for specification problems, data problems and violations of the assumptions of the classical linear model (OLS) so that they are able to recognize, to assess and therefore adequately deal with these problems in theory and practice. This enables them to critically assess the use of the Estimation methods in scientific work and to work independently on adequate implementation of empirical analyzes to answer selected (economic) scientific issues if available data with the above-mentioned Involve problems. The competences acquired in this course serve as a prerequisite for "Econometrics III", "Microeconometrics" und "Financial Econometrics".

**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)

**Allocation of places**

--

**Additional information**

--

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

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### Module Catalogue for the Subject
Business Management
Master's with 1 major, 120 ECTS credits

<table>
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<td>Econometrics 3</td>
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<td>holder of the Chair of Econometrics</td>
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### Contents

#### Description:
This module deals with advanced econometric methods and concepts based on the classical and the generalised least squares estimator discussed in Ökonometrie I and II (Econometrics I and II). In particular, this includes the instrumental variable (IV) estimator, the generalised method of moments (GMM) estimator, distributed lag models as well as basic methods and concepts used in univariate and multivariate econometric time series analysis, including (non)stationarity, integration, cointegration. Linear algebra is used as formal aid.

#### Outline of syllabus:
1. Error-in-variables
2. IV estimation
3. Generalised least squares estimation
4. Distributed lag models
5. Stationary univariate and multivariate processes
6. Deterministic and stochastic trends
7. Integrated and cointegrated processes

### Intended learning outcomes

The students acquire thorough understanding of advanced methods and concepts in econometrics. They are familiarized with diverse error-in-variables issues and capable of handling them appropriately. After the course, students understand the generalized method of moment (GMM) and the instrumental variable (IV) estimator to an extent that they can discuss their pros and cons, apply these to selected questions in quantitative economics, and understand scientific papers using these methods. Furthermore, they become acquainted with selected time series issues, such as distributed lag models, non-stationarity, spurious correlation, and cointegrated processes, enabling them to conduct a comprehensive time series analysis. In brief, the course enables students to apply the above mentioned methods and concepts to real life questions, assess their appropriateness, and address their theoretical and practical benefits and shortcomings.

### Courses

V + Ü (no information on SWS (weekly contact hours) and course language available)

### Method of assessment

written examination (approx. 60 minutes)

### Allocation of places

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### Additional information

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### Referred to in LPO 1 (examination regulations for teaching-degree programmes)

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Module title | Abbreviation
---|---
Multinational Enterprises | 12-M-MNE-102-m01

<table>
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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 learning outcomes description is available because no courses are held for this module.

Courses

(V, no information on SWS (weekly contact hours) and course language available)

<table>
<thead>
<tr>
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<th>(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)</th>
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<tbody>
<tr>
<td>oral examination</td>
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</table>

Allocation of places

Business Management Master’s and Economics Master’s: no restrictions. Applied Human Geography Master’s: 10 places. Places will be allocated by lot.

Additional information

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

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<table>
<thead>
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<td>Empirical HR Research</td>
<td>12-M-EPF-102-m01</td>
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<td>holder of the Chair of Human Resource Management and Organization</td>
<td>Faculty of Business Management and Economics</td>
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**Contents**

The seminar "Empirische Personalforschung" ("Empirical Personnel Economics") introduces and discusses the most important estimation problems and their application in the software package STATA. In addition, students learn, with the help of basic problems of personnel economics, how estimation programs are programmed in STATA. Reading list to be provided in class.

**Intended learning outcomes**

The aim of the seminar is to enable students to understand and apply the most important estimation programs and their application in STATA with a focus on problems in personnel economics.

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

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)

term paper (10 pages) and presentation (30 minutes), weighted 2:1

**Allocation of places**

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**Additional information**

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

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<td>Empirical Research in Entrepreneurship and Management</td>
<td>12-M-EGF2-102-m01</td>
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<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
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### Contents

#### Description:

The module will introduce students to qualitative / quantitative research paradigms, using, among others, the example of empirical studies in the area of founding and management research. During the course, participants will be required to present significant substantive and methodological findings of a recent empirical essay. In their presentations, students will address the following key questions: What contribution does the paper make? How are empirically testable hypotheses derived? What method of empirical data collection is used? What evaluation methodology is used? What are the implications for science and practice, what are the strengths and weaknesses of the paper?

#### Content (subject to change):

1. Introduction
2. Philosophy of science
3. Study design
4. Correlations
5. Methods of data collection
6. Simple linear regression
7. Specification problems and distributions
8. Time series analysis
9. Logistic regression
10. Factor and cluster analysis

### Intended learning outcomes

Students acquire the ability to work purposefully in complex situations with empirical expertise on a practice-oriented solution.

#### 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

term paper (approx. 30 pages) and presentation (approx. 20 minutes) with sub-presentation and discussion, weighted 1:1

Language of assessment: English or German

### Allocation of places

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### Additional information

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### Referred to in LPO I

(examination regulations for teaching-degree programmes)
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
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<tr>
<td>Strategic Production Management</td>
<td>12-M-SPM-102-m01</td>
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<td>holder of the Chair of Business Management and Industrial Management</td>
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**Contents**

This module will discuss contents and procedures of strategic production management and, in particular, planning and control concepts.

Students will become familiar with the essentials of strategic production management. Theoretical and analytical models will be used for analysing both economic and ecological issues. In addition, the module will discuss principles of value structure optimisation and will develop competences regarding the development of integrated mathematical models.

**Intended learning outcomes**

After completion of the module students are able to process, to analyze and answer questions of operations strategy structured and goal-oriented in a global context using appropriate methods. Furthermore, they know the main strategic tasks and objectives in production management and evaluate and apply planning and control concepts for the production in realistic application situations.

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

S (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. 40 minutes) and presentation (approx. 20 minutes), weighted 2:1

**Allocation of places**

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**Additional information**

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

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### Contents

**Description:**
This course discusses vertical contracts in supply chains and their impact on competition.

**Outline of syllabus:**
1. The classic problem of double marginalisation and its solution by nonstandard contracts (resale price maintenance, nonlinear pricing (rebates), exclusive territories, exclusive dealing etc.)
2. Contracts for service
3. Common agency
4. The delegation principle
5. The commitment problem
6. Interlocking relationships
7. Foreclosure by vertical contracts or mergers

### Intended learning outcomes

After completing the course students are able to
(i) explain the results of theoretical industrial economics on vertical contracts;
(ii) apply the involved methods to given simple examples on their own;
(iii) recognize, in which real life situations (and how) the results can be applied;
(iv) analyze the impact of certain vertical contracts on competition.

### Courses

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### Method of assessment

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<tr>
<td>written examination</td>
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<td>or term paper</td>
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### Allocation of places

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### Additional information

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### Referred to in LPO I

(examination regulations for teaching-degree programmes)

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Module title: Applied General Equilibrium Models
Abbreviation: 12-M-NGM-102-m01

Module coordinator: holder of the Chair of Public Finance
Module offered by: Faculty of Business Management and Economics

ECTS: 5
Method of grading: numerical grade
Duration: 1 semester
Module level: graduate
Other prerequisites: --

Description:
This course will mostly be concerned with the analysis of public policy (in areas such as taxation, social security etc.). Providing students with state-of-the-art techniques for quantitative macroeconomic research in this very field and familiarising them with the relevant literature, this course will teach students how such policies redistribute between different generations and also within generations, how they may improve risk sharing when markets are incomplete and how they can trigger distortions and therefore hurt the aggregate economy.

Outline of syllabus:
1. Programming with FORTRAN and application of numerical methods
2. Solution techniques for dynamic programming problems
3. The overlapping generations model (OLG) with uninsurable income risk
4. Policy analysis in the stochastic OLG model

Reading:
Lecture notes will be provided.

Intended learning outcomes:
After completing the course "Computational Economics - Advanced Level" students will be able to
(i) edit and solve stochastic economic problems using advanced numerical techniques;
(ii) implement small scale economic models on the computer;
(iii) simulate tax and social security policy reforms and interpret the quantitative results in economic term.

Courses:
V + Ü (no information on SWS (weekly contact hours) and course language available)

Method of assessment:
written examination (approx. 60 minutes)

Allocation of places:
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Additional information:
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title | Abbreviation
--- | ---
Theory of Industrial Organization 1 | 12-M-TI1-102-m01

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

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Contents
Theory of industrial organisation:
1. Monopoly pricing
   - Nonlinear pricing and mechanism design
   - Dynamic pricing: experience goods, durable goods
2. Oligopoly pricing
   - Static price and quantity competition in homogeneous and differentiated goods markets
   - Comparative statics
   - Equilibrium market structure
3. Dynamic competition in oligopoly markets
   - Repeated games and collusion
   - Markov perfect equilibrium and models of dynamic competition
4. Strategic behaviour by incumbent firms
   - Entry deterrence and predation
   - Signalling and reputation
5. Auctions
   - Second price auctions
   - First price auctions
6. Advertising and product design

The course will be taught in English.

Intended learning outcomes
Students which complete this class will acquire a working knowledge of advanced theoretical models of competition in oligopoly markets as well as sophisticated pricing techniques in monopoly markets. They will learn the conditions under which the predictions of these models are valid. They will become familiar with applications of advanced game theoretic tools, such as dynamic models of competition and auction theory, for studying interactions between firms in markets. By means of comprehensive exercises, they will apply the methods they learn in class to practically relevant problems. They will be in a position to read academic papers on related topics, assess the strengths and weaknesses of approach, summarize and comment on these papers and suggest possible extensions.

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) or term paper (approx. 20 pages)

Allocation of places
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Additional information
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title | Abbreviation
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**DSGE Modelling** | 12-M-DMM-102-m01

| Module coordinator | Module offered by |
--- | ---
holder of the Chair of Monetary Policy and International Economics | Faculty of Business Management and Economics

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

| Duration | Module level | Other prerequisites |
--- | --- | ---
1 semester | graduate | -- |

### Contents
The course offers an introduction to "Dynamic Stochastic General Equilibrium Modelling" (DSGE). These models are designed to describe the business cycle at the macro level. In a first step, we analyse the behaviour of a representative household. In particular, we describe how consumption, asset allocation and labour supply plans are formulated. In a second step, we focus on the firm sector and address how firms solve for optimal production plans. In a third step, we explain what role the central bank plays in stabilising the business cycle. Thereby, we show how changes in interest rates interact with optimal decisions taken by households and firms. We also discuss hot topics such as CAPM models and monetary policy in the euro area.

### Intended learning outcomes
The course offers analytical tools designed to solve DSGE models. These analytical skills encompass:

- Solving of intertemporal optimization problems (e.g., consumption Euler-equations).
- Linearization methods (e.g., Taylor-expansions).
- Solving linear difference expectations by minimum state variable techniques (MSV-solution).
- Basic time series concepts such as impulse response functions, variance decompositions.
- Basic insights in MATLAB/Dynare programming: specifying, solving and estimating DSGE models.

### 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)

### Allocation of places
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### Additional information
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### Referred to in LPO I
(examination regulations for teaching-degree programmes)

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Module Catalogue for the Subject
Business Management
Master's with 1 major, 120 ECTS credits

Module title | Abbreviation
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Topics in International Trade | 12-M-TIT-102-m01

Module coordinator | Module offered by
holder of the Chair of International Macroeconomics | Faculty of Business Management and Economics

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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 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 (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)
presentation (approx. 60 minutes) and oral examination (approx. 20 minutes), weighted 2:1
Language of assessment: English

Allocation of places
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Additional information
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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## Module Catalogue for the Subject Business Management
### Master's with 1 major, 120 ECTS credits

<table>
<thead>
<tr>
<th>Module title</th>
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<tr>
<td>Advanced International Trade</td>
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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

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### Method of assessment

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<td>written examination (approx. 180 minutes)</td>
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### Allocation of places

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### Additional information

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<td>Economic Dynamics</td>
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<tr>
<td>holder of the Chair of Econometrics</td>
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**Contents**

Outline of syllabus:
1. Dynamic systems and models in economic theory
2. Differential equations
3. Difference equations
4. Dynamic optimisation
5. Selected models in business cycle theory
6. Selected models in growth theory

**Intended learning outcomes**

Students acquire comprehension on the key methods of dynamic economic theory. They will be able to analyze linear and some basic non-linear difference and differential equations and apply those to economic applications.

**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)

**Allocation of places**

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**Additional information**

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

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<table>
<thead>
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<td>European Economic Statistics</td>
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**Contents**

Outline of syllabus:

1. Subject and tasks of business and economic statistics
2. The European system of national accounting
3. The harmonised consumer price index
4. Structural indicators
5. Money and loans in the European monetary union
6. Data bases of EuroStat

**Intended learning outcomes**

Students acquire comprehension on the most important indicators and accounting systems of the European and German business and economic statistics. They will be able to use these reporting systems for different macroeconomic questions.

**Courses**

(V + Ü (no information on SWS (weekly contact hours) and course language available)

**Method of assessment**

written examination (approx. 60 minutes)

**Allocation of places**

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**Additional information**

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**Referred to in LPO I**

(examination regulations for teaching-degree programmes)
### Module Catalogue for the Subject
**Business Management**

**Master's with 1 major, 120 ECTS credits**

<table>
<thead>
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<td>Quantitative Economic Policy</td>
<td>12-M-QWP-102-m01</td>
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### Contents

Outline of syllabus:
1. Subject and tasks of quantitative economic policy
2. Quantitative economic policy in the static model
3. Fundamentals of systems and control theory
4. Econometric models
5. Stabilisation theory and policy in dynamic models
6. Optimal quantitative economic policy

### Intended learning outcomes

Students have an understanding of the importance of most methods of quantitative economic policy. They are able to analyze static and dynamic economic policy models and apply them to concrete economic problems.

### Courses

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

V (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)

### Allocation of places

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### Additional information

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### Referred to in LPO I

(examination regulations for teaching-degree programmes)

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<table>
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<td>Information Systems Research</td>
<td>12-M-ISR-102-m01</td>
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**Contents**

The course provides an overview of theoretical scientific foundations, theories, research topics and methods of international research in business informatics.

**Intended learning outcomes**

The module provides students with knowledge of:
(i) Exploration of classical themes of WI / IS research;
(ii) Getting to know the relevant paradigms, theories and methods;
(iii) Recognition of the interfaces to other areas of business administration and management practice;
(iv) Gain experience in finding and evaluation of scientific literature.

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

V + 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)

The method of assessment will be specified at the beginning of each exercise. a) written examination (approx. 60 minutes) or b) presentation (approx. 20 minutes) with written elaboration (approx. 15 to 20 pages), weighted 1:2 or c) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or c) completion of programming exercises (as specified)

**Allocation of places**

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**Additional information**

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

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<tr>
<td>Selected Studies of Empirical Accounting Research</td>
<td>12-M-AFER-102-m01</td>
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<tr>
<td>Managing Director of the Institute of Business Management</td>
<td>Faculty of Business Management and Economics</td>
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<tbody>
<tr>
<td>1 semester</td>
<td>undergraduate</td>
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</table>

**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 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)

**Allocation of places**

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**Additional information**

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

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<table>
<thead>
<tr>
<th>Module title</th>
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<td>Accounting and Capital Markets</td>
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</table>

**Contents**

The module focuses on financial and management accounting, their functions, possible configurations as well as their impact on internal and external recipients under consideration of the institutional setting. In this context, an economic perspective has priority over detailed legal arrangements and regulations by the standard setters. Based on the theoretical foundations of information economics as well as decision-making and balance sheet theories, typical issues concerning cost accounting and controlling as well as financial accounting and publicity are discussed.

**Intended learning outcomes**

Initially a fundamental knowledge about the conception and impact of management and financial accounting as information systems is acquired. In the following, the module mainly sharpens the understanding of the economic impacts of the configuration of management and financial accounting. What is more, extensive knowledge about possible impacts of changes in institutional general frameworks is conveyed. For example changes in valuation standards, publicity rules or regulations about the distribution of profits in enterprises and on capital markets are considered.

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

V + 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)

**Allocation of places**

--

**Additional information**

--

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

--
### Module title
Management of Corporate Sustainability

### Abbreviation
12-M-NUF-102-m01

### Module coordinator
holder of the Chair of Entrepreneurship and Management

### Module offered by
Faculty of Business Management and Economics

### ECTS
5

### Method of grading
numerical grade

### Duration
1 semester

### Contents

#### Description:
This module introduces students to sustainability management. First, essential concepts such as sustainability and corporate social responsibility are explained, the role of businesses within society is discussed. Afterwards, the module addresses different aspects of corporate sustainability as well as environmental and social management with particular regard to the dimensions of corporate and economic performance and competitiveness.

#### Content:
1. Basic overview of sustainability and (legal) frameworks
2. Business and society
3. System theory
4. Sustainable as well as eco-innovation
5. Operational sustainability management (sustainable strategies, environmental performance indicators)
6. The impact of environmental and social management on corporate performance and competitiveness

#### Intended learning outcomes
After successfully completing the module "Sustainability Management", students will be able to
(i) explain and define the basic principles and concepts of Sustainability Management as well as to deal with the contributions and aspects of sustainable development in a critical way;
(ii) assess and analyse the complex problems and implementation strategies of Sustainability Management based on the gained knowledge and experiences of this course;
(iii) evaluate different strategic and operational approaches of Sustainability Management as well as to transfer these approaches onto various case studies.

#### Courses
V + Ü (no information on SWS (weekly contact hours) and course language available)

#### Method of assessment
written examination (approx. 60 minutes)
Language of assessment: German or English

### Allocation of places
--

### Additional information
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### Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Industrial Management
(20 ECTS credits)
Compulsory Modules

(15 ECTS credits)
**Module title**  
Lot Sizing and Scheduling

<table>
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<th>12-M-LA-102-m01</th>
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**Module coordinator**  
holder of the Chair of Business Management and Industrial Management

**Module offered by**  
Faculty of Business Management and Economics

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**Contents**

This module analyses and classifies approaches of production planning and control. In addition, it develops methods and models of lot sizing and scheduling. The focus is on the determination of optimal production and transport volumes as well as the planning of orders and manufacturing orders.

**Intended learning outcomes**

Students learn essential concepts, principles and methods of production planning and control with emphasis on the determination of optimal production and transport volumes as well as the planning of production and order sequences. Then, based on this expertise related knowledge broadening and deepening, essential competencies are conveyed, which allow the imaging of realistic situations and problems using mathematical and quantitative models for the derivation and assessment of alternative courses of action. After completion of the module students can answer, analyze and structure questions of production planning and control, goal-oriented. They can also arrange the planning areas in the overall business context and have an in-depth overview of the production planning and control.

**Courses**

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

S (no information on SWS (weekly contact hours) and course language available)

<table>
<thead>
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**Allocation of places**

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**Additional information**

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

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### Module Catalogue for the Subject Business Management

**Master's with 1 major, 120 ECTS credits**

<table>
<thead>
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<th>Module title</th>
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<td>Strategic Supply Management</td>
<td>12-M-SBM-102-m01</td>
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### Contents

The course addresses central issues of strategic supply management. The supply function of the company (purchasing, materials management, procurement logistics) and its strategic importance is analysed and basic methods are developed that are relevant in this area.

### Intended learning outcomes

Students learn the principles of performance-oriented optimization of all procurement activities to develop long-term, competitively sensitive potential for success. After completion of the module students are able to prepare structured, to goal-oriented analyze and to respond to performance-oriented issues of strategic procurement based on key instruments. Students are able to accurately classify the tasks of the procurement and to describe and discuss their strategic importance and dominate essential methods and procedures used in this area to apply.

### Courses

V (no information on SWS (weekly contact hours) and course language available)

### Method of assessment

written examination (approx. 40 minutes) and presentation (approx. 20 minutes), weighted 2:1

### Allocation of places

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### Additional information

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### Referred to in LPO I

(examination regulations for teaching-degree programmes)
<table>
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<th>Module title</th>
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<td>Strategic Production Management</td>
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**Contents**

This module will discuss contents and procedures of strategic production management and, in particular, planning and control concepts. Students will become familiar with the essentials of strategic production management. Theoretical and analytical models will be used for analysing both economic and ecological issues. In addition, the module will discuss principles of value structure optimisation and will develop competences regarding the development of integrated mathematical models.

**Intended learning outcomes**

After completion of the module students are able to process, to analyze and answer questions of operations strategy structured and goal-oriented in a global context using appropriate methods. Furthermore, they know the main strategic tasks and objectives in production management and evaluate and apply planning and control concepts for the production in realistic application situations.

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

S (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. 40 minutes) and presentation (approx. 20 minutes), weighted 2:1

**Allocation of places**

--

**Additional information**

--

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

--
Compulsory Electives
(5 ECTS credits)
### Module Catalogue for the Subject Business Management

**Master's with 1 major, 120 ECTS credits**

<table>
<thead>
<tr>
<th>Module title</th>
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<tbody>
<tr>
<td>Electronic Procurement</td>
<td>12-M-BE-102-m01</td>
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**Module coordinator**

holder of the Chair of Business Management and Industrial Management

**Module offered by**

Faculty of Business Management and Economics

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<td>graduate</td>
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</table>

**Contents**

This course will develop the objectives, principles and structure of electronically supported procurement processes with a special focus on catalogue-based procurement systems, electronic tendering systems, electronic (reverse) auctions, e-marketplaces, supplier relationship management systems and eSupply chain management systems.

**Intended learning outcomes**

The students will be able to describe and evaluate both the potentials and goals of electronic supported procurement systems and will be able to design appropriate systems for real-life applications. Students will get insight into the essentials of operational procurement management, especially e-procurement with a focus on catalog-based procurement systems, electronic tendering systems, electronic (reverse) auctions, e-marketplaces, supplier relationship management systems and eSupply chain management systems. After completing this module, students can define and analyze the related tasks and processes and show or develop theory-based and application-oriented possible solutions at a high professional level.

**Courses**

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

S (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)

**Allocation of places**

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**Additional information**

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**Referred to in LPO I**

(examination regulations for teaching-degree programmes)

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### Module Catalogue for the Subject

**Business Management**

**Master's with 1 major, 120 ECTS credits**

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<td>Business Processes in different Lines of Business</td>
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<tr>
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### Contents

**Content:**
This module provides students with an overview of the structure of a business information system (SAP Business ByDesign) in depth.

**Outline of syllabus:**
1. Integrated information systems: integration, standard software, system architecture
2. Working with standard business software
3. Consulting in integrated information systems: project management, project organisation, presentation skills

**Description:**
The lecture will be accompanied by an exercise that will present students with an opportunity to access, in small groups, the enterprise resource planning system operated by the Chair in its ERP laboratory and to work with the software, dealing with a wide variety of business processes.

If you would like to register for this course, please submit an application to the consultants (cover letter, CV, certificates; please also specify your degree programme and student ID number).

### Intended learning outcomes

After completing the course "Business Software 1", students will be able to
(i) understand an ERP system in its depth;
(ii) understand the interaction of business processes;
(iii) execute business tasks and processes in an ERP system independently (after participation in the practice lessons).

### Courses

<table>
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### Method of assessment

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### Allocation of places

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### Additional information

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### Referred to in LPO I

(examination regulations for teaching-degree programmes)

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# Information Processing within Organizations

<table>
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<th>Module title</th>
<th>Abbreviation</th>
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<td>Information Processing within Organizations</td>
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## Module coordinator
holder of the Chair of Business Management and Business Information Systems

## Module offered by
Faculty of Business Management and Economics

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## Contents

Content:
This course provides students with an in-depth overview of the structure and the application areas of business management information systems in enterprises and public institutions.

Outline of syllabus:
1. What is software: concepts, categories, application
2. Software life cycle: duration, phases, steps
3. As-is analysis: tasks, problems
4. To-be concept: system design, data design, dialog design, function design
5. Object orientation: paradigm shift
6. Change management: meaning, methodologies, project management
7. Office automation: tasks, areas of application

## Intended learning outcomes

After completing the course "Integrated Information Processing", students will be able to
(i) understand the importance of integration in enterprises, especially in information systems;
(ii) assess the progress of development of a software project, estimate cycle costs, know and consider requirements, which brings a software implementation with;
(iii) select the correct procedures or practices in an as-is analysis and target conception and practically apply (with participation in the exercise);
(iv) understand the importance of change management and project management and know the appropriate methods for specific applications.

## 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)

## Allocation of places

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## Additional information

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## Referred to in LPO I

(examination regulations for teaching-degree programmes)

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<table>
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<tr>
<td>Business Integration Prof. Thome</td>
<td>Faculty of Business Management and Economics</td>
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**Contents**

This module discusses fundamental aspects and contemporary concepts of logistical tasks and processes.

**Intended learning outcomes**

Students will learn about the fundamental aspects and contemporary concepts of logistical tasks and processes especially in the field of Operations Management. Additionally students will be able to evaluate the business impacts of a better performance of logistical issues within a company.

**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)

**Allocation of places**

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**Additional information**

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

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### Contents

Content:
The module familiarises students with essential fundamentals, concepts and methods of logistics applications.

- Modelling
- Graph theory
- Network technology
- Flows in networks
- Touring / route planning
- From heuristics to optimisation
- Simulation

### Intended learning outcomes

The students
(i) have significant knowledge of the fundamentals, concepts and methods of logistical applications and
(ii) can recognize their economic importance and consequences.

### Courses

V + Ü (no information on SWS (weekly contact hours) and course language available)

### Method of assessment

written examination (approx. 60 minutes)

### Allocation of places

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### Additional information

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### Referred to in LPO I

(examination regulations for teaching-degree programmes)
Module title | Abbreviation
---|---
Process and System Modelling | 12-PSM-092-m01

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

Module offered by
Faculty of Business Management and Economics

<table>
<thead>
<tr>
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Duration | Module level | Other prerequisites
---|---|---
1 semester | graduate | --

Contents

The course familiarises students with relevant principles, concepts and methods of process and system modelling. It is divided up into two parts:

Part A: Introduction to business process management

Contents Part A:
- Purpose of business process management
- How are business processes modelled?
- What is business process management?
- Strategic Management

Part B: Simulation

Contents Part B:
- Simulation
- Theoretical foundations
- Petri nets
- Smalltalk inscription language

Intended learning outcomes

The students have
1. substantial knowledge of the basic principles, concepts and methods of process and system modeling and
2. recognize their economic importance and consequences.

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 (60 minutes)

Allocation of places

Additional information

Referred to in LPO I (examination regulations for teaching-degree programmes)
### Module Catalogue for the Subject
**Business Management**

**Master's with 1 major, 120 ECTS credits**

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
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<tbody>
<tr>
<td>Management Methods</td>
<td>12-MM-092-m01</td>
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<tr>
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### Contents

**Description:**
The module familiarises students with relevant management methods.

**Content:**
- Principles of Management
- Corporate strategy and processes
- Determination of strategy
- Performance tasks within the company

### Intended learning outcomes

After completing the course "Management methoden", students
(i) have substantial knowledge in the application of relevant management methods and
(ii) recognize their economic importance and consequences;
(iii) succumbed to an idea of the scope of managers’ activities;
(iv) recognize the challenges businesses to deal with and
(v) understand processes of an industrial company.

### Courses

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### Method of assessment

written examination (60 minutes)

### Allocation of places

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### Additional information

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### Referred to in LPO I

(examination regulations for teaching-degree programmes)

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Module title
Introduction to Logistical Process Design

Abbreviation
12-GLP-092-m01

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

Module offered by
Faculty of Business Management and Economics

ECTS
5

Method of grading
numerical grade

Duration
1 semester

Module level
graduate

Other prerequisites
--

Contents
ERP systems have become key elements of successful companies. Business processes in companies can no longer be managed without using such ERP systems. In financial departments of companies, such systems have been used for a long time, but business processes e.g. for logistical tasks have so far not been supported by ERP solutions. This module explains how this issue could be resolved as well as what constraints and what dependencies have to be considered.

Intended learning outcomes
After completing this module, students should be able to
(i) know about actual business processes in companies;
(ii) understand selected problems in the organization and design of logistical business processes and work out solutions;
(iii) know and design basic data structures and data flows of an ERP system;
(iv) map business processes within an ERP system;
(v) consider the specifics of a certain industry (e.g. the process industry) when organizing business processes;
(vi) map the core business processes within an ERP system.

Courses
V + Ü (no information on SWS (weekly contact hours) and course language available)

Method of assessment
written examination (60 minutes)

Allocation of places
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Additional information
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Referred to in LPO I
(examination regulations for teaching-degree programmes)

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Module title | Abbreviation
--- | ---
Risk Management - Concepts and Systems | 12-RM-KS-092-m01

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

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

Duration | Module level | Other prerequisites
1 semester | graduate | --

Contents

**Concepts:** The course will provide students with an overview of the main goals, contents, methods and instruments of opportunity and risk management in industrial and commercial enterprises. **Systems:** The course will provide students with an overview of the design and functionality of essential information systems for risk management.

**Intended learning outcomes**

**Concepts:** After completion of the module students have a sound understanding of basic concepts, processes, methods and tools of risk management. They are able to justify the duties and functions of risk management in the company in theory and practice. They can also evaluate proposed solutions for the design of a risk management system, analyze selected issues of risk management and building on that, develop their own solutions. **Systems:** After completing this module, students can

(i) judge legal, organizational and methodological requirements for the implementation of risk management processes in a risk management information system (RMIS);
(ii) understand the technical basis for RMIS;
(iii) estimate the different characteristics of various information systems for the RM;
(iv) understand the workings of RMIS.

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

This module comprises 2 module components. Information on courses will be listed separately for each module component.
- **12-RM-KS-1-092:** V (no information on SWS (weekly contact hours) and course language available)
- **12-RM-KS-2-092:** V (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)

Assessment in this module comprises the assessments in the individual module components as specified below. Unless stated otherwise, successful completion of the module will require successful completion of all individual assessments.

**Assessment in module component 12-RM-KS-1-092:** Risk Management - Concepts
- **2 ECTS, Method of grading: numerical grade**
- **written examination (60 minutes)**

**Assessment in module component 12-RM-KS-2-092:** Risk Management - Systems
- **3 ECTS, Method of grading: numerical grade**
- **written examination (60 minutes)**

**Allocation of places**

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**Additional information**

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

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Information Management
(20 ECTS credits)
Compulsory Modules

(10 ECTS credits)
<table>
<thead>
<tr>
<th>Module title</th>
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<tbody>
<tr>
<td>Information Processing within Organizations</td>
<td>12-IU-072-m01</td>
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**Contents**

**Content:**
This course provides students with an in-depth overview of the structure and the application areas of business management information systems in enterprises and public institutions.

**Outline of syllabus:**
1. What is software: concepts, categories, application
2. Software life cycle: duration, phases, steps
3. As-is analysis: tasks, problems
4. To-be concept: system design, data design, dialog design, function design
5. Object orientation: paradigm shift
6. Change management: meaning, methodologies, project management
7. Office automation: tasks, areas of application

**Intended learning outcomes**
After completing the course "Integrated Information Processing", students will be able to
(i) understand the importance of integration in enterprises, especially in information systems;
(ii) assess the progress of development of a software project, estimate cycle costs, know and consider requirements, which brings a software implementation with;
(iii) select the correct procedures or practices in an as-is analysis and target conception and practically apply (with participation in the exercise);
(iv) understand the importance of change management and project management and know the appropriate methods for specific applications.

**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)

**Allocation of places**
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**Additional information**
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Referrer to in LPO I (examination regulations for teaching-degree programmes)
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<table>
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<td>Internet-Based Systems</td>
<td>12-M-IBS-102-m01</td>
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**Contents**

The lecture provides an overview of the relationships between the advent of web-based platforms (electronic markets, Web 2.0 etc.) and the strategic management of a company.

**Intended learning outcomes**

The module provides students with knowledge of:

(i) Theoretical concepts of strategy development and implementation in e-business context;
(ii) The strengths and weaknesses of different frameworks and approaches as well as the conditions for their meaningful application;
(iii) Transfer of concepts to other situations of entrepreneurial studies or work.

**Courses**

(V + Ü (no information on SWS (weekly contact hours) and course language available)

**Method of assessment**

The method of assessment will be specified at the beginning of each exercise. a) written examination (approx. 60 minutes) or b) presentation (approx. 20 minutes) with written elaboration (approx. 15 to 20 pages), weighted 1:2 or c) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or c) completion of programming exercises (as specified)

**Allocation of places**

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**Additional information**

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**Referred to in LPO I**

(examination regulations for teaching-degree programmes)

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Compulsory Electives

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<tr>
<td>IT and Labor Market</td>
<td>12-ITA-102-m01</td>
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### Contents

This module discusses relevant principles, concepts and applications of business information processing and its impact on organisational and process structures in today’s business world.

### Intended learning outcomes

The expertise gained from other modules related to business management issues can be interpreted and classified in a certain way by participating in this module. For decisions in regards to human resources planning, investment, and a company’s strategy, the students will get to know all the relevant concepts and interdependencies, which come with taking information processing into account as the so called “fourth” factor of production.

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

V + 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)

### Allocation of places

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### Additional information

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

--
## Business Processes in different Lines of Business

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<tr>
<td>Business Processes in different Lines of Business</td>
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### Module coordinator
holder of the Chair of Business Management and Business Information Systems

### Module offered by
Faculty of Business Management and Economics

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## Contents

**Content:**
This module provides students with an overview of the structure of a business information system (SAP Business ByDesign) in depth.

**Outline of syllabus:**
1. Integrated information systems: integration, standard software, system architecture
2. Working with standard business software
3. Consulting in integrated information systems: project management, project organisation, presentation skills

**Description:**
The lecture will be accompanied by an exercise that will present students with an opportunity to access, in small groups, the enterprise resource planning system operated by the Chair in its ERP laboratory and to work with the software, dealing with a wide variety of business processes.

If you would like to register for this course, please submit an application to the consultants (cover letter, CV, certificates; please also specify your degree programme and student ID number).

## Intended learning outcomes

After completing the course "Business Software 1", students will be able to
(i) understand an ERP system in its depth;
(ii) understand the interaction of business processes;
(iii) execute business tasks and processes in an ERP system independently (after participation in the practice lessons).

## Courses

V + Ü (no information on SWS (weekly contact hours) and course language available)

## Method of assessment

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

## Allocation of places

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## Additional information

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## Referred to in LPO I

(examination regulations for teaching-degree programmes)

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# Module Catalogue for the Subject

**Business Management**  
Master's with 1 major, 120 ECTS credits

<table>
<thead>
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<tr>
<td>Information Systems Analysis and Design</td>
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## Contents

(This course was discontinued and replaced by the course "IT-Management")

**Content:**  
This course provides students with an in-depth overview of aims, tasks and appropriate methods of IT management.

**Outline of syllabus:**

1. Organisation and distinction  
2. IT strategy  
3. IT organisation  
4. Management of IT systems  
5. Enterprise Architecture Management  
6. IT project management  
7. IT security  
8. IT law  
9. IT controlling

**Reading:**
- Tiemeyer: Handbuch IT-Management, Munich.  
- Hanschke: Strategisches Management der IT-Landschaft, Munich.

## Intended learning outcomes

After completing the course "IT Management", students will be able to

1. overview the different aspects to be considered regarding a purposeful IT management;  
2. understand and apply appropriate methods and tools;  
3. independently perform system search and selection in a team project (only after participation in the practice lessons).

## Courses

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## Method of assessment

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<td>written examination (approx. 60 minutes)</td>
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## Allocation of places

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## Additional information

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Referred to in LPO I (examination regulations for teaching-degree programmes)
Module title | Abbreviation
---|---
Business Intelligence | 12-BI-092-m01

Module coordinator | Module offered by
holder of the Chair of Information Systems Engineering | Faculty of Business Management and Economics

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Duration | Module level | Other prerequisites
1 semester | graduate | -- |

Contents

The course provides an overview of the structure and applications of analytical information systems. A special focus is on individual quantitative methods of data analysis. A basic knowledge of statistics and data modelling is a prerequisite for participation in this module.

Intended learning outcomes

The module provides students with knowledge of:
(i) Data Warehousing & OLAP
(ii) Operational application areas and methods of data analysis

Courses

V + Ü (no information on SWS (weekly contact hours) and course language available)

Method of assessment

written examination (60 minutes)

Allocation of places

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Additional information

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<table>
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<td>Adaption and Continuous System Engineering</td>
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**Contents**

**Business Suite:** The constantly changing environment with its organisational and IT-oriented developments forces companies to adapt their standard business software solutions. With the help of dynamic adaptation (Continuous System Engineering), this process of change can be supported effectively and efficiently. This module discusses both the systematic implementation of adaptation steps (so-called customising) using the example of the mySAP Business Suite and the concept of Continuous System Engineering using various practical examples. **Business Apps:** The course combines theory and practice in the area of cloud computing and ERP. Participants gain an insight into the architecture of the ByDesign platform and are presented with an opportunity to gain practical experience working with the corresponding software development kit.

**Content:**
- Fundamentals of cloud computing
- Cloud business solutions
- Architecture of the SAP Business ByDesign platform
- Platform adaption and extensibility
- Basics of software development in SAP Cloud Applications Studio
- Hands-on SDK: independently designing and developing a demo app

**Intended learning outcomes**

**Business Suite:** Students learn about the various ways of adapting a standard business software solution to the special requirements of a company. They also develop a fundamental understanding of the dynamic adaptation of business software libraries. Based on selected examples from the SAP Business Suite that the acquired knowledge will be deepened by using case studies. **Business Apps:** The course imparts knowledge and delivers skills in cloud computing for businesses, ERP systems architecture and software development at the example of the SAP Business ByDesign platform. The independent planning, implementation and documentation of a business app trains important core competencies of technology-oriented Business Informatics.

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

V + 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)

**Allocation of places**

Number of places: 20. Should the number of applications exceed the number of available places, 15 places will be set aside for Master's students of Business Information Systems. (1) Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: **Quota 1 (50% of places):** total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. **Quota 2 (25% of places):** number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. **Quota 3 (25% of places):** allocation by lot. In this procedure, applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. (2) Pla-
ces on all courses of the module component with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated as they become available.

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## Module Catalogue for the Subject

### Business Management

#### Master's with 1 major, 120 ECTS credits

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<td>Business Service Architecture</td>
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### Contents

A next generation of enterprise systems called business service platforms is emerging using new disruptive technologies such as cloud computing, big data and mobility. These business service platforms apply the concept of product platforms to software. They will

1. be services based
2. be offered as a service in the cloud
3. address new classes of users and types of business especially in the service business
4. allow for a high degree of business adaptability and extensibility.
5. be supplemented by a broad offer of partner add-ons supporting accelerated innovation.

These new business service platforms will play a key role in the digital transformation of the software industry.

### Intended learning outcomes

Be aware of the big business productivity progress enabled by BIS in the last 50 years. Understand the limitations of these systems in spite of the digital transformation of the software industry ahead. Be able to critically assess the business potential of new IC technologies. Understand the business demand for change. Understand the necessary organizational learning needed to leverage new technology for business change management.

### Courses

(V (no information on SWS (weekly contact hours) and course language available)

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### Method of assessment

(written examination (60 minutes) and management report (approx. 6 pages), weighted 2:1

### Allocation of places

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### Additional information

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### Referred to in LPO I

(examination regulations for teaching-degree programmes)

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# Module Catalogue for the Subject Business Management

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
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<tbody>
<tr>
<td>Decision Support Systems</td>
<td>12-M-DSS-102-m01</td>
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<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
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<tbody>
<tr>
<td>holder of the Chair of Information Systems Engineering</td>
<td>Faculty of Business Management and Economics</td>
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<td>1 semester</td>
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### Contents

The course discusses advanced approaches for modelling and solving decision problems in business settings. The acquired insights are used to design and implement decision support systems using standard software tools.

### Intended learning outcomes

After successfully completing the course, students should be able to

- Understand the structure of classic business decision problems
- Isolate key elements from general problem descriptions and convert them to quantitative decision models
- Solve different classes of optimization problems (linear, network, integer, multi-objective, non-linear, stochastic)
- Implement spreadsheet-based decision support systems

### Courses

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### Method of assessment

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### Allocation of places

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### Additional information

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### Referred to in LPO I

(examination regulations for teaching-degree programmes)

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<table>
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<tr>
<th>Contents</th>
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<tbody>
<tr>
<td>The course provides an overview of theoretical scientific foundations, theories, research topics and methods of international research in business informatics.</td>
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<tr>
<th>Intended learning outcomes</th>
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<tbody>
<tr>
<td>The module provides students with knowledge of: (i) Exploration of classical themes of WI / IS research; (ii) Getting to know the relevant paradigms, theories and methods; (iii) Recognition of the interfaces to other areas of business administration and management practice; (iv) Gain experience in finding and evaluation of scientific literature.</td>
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Logistics
(20 ECTS credits)
Compulsory Modules

(10 ECTS credits)
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<tbody>
<tr>
<td>Logistic Concepts and Processes</td>
<td>12-LA-072-m01</td>
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**Module coordinator**

Business Integration Prof. Thome

**Module offered by**

Faculty of Business Management and Economics

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**Contents**

This module discusses fundamental aspects and contemporary concepts of logistical tasks and processes.

**Intended learning outcomes**

Students will learn about the fundamental aspects and contemporary concepts of logistical tasks and processes especially in the field of Operations Management. Additionally students will be able to evaluate the business impacts of a better performance of logistical issues within a company.

**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)

**Allocation of places**

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**Additional information**

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

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<td>Operations Research</td>
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<tr>
<td>holder of the Chair of Business Management and Business</td>
<td>Faculty of Business Management and Economics</td>
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### Contents

Content:
The module familiarises students with essential fundamentals, concepts and methods of logistical applications.

- Modelling
- Graph theory
- Network technology
- Flows in networks
- Touring / route planning
- From heuristics to optimisation
- Simulation

### Intended learning outcomes

The students
(i) have significant knowledge of the fundamentals, concepts and methods of logistical applications and
(ii) can recognize their economic importance and consequences.

### Courses

(V + Ü (no information on SWS (weekly contact hours) and course language available)

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### Method of assessment

written examination (approx. 60 minutes)

### Allocation of places

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### Additional information

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### Referred to in LPO I

(examination regulations for teaching-degree programmes)

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Compulsory Electives

(10 ECTS credits)
**Module title** | **Abbreviation**  
--- | ---  
Electronic Procurement  
12-M-BE-102-m01  

**Module coordinator**  
holder of the Chair of Business Management and Industrial Management  

**Module offered by**  
Faculty of Business Management and Economics  

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

**Duration** | **Module level** | **Other prerequisites**  
--- | --- | ---  
1 semester | graduate | --  

**Contents**

This course will develop the objectives, principles and structure of electronically supported procurement processes with a special focus on catalogue-based procurement systems, electronic tendering systems, electronic (reverse) auctions, e-marketplaces, supplier relationship management systems and eSupply chain management systems.

**Intended learning outcomes**

The students will be able to describe and evaluate both the potentials and goals of electronic supported procurement systems and will be able to design appropriate systems for real-life applications. Students will get insight into the essentials of operational procurement management, especially e-procurement with a focus on catalog-based procurement systems, electronic tendering systems, electronic (reverse) auctions, e-marketplaces, supplier relationship management systems and eSupply chain management systems. After completing this module, students can define and analyze the related tasks and processes and show or develop theory-based and application-oriented possible solutions at a high professional level.

**Courses**

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

**Allocation of places**

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**Additional information**

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<td>Lot Sizing and Scheduling</td>
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**Contents**

This module analyses and classifies approaches of production planning and control. In addition, it develops methods and models of lot sizing and scheduling. The focus is on the determination of optimal production and transport volumes as well as the planning of orders and manufacturing orders.

**Intended learning outcomes**

Students learn essential concepts, principles and methods of production planning and control with emphasis on the determination of optimal production and transport volumes as well as the planning of production and order sequences. Then, based on this expertise related knowledge broadening and deepening, essential competencies are conveyed, which allow the imaging of realistic situations and problems using mathematical and quantitative models for the derivation and assessment of alternative courses of action. After completion of the module students can answer, analyze and structure questions of production planning and control, goal-oriented. They can also arrange the planning areas in the overall business context and have an in-depth overview of the production planning and control.

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

S (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. 40 minutes) and presentation (approx. 20 minutes), weighted 2:1

**Allocation of places**

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**Additional information**

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

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Module title | Abbreviation
---|---
Strategic Supply Management | 12-M-SBM-102-m01

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

<table>
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Contents

The course addresses central issues of strategic supply management. The supply function of the company (purchasing, materials management, procurement logistics) and its strategic importance is analysed and basic methods are developed that are relevant in this area.

Intended learning outcomes

Students learn the principles of performance-oriented optimization of all procurement activities to develop long-term, competitively sensitive potential for success. After completion of the module students are able to prepare structured, to goal-oriented analyze and to respond to performance-oriented issues of strategic procurement based on key instruments. Students are able to accurately classify the tasks of the procurement and to describe and discuss their strategic importance and dominate essential methods and procedures used in this area to apply.

Courses

V (no information on SWS (weekly contact hours) and course language available)

Method of assessment

written examination (approx. 40 minutes) and presentation (approx. 20 minutes), weighted 2:1

Allocation of places

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Additional information

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<table>
<thead>
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<th>Module title</th>
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<td>Strategic Production Management</td>
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</table>

**Contents**

This module will discuss contents and procedures of strategic production management and, in particular, planning and control concepts. Students will become familiar with the essentials of strategic production management. Theoretical and analytical models will be used for analysing both economic and ecological issues. In addition, the module will discuss principles of value structure optimisation and will develop competences regarding the development of integrated mathematical models.

**Intended learning outcomes**

After completion of the module students are able to process, to analyze and answer questions of operations strategy structured and goal-oriented in a global context using appropriate methods. Furthermore, they know the main strategic tasks and objectives in production management and evaluate and apply planning and control concepts for the production in realistic application situations.

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

S (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. 40 minutes) and presentation (approx. 20 minutes), weighted 2:1

**Allocation of places**

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**Additional information**

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

--
## Module title

Business Processes in different Lines of Business

## Abbreviation

12-GPU-072-m01

## Module coordinator

holder of the Chair of Business Management and Business Information Systems

## Module offered by

Faculty of Business Management and Economics

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

## Duration | Module level | Other prerequisites
---|---|---
1 semester | graduate | --

## Contents

**Content:**
This module provides students with an overview of the structure of a business information system (SAP Business ByDesign) in depth.

**Outline of syllabus:**
1. Integrated information systems: integration, standard software, system architecture
2. Working with standard business software
3. Consulting in integrated information systems: project management, project organisation, presentation skills

**Description:**
The lecture will be accompanied by an exercise that will present students with an opportunity to access, in small groups, the enterprise resource planning system operated by the Chair in its ERP laboratory and to work with the software, dealing with a wide variety of business processes.

If you would like to register for this course, please submit an application to the consultants (cover letter, CV, certificates; please also specify your degree programme and student ID number).

## Intended learning outcomes

After completing the course "Business Software 1", students will be able to
(i) understand an ERP system in its depth;
(ii) understand the interaction of business processes;
(iii) execute business tasks and processes in an ERP system independently (after participation in the practice lessons).

## Courses

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<td>term paper (approx. 20 pages) and presentation (approx. 20 minutes), weighted 2:1</td>
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## Allocation of places

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## Additional information

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## Referred to in LPO 1

(examination regulations for teaching-degree programmes)
### Module title

**Information Processing within Organizations**

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### Module coordinator

**holder of the Chair of Business Management and Business Information Systems**

### Module offered by

**Faculty of Business Management and Economics**

### ECTS

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### Duration

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</table>

### Contents

**Content:**

This course provides students with an in-depth overview of the structure and the application areas of business management information systems in enterprises and public institutions.

**Outline of syllabus:**

1. What is software: concepts, categories, application
2. Software life cycle: duration, phases, steps
3. As-is analysis: tasks, problems
4. To-be concept: system design, data design, dialog design, function design
5. Object orientation: paradigm shift
6. Change management: meaning, methodologies, project management
7. Office automation: tasks, areas of application

### Intended learning outcomes

After completing the course "Integrated Information Processing", students will be able to

(i) understand the importance of integration in enterprises, especially in information systems;
(ii) assess the progress of development of a software project, estimate cycle costs, know and consider requirements, which brings a software implementation with;
(iii) select the correct procedures or practices in an as-is analysis and target conception and practically apply (with participation in the exercise);
(iv) understand the importance of change management and project management and know the appropriate methods for specific applications.

### Courses

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### Allocation of places

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### Additional information

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### Referred to in LPO I

(examination regulations for teaching-degree programmes)

--
Module title: Process and System Modelling
Abbreviation: 12-PSM-092-m01

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

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

Duration: 1 semester
Module level: graduate
Other prerequisites: --

Contents

The course familiarises students with relevant principles, concepts and methods of process and system modeling. It is divided up into two parts:

Part A: Introduction to business process management

Contents Part A:

- Purpose of business process management
- How are business processes modelled?
- What is business process management?
- Strategic Management

Part B: Simulation

Contents Part B:

- Simulation
- Theoretical foundations
- Petri nets
- Smalltalk inscription language

Intended learning outcomes

The students have

1. substantial knowledge of the basic principles, concepts and methods of process and system modeling and
2. recognize their economic importance and consequences.

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 (60 minutes)

Allocation of places

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Additional information

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<table>
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<tr>
<td>holder of the Chair of Business Management and Business Information Systems</td>
<td>Faculty of Business Management and Economics</td>
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### Contents

ERP systems have become key elements of successful companies. Business processes in companies can no longer be managed without using such ERP systems. In financial departments of companies, such systems have been used for a long time, but business processes e.g. for logistical tasks have so far not been supported by ERP solutions. This module explains how this issue could be resolved as well as what constraints and what dependencies have to be considered.

### Intended learning outcomes

After completing this module, students should be able to

(i) know about actual business processes in companies;
(ii) understand selected problems in the organization and design of logistical business processes and work out solutions;
(iii) know and design basic data structures and data flows of an ERP system;
(iv) map business processes within an ERP system;
(v) consider the specifics of a certain industry (e.g. the process industry) when organizing business processes;
(vi) map the core business processes within an ERP system.

### 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 (60 minutes)

### Allocation of places

--

### Additional information

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### Referred to in LPO I

(examination regulations for teaching-degree programmes)

--
Human Resource Management and Organization
(20 ECTS credits)
Compulsory Modules

(10 ECTS credits)
### Module title
Incentives in Organizations

### Abbreviation
12-M-AO-102-m01

### Module coordinator
holder of the Chair of Human Resource Management and Organisation

### Module offered by
Faculty of Business Management and Economics

### ECTS
5

### Method of grading
numerical grade

### Only after succ. compl. of module(s)
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### Duration
1 semester

### Module level
graduate

### Other prerequisites
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## Contents
The lecture "Anreize in Organisationen" ("Incentives in Organisations") is based on the principal agent theory. This theory will be used to develop financial and economic solutions to help overcome the conflict of interests between employers and employees. In addition to the most widely used theories, estimation techniques and empirical results are also introduced and discussed. Reading list to be provided in class.

## Intended learning outcomes
The aim of the lectures is to enable students to understand and apply advanced theories, estimation techniques and empirical results in the area incentives in organisation on the basis of scientific literature.

## 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)

## Allocation of places
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## Additional information
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## Referred to in LPO I
(examination regulations for teaching-degree programmes)

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<td>Human Resource Management and Industrial Relations</td>
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**Contents**

The lecture "Human Resource Management und Industrielle Beziehungen" ("Human Resource Management and Industrial Relations") introduces advanced theories, estimation techniques and empirical results from the areas of human resources and institutional frameworks such as industrial relations. Reading list to be provided in class.

**Intended learning outcomes**

The aim of the lectures is to enable students to understand and apply advanced theories, estimation techniques and empirical results in the area human resource management and industrial relations on the basis of scientific literature.

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

V + 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)

**Allocation of places**

Business Management Master's and Economics Master's: no restrictions. Political and Social Sciences Master's: 10 places. Places will be allocated by lot.

**Additional information**

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

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Compulsory Electives

(10 ECTS credits)
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**Contents**

- Description: This module discusses the economic justification for implementing social security systems in a market economy and provides students with deeper insights into this topic with the help of specific issues of public health and retirement policy.
- Reading: lecture notes provided by Chair.

- Contents:
  1. Public intervention in insurance markets
  2. The insurance function of social security
  3. Social security and social morale
  4. The optimal health insurance contract
  5. Alternative financing schemes for public health in Germany
  6. Why do we need a public pension system?
  7. Funding vs pay-as-you-go financing of public pensions

**Intended learning outcomes**

- After completing the module "Theorie der Sozialversicherung" students are able to explain the theoretical foundation of the social security system in a market economy. Using simple partial equilibrium models they can discuss the financing and contract structure of the public health and pension system. Finally they are able to analyze the consequences of policy reforms.

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

- V + 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)

**Allocation of places**

- --

**Additional information**

- --

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

- --
Module title | Microeconometrics
---|---
Abbreviation | 12-M-MIK-102-m01

Module coordinator | holder of the Chair of Econometrics
Module offered by | Faculty of Business Management and Economics

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

Contents

Description:
This course builds on the Master's courses "Ökonometrie 1" ("Econometrics 1") and "Ökonometrie 2" ("Econometrics 2") and introduces students to different microeconometric models. In the first part of the course, the maximum likelihood estimation procedure is introduced, its importance for estimating microeconometric models and properties of the estimators are explained and derived. Subsequently, a wide variety of microeconometric models is motivated and explained and the advantages of these models over the linear regression model are pointed out. In addition, these models are estimated with different estimation methods and the results are interpreted.

Outline of syllabus:
1. Maximum likelihood estimator and its properties
2. Logit and probit models for unordered categories
3. Logit and probit models for ordered categories
4. Tobit model
5. Models for count data
6. Duration analysis
7. Hazard rate models

Reading:
Ronning: Mikroökonometrie, Springer-Verlag.
Cameron / Trivedi: Microeconometrics - Methods and Applications, Cambridge University Press.
Greene: Econometric Analysis, Pearson.
(most recent editions)

Intended learning outcomes
After finishing this course students are able to
(i) understand the maximum likelihood method;
(ii) apply, assess, and interpret the above introduced models and check for possible violation of the assumptions;
(iii) get to know other possibilities, next to the maximum likelihood method, to estimate these models;
(iv) gain a general understanding how to treat discrete, censored, or truncated dependent variables;
(v) know how to estimate the introduced models in EViews.

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

Allocation of places
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Additional information
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**Referred to in LPO I** (examination regulations for teaching-degree programmes)

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Module title | Abbreviation
---|---
Econometrics 1 | 12-M-OE1-102-m01

Module coordinator | Module offered by
holder of the Chair of Econometrics | Faculty of Business Management and Economics

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**Contents**

**Description:**
This module deals with the basic concept and methodology of the ordinary least squares (OLS) regression model. In particular, model assumptions and properties are discussed and formally motivated. In addition, the module examines linear restrictions on the models explanatory variables as well as dummy variables and introduces tests to verify simple and multiple linear restrictions.

Linear algebra is used as formal aid.

Outline of syllabus:
1. Random variables
2. Important distributions
3. Point estimates
4. Simple linear regression model
5. Model assumptions
6. Model properties
7. Simple hypothesis tests
8. Multiple linear regression model
9. Linear restrictions
10. Dummy variables
11. Multiple hypothesis tests

**Intended learning outcomes**

The students acquire knowledge of the basics, concepts and methods used in the classical linear regression model and understand the role of econometrics in science and data analysis. In particular, they learn how to analytically derive, calculate and interpret the coefficients, standard errors and p-values of a classic regression output of the multiple regression model. Furthermore, they are able to state and motivate formally the assumptions and properties of OLS and know how to deal with transformed and dummy variables. Additionally, students are able to test multiple linear restrictions on the parameters and are able to apply these tests to real economic, business and social science questions.

The competences acquired in this course serve as a prerequisite for "Econometrics II", "Econometrics III", "Microeconometrics" und "Financial Econometrics".

**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)

**Allocation of places**
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**Additional information**
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**Referred to in LPO I** (examination regulations for teaching-degree programmes)

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Module title | Abbreviation
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Econometrics 2 | 12-M-OE2-102-m01

Module coordinator | Module offered by
holder of the Chair of Econometrics | Faculty of Business Management and Economics

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Contents

Description:
This module deals with the basics, concepts and methods of the generalised least squares (GLS) framework. Partly as a motivation for the GLS model and partly for its own right, different specification and data problems as well as violations of model assumptions of the OLS estimator (as introduced in "Ökonometrie I" ("Econometrics I")) are discussed. This includes multicollinearity, a test for structural breaks, heteroskedasticity and autocorrelation.
Linear algebra is used as formal aid.

Outline of syllabus:
1. Specification analysis
2. Multicollinearity
3. Heteroskedasticity
4. Autocorrelated disruptive terms
5. Generalised least squares (GLS)

Intended learning outcomes

Students acquire essential knowledge of the fundamentals, methods and concepts for estimating the generalised linear regression model (GLS) and can apply and interpret it. They are sensitized for specification problems, data problems and violations of the assumptions of the classical linear model (OLS) so that they are able to recognize, to assess and therefore adequately deal with these problems in theory and practice. This enables them to critically assess the use of the Estimation methods in scientific work and to work independently on adequate implementation of empirical analyses to answer selected (economic) scientific issues if available data with the above-mentioned involve problems. The competences acquired in this course serve as a prerequisite for "Econometrics III", "Microeconometrics" und "Financial Econometrics".

Courses

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Allocation of places

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Additional information

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<td>Theory of Social Policy</td>
<td>12-M-TSP-102-m01</td>
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### Contents

The lecture "Theorie der Sozialpolitik" ("Theory of Social Policy") discusses the concept of social security and the concept of social justice. In the first part of the course, which will deal with social security, students will acquire a general overview of possible market failures in an insurance market. One chapter will then each be devoted to the introduction and characterisation of the three main branches of social insurance (pension, health and unemployment insurance). Subsequently, different options for a reform of the individual branches of social insurance will be introduced and evaluated in terms of efficiency. In the second part of the course, which will deal with social justice, different definitions of the concept of justice will be discussed in more detail. Here, the main focus will be on identifying and critically examining different criteria for the measurement of inequality in a society. In addition, efficiency-oriented justifications for redistributive policies by the government will be addressed and discussed with students.

### Intended learning outcomes

The graduate student has acquired following skills and abilities after completion of the module:

(i) Detailed knowledge of institutional foundations of the German social security system
(ii) Mechanics of an insurance market
(iii) Emergence and problems of adverse selection and moral hazard in the context of social insurances
(iv) Measurement and interpretation of inequality measures, particularly of income inequality
(v) Mechanics and welfare effects of state redistribution
(vi) The impact of state redistribution on macroeconomic variables

### Courses

- V + Ü (no information on SWS (weekly contact hours) and course language available)

### Method of assessment

- written examination (approx. 60 minutes)

### Allocation of places

- --

### Additional information

- --

### Referred to in LPO I

- (examination regulations for teaching-degree programmes)
Module title: Labor Market Economics

Abbreviation: 12-M-OEA-102-m01

Module coordinator: holder of the Chair of Economic Order and Social Policy

Module offered by: Faculty of Business Management and Economics

ECTS: 5

Method of grading: numerical grade

Duration: 1 semester

Module level: graduate

Other prerequisites: --

Contents:

Description:
In this course, students will acquire an in-depth understanding of the problems of the German national labour market. The course will discuss economic as well as political-economic theories that can explain the phenomenon of unemployment.

Outline of syllabus:
1. Labour market empirics
2. Why has Germany not been able, for more than two decades, to clear the labour markets?
3. What policy is best suited to tackle labour market problems?
4. How can we break through the rigid political-economic structures in our society?

Basic reading:

Intended learning outcomes
The students receive an understanding of the functioning of the labour market and its institutions. They will also be enabled to identify and to evaluate common approaches to mitigate unemployment.

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)

Allocation of places
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Additional information
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**Contents**

This module discusses relevant principles, concepts and applications of business information processing and its impact on organisational and process structures in today's business world.

**Intended learning outcomes**

The expertise gained from other modules related to business management issues can be interpreted and classified in a certain way by participating in this module. For decisions in regards to human resources planning, investment, and a company's strategy, the students will get to know all the relevant concepts and interdependencies, which come with taking information processing into account as the so called "fourth" factor of production.

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

V + 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)

**Allocation of places**

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**Additional information**

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

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<td>Advanced Microeconomics</td>
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<td>holder of the Chair of Economics, Information and Contract Economics</td>
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**Contents**

This course deals with essential microeconomic methods and problems at an advanced level (e.g. Mas-Colell, Whinston, Green: Microeconomic Theory). As this is a huge field, the course will concentrate on two or three topics such as

1. Game theory  
2. Principal-agent models  
3. Theory of auctions  
4. General equilibrium theory  
5. Mechanism design

**Intended learning outcomes**

After completing the course students are able to

1. explain essential findings of microeconomic theory,  
2. apply the involved methods to given simple examples on their own,  
3. recognize, in which real life situations and how the results can be applied.

**Courses**

V + Ü (no information on SWS (weekly contact hours) and course language available)

**Method of assessment**

written examination (approx. 60 minutes) or term paper (approx. 20 pages)

**Allocation of places**

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**Additional information**

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

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Module title | Abbreviation
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Empirical HR Research | 12-M-EPF-102-m01

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Contents
The seminar "Empirische Personalforschung" ("Empirical Personnel Economics") introduces and discusses the most important estimation problems and their application in the software package STATA. In addition, students learn, with the help of basic problems of personnel economics, how estimation programs are programmed in STATA.
Reading list to be provided in class.

Intended learning outcomes
The aim of the seminar is to enable students to understand and apply the most important estimation programs and their application in STATA with a focus on problems in personnel economics.

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

term paper (10 pages) and presentation (30 minutes), weighted 2:1

Allocation of places
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Additional information
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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<td>Theory of Industrial Organization 2</td>
<td>12-M-TI2-102-m01</td>
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<tbody>
<tr>
<td>holder of the Chair of Industrial Economics</td>
<td>Faculty of Business Management and Economics</td>
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<tbody>
<tr>
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## Contents

**Description:**
This course discusses vertical contracts in supply chains and their impact on competition.

**Outline of syllabus:**
1. The classic problem of double marginalisation and its solution by nonstandard contracts (resale price maintenance, nonlinear pricing (rebates), exclusive territories, exclusive dealing etc.)
2. Contracts for service
3. Common agency
4. The delegation principle
5. The commitment problem
6. Interlocking relationships
7. Foreclosure by vertical contracts or mergers

## Intended learning outcomes

After completing the course students are able to
(i) explain the results of theoretical industrial economics on vertical contracts;
(ii) apply the involved methods to given simple examples on their own;
(iii) recognize, in which real life situations (and how) the results can be applied;
(iv) analyze the impact of certain vertical contracts on competition.

## Courses

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<th>(no information on SWS (weekly contact hours) and course language available)</th>
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## Method of assessment

| written examination (approx. 60 minutes) or term paper (approx. 20 pages) |

## Allocation of places

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## Additional information

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## Referred to in LPO I

(examination regulations for teaching-degree programmes)
## Module Catalogue for the Subject Business Management

### Master's with 1 major, 120 ECTS credits

<table>
<thead>
<tr>
<th>Module title</th>
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<td>Employment Law</td>
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<tbody>
<tr>
<td>holder of the Chair of Civil Law, Employment and Labour Law and Civil Procedure</td>
<td>Faculty of Law</td>
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</table>

### Contents

German contents available but not translated yet.

Grundlagen des Arbeitsrechts als Voraussetzung für berufliche Kontexte, die auch juristisches Hintergrundwissen benötigen.

### Intended learning outcomes

German intended learning outcomes available but not translated yet.

Die Studierenden haben gelernt, arbeitsrechtliche Grundlagen auf ein späteres berufliches Handlungsfeld zu applizieren.

### Courses

V + K (no information on SWS (weekly contact hours) and course language available)

### Method of assessment

Methods of assessment: a) written examination (approx. 120 minutes), b) talk (approx. 30 minutes), c) presentation (approx. 15 minutes), d) written elaboration of presentation (approx. 10 pages); options a) and b) weighting: 3:2 or options a) and c) and d) weighting: 3:1:1

### Allocation of places

Number of places: maximum 30, up to 10 of which will be set aside for students of the Master’s degree programme Business Management. These places will be allocated in advance. Should the number of applications exceed the number of places available after deduction of the number of places mentioned above, places will be allocated by lot among all applicants who applied within the registration period. Should there be the need to take different specialisations among applicants into account, the above-mentioned maximum number of participants will be divided up into subject contingents according to the share of applications from students of the respective subjects in the total number of applications. Should the resulting numbers of places be fractional numbers, they will be rounded up (minimum: one place). The places available according to the subject contingents will be allocated by lot to applicants of the respective subject.

### Additional information

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

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## Module Catalogue for the Subject Business Management
### Master's with 1 major, 120 ECTS credits

<table>
<thead>
<tr>
<th><strong>Module title</strong></th>
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<tr>
<td>Management of Corporate Sustainability</td>
<td>12-M-NUF-102-m01</td>
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<tr>
<td>holder of the Chair of Entrepreneurship and Management</td>
<td>Faculty of Business Management and Economics</td>
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### Contents

**Description:**
This module introduces students to sustainability management. First, essential concepts such as sustainability and corporate social responsibility are explained, the role of businesses within society is discussed. Afterwards, the module addresses different aspects of corporate sustainability as well as environmental and social management with particular regard to the dimensions of corporate and economic performance and competitiveness.

**Content:**
1. Basic overview of sustainability and (legal) frameworks
2. Business and society
3. System theory
4. Sustainable as well as eco-innovation
5. Operational sustainability management (sustainable strategies, environmental performance indicators)
6. The impact of environmental and social management on corporate performance and competitiveness

**Intended learning outcomes**

After successfully completing the module "Sustainability Management", students will be able to 
(i) explain and define the basic principles and concepts of Sustainability Management as well as to deal with the contributions and aspects of sustainable development in a critical way;  
(ii) assess and analyse the complex problems and implementation strategies of Sustainability Management based on the gained knowledge and experiences of this course;  
(iii) evaluate different strategic and operational approaches of Sustainability Management as well as to transfer these approaches onto various case studies.

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<thead>
<tr>
<th><strong>Courses</strong></th>
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**Method of assessment**

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

**Allocation of places**

- 

**Additional information**

- 

**Referred to in LPO I**
(examination regulations for teaching-degree programmes)
Strategic Marketing Management

(20 ECTS credits)
Compulsory Modules

(20 ECTS credits)
Module title: Strategic Marketing
Abbreviation: 12-M-SM-102-m01

Module coordinator:
holder of the Chair of Business Management and Mark-eting

Module offered by:
Faculty of Business Management and Economics

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

Duration: 1 semester
Module level: graduate
Other prerequisites: --

Contents
Description:
The module raises awareness in students of the relevance and necessity of strategic management in a competiti-
ve and dynamical competitive process.

Content:
Based on the marketing strategies as well as the stakeholder and entrepreneurship approaches, this module
discusses the roots of the concept of strategy in marketing based on Drucker, Porter, Ansoff and Mintzberg. The
focus of the module is on thinking in competitive advantages, which is directly related to responsible leadership.

Outline of syllabus:
1. Competitive dynamics requires strategy and leadership
2. Marketing strategies, stakeholder management and entrepreneurship
3. Objectives and tasks of corporate governance in management practice
4. Competitive forces, strategies and benefits according to Michael Porter
5. Growth strategies and marketing myths
6. Future technologies, new businesses and dynamic capabilities
7. Nature and principles of responsible management

Reading:
Verlag, Berlin.
Gabler, Wiesbaden.
Hall Harlow.
Laasch, O.; Conaway RN (2014): The Principles of Responsible Management: Global Sustainability, Responsibility,
and Ethics, Cengage Stamford.
Meffert, H.; Burmann, C.; Kirchgeorg, M. (2012): Marketing -- Grundlagen marktorientierter Unternehmensfüh-
nehmung, Gabler, Wiesbaden.
Porter, M. (2014): Wettbewerbsvorteile -- Spitzenleistungen erreichen und behaupten, 8th ed., Campus Frank-
Intended learning outcomes

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

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

V + 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)

Allocation of places

Additional information

Referred to in LPO I (examination regulations for teaching-degree programmes)
### Module Catalogue for the Subject Business Management

**Master’s with 1 major, 120 ECTS credits**

<table>
<thead>
<tr>
<th>Module title</th>
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<tr>
<td>Strategic Networks in Industry</td>
<td>12-M-MS-102-m01</td>
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### Contents

The primary object of this course is to gain a detailed understanding of strategic networks and of the phenomenon of clustering in the industrial industry. The example of the international automotive industry is used for clarification of the theoretical contents.

The focus is on marketing in industrial companies and also on CSR - CSR is considered the "driver" of sustainable innovations - as well as the different strategy types of sustainable innovations.

Outline of syllabus:

1. Strategic networks and clusters in industrial industries such as the automotive industry
2. Transaction types of Williamson as well as strategic cooperation between automobile manufacturers and suppliers
3. Management of business types, in particular the business of suppliers in the automotive industry
4. Cluster and entrepreneurship activities
5. Sustainable innovation strategies

### Intended learning outcomes

By the end of the course, students gain a profound understanding above the basics of network research. Furthermore, students will acquire sectoral knowledge of the automotive industry as well as detailed cluster skills.

### Courses

(V + Ü (no information on SWS (weekly contact hours) and course language available)

### Method of assessment

written examination (approx. 60 minutes)

### Allocation of places

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### Additional information

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### Referred to in LPO I

(examination regulations for teaching-degree programmes)

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### Module Catalogue for the Subject
**Business Management**
**Master’s with 1 major, 120 ECTS credits**

<table>
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<th>Module title</th>
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<td>International Marketing</td>
<td>12-M-IIM-102-m01</td>
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</table>

### Contents

**Description:**
The module builds on the knowledge acquired during the Bachelor's degree programme or the Grundstudium (stage I studies). It provides a systematic introduction to strategic marketing decisions in global and international contexts. These are explained mainly by Porter's diamond and cluster models. Another focus is on internationalisation strategies, which require country analyses and decisions on the selection of national markets as well as a timing of the countries market development. In addition, the module discusses different strategies for market entry and market development.

**Outline of syllabus:**
1. Internationalisation of the economy and regional integration processes
   - Globalisation
   - Competitiveness of countries, industries and companies in an international context
2. International strategic marketing decisions
   - Market entry forms
   - Market development strategies
   - Timing strategies
   - International organisation structures
3. Theories and strategies of internationalisation
   - Foreign trade theory
   - Multinational enterprise
   - Internationalisation strategies

**Reading:**

**Intended learning outcomes**
Students acquire in-depth skills in the field of strategic and operational management with particular attention to the international context. Students achieve particular expertise in the analysis, assessment and implementation of international business decisions and gain skills thus guiding the execution of marketing and management positions in globally-active companies.

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

V + 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)

**Allocation of places**
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### Additional information

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### Module Catalogue for the Subject

**Business Management**

**Master's with 1 major, 120 ECTS credits**

<table>
<thead>
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<th>Module title</th>
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<tr>
<td>Marketing &amp; Brand Management</td>
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<td>Faculty of Business Management and Economics</td>
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### Contents

**Description:**
At the beginning of the 21st century, marketing - until then interpreted as a market-oriented corporate management approach - was further developed to be seen as the entrepreneurial task of creating "shared value" for the organisation on the one hand and - broadly speaking - for society on the other hand. This idea leads to high requirements regarding the strategic sustainable positioning of the brand as well as brand management itself.

**Outline of syllabus:**
1. Brand leadership and brand assessment
2. Brand leadership, identity and relevance according to David Aaker's approach
3. Brand strategies
4. Consumer behaviour
5. Market research methods and the development of brand strategies
6. Market research methods

**Intended learning outcomes:**
Based on the theories of Meffert and Aaker, students will gain a profound understanding for brand leadership, which will be deepened by many practical implications and examples. Provided by cases studies and market research tools, it's the defined goal of this lecture to convey an in-depth knowledge for consumer behavior and sustainable brand management.

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**Method of assessment**
- written examination (approx. 60 minutes)

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**Additional information**
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**Referred to in LPO I**
- (examination regulations for teaching-degree programmes)
Entrepreneurship and Management
(20 ECTS credits)
Compulsory Modules

(10 ECTS credits)
Module title
Strategic Management of Innovation and Growth

Abbreviation
12-M-MWT-102-m01

Module coordinator
holder of the Chair of Entrepreneurship and Management

Module offered by
Faculty of Business Management and Economics

ECTS
5

Method of grading
numerical grade

Only after succ. compl. of module(s)
--

Duration
1 semester

Module level
graduate

Other prerequisites
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Contents
In this course, students will acquire an overview of the strategic aspects of innovation management. They will acquire the knowledge necessary to understand the range, scope and complexity of the issues and problems related to the strategic management of innovations. The lecture will focus on innovation teams and the different roles in the innovation process. It will also discuss how users can be involved in the innovation process. In addition, the course will address the concepts of open innovation, lean innovation and crowdsourcing and will discuss how platform strategies can be used for the new product development process as well as what market entry strategies and patent management strategies are currently used. Practical examples and case studies will be used to provide students with a better understanding of the theoretical concepts.

Intended learning outcomes
At the end of the module students are able to understand:

- The tasks of the strategic innovation management
- The state of the art and importance of innovations
- The current trends in strategic innovation management
- The importance of patent strategies
- The market entry strategies
- Concepts of the marketing mix

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)

Term paper (approx. 10 pages), discussion (approx. 60 minutes) and 2 presentations (approx. 10 minutes each), weighted 3:5:1:1
Language of assessment: German or English

Allocation of places
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Additional information
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title: Management of Corporate Sustainability
Abbreviation: 12-M-NUF-102-m01

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Contents

Description:
This module introduces students to sustainability management. First, essential concepts such as sustainability and corporate social responsibility are explained, the role of businesses within society is discussed. Afterwards, the module addresses different aspects of corporate sustainability as well as environmental and social management with particular regard to the dimensions of corporate and economic performance and competitiveness.

Content:
1. Basic overview of sustainability and (legal) frameworks
2. Business and society
3. System theory
4. Sustainable as well as eco-innovation
5. Operational sustainability management (sustainable strategies, environmental performance indicators)
6. The impact of environmental and social management on corporate performance and competitiveness

Intended learning outcomes

After successfully completing the module "Sustainability Management", students will be able to
(i) explain and define the basic principles and concepts of Sustainability Management as well as to deal with the contributions and aspects of sustainable development in a critical way;
(ii) assess and analyse the complex problems and implementation strategies of Sustainability Management based on the gained knowledge and experiences of this course;
(iii) evaluate different strategic and operational approaches of Sustainability Management as well as to transfer these approaches onto various case studies.

Courses

V + Ü (no information on SWS (weekly contact hours) and course language available)

Method of assessment

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

Allocation of places

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Additional information

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

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Compulsory Electives

(10 ECTS credits)
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<td>Incentives in Organizations</td>
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<tbody>
<tr>
<td>holder of the Chair of Human Resource Management and Organisation</td>
<td>Faculty of Business Management and Economics</td>
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**Contents**

The lecture "Incentives in Organisations" is based on the principal agent theory. This theory will be used to develop financial and economic solutions to help overcome the conflict of interests between employers and employees. In addition to the most widely used theories, estimation techniques and empirical results are also introduced and discussed. Reading list to be provided in class.

**Intended learning outcomes**

The aim of the lectures is to enable students to understand and apply advanced theories, estimation techniques and empirical results in the area incentives in organisation on the basis of scientific literature.

**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)

**Allocation of places**

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**Additional information**

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

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<table>
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<td>Advanced Microeconomics</td>
<td>12-M-AM-102-m01</td>
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<tbody>
<tr>
<td>holder of the Chair of Economics, Information and Contract Economics</td>
<td>Faculty of Business Management and Economics</td>
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### Contents

This course deals with essential microeconomic methods and problems at an advanced level (e.g. Mas-Colell, Whinston, Green: Microeconomic Theory). As this is a huge field, the course will concentrate on two or three topics such as:

1. Game theory
2. Principal-agent models
3. Theory of auctions
4. General equilibrium theory
5. Mechanism design

### Intended learning outcomes

After completing the course students are able to:

1. explain essential findings of microeconomic theory,
2. apply the involved methods to given simple examples on their own,
3. recognize, in which real life situations and how the results can be applied.

### Courses

V + Ü (no information on SWS (weekly contact hours) and course language available)

### Method of assessment

written examination (approx. 60 minutes) or term paper (approx. 20 pages)

### Allocation of places

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### Additional information

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### Referred to in LPO I

(examination regulations for teaching-degree programmes)

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### Module Title

**Empirical Research in Entrepreneurship and Management**

### Abbreviation

12-M-EGF2-102-m01

### Module Coordinator

Holder of the Chair of Entrepreneurship and Management

### Module Offered by

Faculty of Business Management and Economics

### ECTS

5

### Method of Grading

Numerical grade

### Duration

1 semester

### Module Level

Graduate

### Other Prerequisites

--

### Contents

**Description:**
The module will introduce students to qualitative / quantitative research paradigms, using, among others, the example of empirical studies in the area of founding and management research. During the course, participants will be required to present significant substantive and methodological findings of a recent empirical essay. In their presentations, students will address the following key questions: What contribution does the paper make? How are empirically testable hypotheses derived? What method of empirical data collection is used? What evaluation methodology is used? What are the implications for science and practice, what are the strengths and weaknesses of the paper?

**Content (subject to change):**
1. Introduction
2. Philosophy of science
3. Study design
4. Correlations
5. Methods of data collection
6. Simple linear regression
7. Specification problems and distributions
8. Time series analysis
9. Logistic regression
10. Factor and cluster analysis

### Intended Learning Outcomes

Students acquire the ability to work purposefully in complex situations with empirical expertise on a practice-oriented solution.

### Courses

(V + Ü (no information on SWS (weekly contact hours) and course language available)

### Method of Assessment

Term paper (approx. 30 pages) and presentation (approx. 20 minutes) with sub-presentation and discussion, weighted 1:1.

Language of assessment: English or German

### Allocation of Places

--

### Additional Information

--

### Referred to in LPO I

(examination regulations for teaching-degree programmes)

--
Module title: Strategic Networks in Industry
Abbreviation: 12-M-MS-102-m01

Module coordinator: holder of the Chair of Business Management and Marketing
Module offered by: Faculty of Business Management and Economics

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

Duration: 1 semester
Module level: graduate
Other prerequisites: --

Contents:
The primary object of this course is to gain a detailed understanding of strategic networks and of the phenomenon of clustering in the industrial industry. The example of the international automotive industry is used for clarification of the theoretical contents.

The focus is on marketing in industrial companies and also on CSR - CSR is considered the "driver" of sustainable innovations - as well as the different strategy types of sustainable innovations.

Outline of syllabus:
1. Strategic networks and clusters in industrial industries such as the automotive industry
2. Transaction types of Williamson as well as strategic cooperation between automobile manufacturers and suppliers
3. Management of business types, in particular the business of suppliers in the automotive industry
4. Cluster and entrepreneurship activities
5. Sustainable innovation strategies

Intended learning outcomes:
By the end of the course, students gain a profound understanding above the basics of network research. Furthermore, students will acquire sectoral knowledge of the automotive industry as well as detailed cluster skills.

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

Allocation of places:
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Additional information:
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Referred to in LPO I (examination regulations for teaching-degree programmes):
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<td>02-J6-102-m01</td>
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<tr>
<td>holder of the Chair of Civil Law, Employment and Labour Law and Civil Procedure</td>
<td>Faculty of Law</td>
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<td>2 semester</td>
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**Contents**

German contents available but not translated yet.

Grundlagen des Arbeitsrechts als Voraussetzung für berufliche Kontexte, die auch juristisches Hintergrundwissen benötigen.

**Intended learning outcomes**

German intended learning outcomes available but not translated yet.

Die Studierenden haben gelernt, arbeitsrechtliche Grundlagen auf ein späteres berufliches Handlungsfeld zu applizieren.

**Courses**

V + K (no information on SWS (weekly contact hours) and course language available)

**Method of assessment**

Methods of assessment: a) written examination (approx. 120 minutes), b) talk (approx. 30 minutes), c) presentation (approx. 15 minutes), d) written elaboration of presentation (approx. 10 pages); options a) and b) weighting: 3:2 or options a) and c) and d) weighting: 3:1:1

**Allocation of places**

Number of places: maximum 30, up to 10 of which will be set aside for students of the Master’s degree programme Business Management. These places will be allocated in advance. Should the number of applications exceed the number of places available after deduction of the number of places mentioned above, places will be allocated by lot among all applicants who applied within the registration period. Should there be the need to take different specialisations among applicants into account, the above-mentioned maximum number of participants will be divided up into subject contingents according to the share of applications from students of the respective subjects in the total number of applications. Should the resulting numbers of places be fractional numbers, they will be rounded up (minimum: one place). The places available according to the subject contingents will be allocated by lot to applicants of the respective subject.

**Additional information**

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**Referred to in LPO I**

(examination regulations for teaching-degree programmes)
<table>
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<th>Module title</th>
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<td>Lead User Project</td>
<td>12-M-LUP-102-m01</td>
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**Module coordinator**

holder of the Chair of Entrepreneurship and Management  
Module offered by  
Faculty of Business Management and Economics

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**Duration**

1 semester  
Module level: graduate  
Other prerequisites: --

**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 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 (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)

term paper (approx. 40 pages) and 3 talks (approx. 20 minutes each), weighted 2:1:1:1  
Language of assessment: English or German

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I**

(examination regulations for teaching-degree programmes)

--
## Module title
Entrepreneurial Management in Science and Engineering

## Abbreviation
12-M-EMN-102-m01

### Module coordinator
holder of the Chair of Entrepreneurship and Management

### Module offered by
Faculty of Business Management and Economics

### ECTS
10

### Method of grading
Numerical grade

### Only after succ. compl. of module(s)
--

### Duration
1 semester

### Module level
Graduate

### Other prerequisites
--

### 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 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)
S (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)
Assessment during lecture period, grading of final report, extensive final report, several talks as part of the project (approx. 20 minutes) with subsequent discussion.

Language of assessment: English or German.

### Allocation of places
--

### Additional information
--

### Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Econometrics
(20 ECTS credits)
Compulsory Modules
(10 ECTS credits)
Module title | Abbreviation
--- | ---
Econometrics 1 | 12-M-OE1-102-m01

Module coordinator | Module offered by
holder of the Chair of Econometrics | Faculty of Business Management and Economics

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Contents

Description:
This module deals with the basic concept and methodology of the ordinary least squares (OLS) regression model. In particular, model assumptions and properties are discussed and formally motivated. In addition, the module examines linear restrictions on the models explanatory variables as well as dummy variables and introduces tests to verify simple and multiple linear restrictions.

Linear algebra is used as formal aid.

Outline of syllabus:
1. Random variables
2. Important distributions
3. Point estimates
4. Simple linear regression model
5. Model assumptions
6. Model properties
7. Simple hypothesis tests
8. Multiple linear regression model
9. Linear restrictions
10. Dummy variables
11. Multiple hypothesis tests

Intended learning outcomes

The students acquire knowledge of the basics, concepts and methods used in the classical linear regression model and understand the role of econometrics in science and data analysis. In particular, they learn how to analytically derive, calculate and interpret the coefficients, standard errors and p-values of a classic regression output of the multiple regression model. Furthermore, they are able to state and motivate formally the assumptions and properties of OLS and know how to deal with transformed and dummy variables. Additionally, students are able to test multiple linear restrictions on the parameters and are able to apply these tests to real economic, business and social science questions.

The competences acquired in this course serve as a prerequisite for "Econometrics II", "Econometrics III", "Microeconomics" und "Financial Econometrics".

Courses

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<th>(type, number of weekly contact hours, language — if other than German)</th>
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Method of assessment

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<th>(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)</th>
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<tbody>
<tr>
<td>written examination (approx. 60 minutes)</td>
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Allocation of places

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Additional information

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Referred to in LPO I (examination regulations for teaching-degree programmes)
### Module title
Econometrics 2

### Abbreviation
12-M-OE2-102-m01

### Module coordinator
holder of the Chair of Econometrics

### Module offered by
Faculty of Business Management and Economics

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<tbody>
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<td>graduate</td>
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</table>

### Contents

**Description:**
This module deals with the basics, concepts and methods of the generalised least squares (GLS) framework. Partly as a motivation for the GLS model and partly for its own right, different specification and data problems as well as violations of model assumptions of the OLS estimator (as introduced in "Ökonometrie I" ("Econometrics I")) are discussed. This includes multicollinearity, a test for structural breaks, heteroskedasticity and autocorrelation. Linear algebra is used as formal aid.

**Outline of syllabus:**
1. Specification analysis
2. Multicollinearity
3. Heteroskedasticity
4. Autocorrelated disruptive terms
5. Generalised least squares (GLS)

### Intended learning outcomes
Students acquire essential knowledge of the fundamentals, methods and concepts for estimating the generalised linear regression model (GLS) and can apply and interpret it. They are sensitized for specification problems, data problems and violations of the assumptions of the classical linear model (OLS) so that they are able to recognize, to assess and therefore adequately deal with these problems in theory and practice. This enables them to critically assess the use of the Estimation methods in scientific work and to work independently on adequate implementation of empirical analyzes to answer selected (economic) scientific issues if available data with the above-mentioned involve problems. The competences acquired in this course serve as a prerequisite for "Econometrics III", "Microeconometrics" und "Financial Econometrics".

### 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)

### Allocation of places
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### Additional information
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### Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Compulsory Electives
(10 ECTS credits)
Module title | Abbreviation
--|--
Analysis of Financial Market Data | 12-M-FMO-102-m01

Module coordinator | Module offered by
holder of the Chair of Econometrics | Faculty of Business Management and Economics

ECTS | Method of grading | Other prerequisites
5 | numerical grade | --

Duration | Module level
1 semester | graduate

Contents

Description:
The module covers the fundamentals, methods and concepts for the empirical analysis of financial market data. The concept of market efficiency is explained and critically examined with reference to the random walk hypothesis. To test this hypothesis, a number of parametric and non-parametric methods are proposed and applied in practice. Based on the findings, market microstructure models that can explain some important empirical findings will be discussed. In addition, the course describes event studies for testing the significant impact of corporate news on the share price and discusses issues of univariate time series analysis such as AR(I)MA and ARCH / GARCH models that are indispensable for modelling financial market data. In the final part of the course, the CAPM is discussed and examined, in particular, with regard to its empirical applicability.

Outline of syllabus:
1. Information efficiency
2. Random walk
3. Theoretical market models
4. Event studies
5. Univariate modelling of time series data
6. Models to explain volatility (ARCH and GARCH)
7. Estimation of the capital asset pricing model

Reading:

Intended learning outcomes

Students have significant knowledge of the fundamentals, methods and concepts that are needed for the empirical analysis of financial market data. They can autonomously perform statistical test decisions with statistics programs such as EViews or Gretl and critically analyze in terms of their economic importance. In addition, the students learn the independent handling of empirical capital market data and have at the end of the course the ability to develop also own functions and routines, for example for EViews.

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)

Allocation of places
--
### Additional information

Referred to in LPO I (examination regulations for teaching-degree programmes)
Module title | Abbreviation
--- | ---
Microeconometrics | 12-M-MIK-102-m01

Module coordinator | Module offered by
holder of the Chair of Econometrics | Faculty of Business Management and Economics

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<th>Duration</th>
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<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
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</table>

Contents

Description:
This course builds on the Master's courses "Ökonometrie 1" ("Econometrics 1") and "Ökonometrie 2" ("Econometrics 2") and introduces students to different microeconometric models. In the first part of the course, the maximum likelihood estimation procedure is introduced, its importance for estimating microeconometric models and properties of the estimators are explained and derived. Subsequently, a wide variety of microeconometric models is motivated and explained and the advantages of these models over the linear regression model are pointed out. In addition, these models are estimated with different estimation methods and the results are interpreted.

Outline of syllabus:
1. Maximum likelihood estimator and its properties
2. Logit and probit models for unordered categories
3. Logit and probit models for ordered categories
4. Tobit model
5. Models for count data
6. Duration analysis
7. Hazard rate models

Reading:
Ronning: Mikroökonometrie, Springer-Verlag.
Cameron / Trivedi: Micoreconometrics - Methods and Applications, Cambridge University Press.
Greene: Econometric Analysis, Pearson.
(most recent editions)

Intended learning outcomes
After finishing this course students are able to
(i) understand the maximum likelihood method;
(ii) apply, assess, and interpret the above introduced models and check for possible violation of the assumptions;
(iii) get to know other possibilities, next to the maximum likelihood method, to estimate these models;
(iv) gain a general understanding how to treat discrete, censored, or truncated dependent variables;
(v) know how to estimate the introduced models in EViews.

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

Allocation of places
--

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

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Master's with 1 major Business Management (2010)

JMU Würzburg • generated 17-Sep-2019 • exam. reg. data record Master (120 ECTS) Business Management - 2010
## Module Catalogue for the Subject Business Management
### Master's with 1 major, 120 ECTS credits

#### Module title

<table>
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<tbody>
<tr>
<td>Econometrics 3</td>
<td>12-M-OE3-102-m01</td>
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#### Module coordinator

holder of the Chair of Econometrics

#### Module offered by

Faculty of Business Management and Economics

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<tr>
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<td>graduate</td>
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#### Contents

**Description:**
This module deals with advanced econometric methods and concepts based on the classical and the generalised least squares estimator discussed in Ökonometrie I and II (Econometrics I and II). In particular, this includes the instrumental variable (IV) estimator, the generalised method of moments (GMM) estimator, distributed lag models as well as basic methods and concepts used in univariate and multivariate econometric times series analysis, including (non)stationarity, integration, cointegration. Linear algebra is used as formal aid.

**Outline of syllabus:**
1. Error-in-variables
2. IV estimation
3. Generalised least squares estimation
4. Distributed lag models
5. Stationary uni and multivariate processes
6. Deterministic and stochastic trends
7. Integrated and cointegrated processes

**Intended learning outcomes**
The students acquire thorough understanding of advanced methods and concepts in econometrics. They are familiarized with diverse error-in-variables issues and capable of handling them appropriately. After the course, students understand the generalized methods of moment (GMM) and the instrumental variable (IV) estimator to an extent that they can discuss their pros and cons, apply these to selected questions in quantitative economics, and understand scientific papers using these methods. Furthermore, they become acquainted with selected time series issues, such as distributed lag models, non-stationarity, spurious correlation, and cointegrated processes, enabling them to conduct a comprehensive time series analysis. In brief, the course enables students to apply the above mentioned methods and concepts to real life questions, assess their appropriateness, and address their theoretical and practical benefits and shortcomings.

**Courses**

V + Ü (no information on SWS (weekly contact hours) and course language available)

**Method of assessment**

written examination (approx. 60 minutes)

**Allocation of places**

--

**Additional information**

--

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

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### Module Catalogue for the Subject
Business Management
Master's with 1 major, 120 ECTS credits

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<td>Empirical HR Research</td>
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<td>Faculty of Business Management and Economics</td>
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<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
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### Contents

The seminar "Empirische Personalforschung" ("Empirical Personnel Economics") introduces and discusses the most important estimation problems and their application in the software package STATA. In addition, students learn, with the help of basic problems of personnel economics, how estimation programs are programmed in STATA.

Reading list to be provided in class.

### Intended learning outcomes

The aim of the seminar is to enable students to understand and apply the most important estimation programs and their application in STATA with a focus on problems in personnel economics.

### Courses

| Ü (no information on SWS (weekly contact hours) and course language available) |

### Method of assessment

term paper (10 pages) and presentation (30 minutes), weighted 2:1

### Allocation of places

--

### Additional information

--

### Referred to in LPO I

(examination regulations for teaching-degree programmes)

--
## Module title
Empirical Research in Entrepreneurship and Management

## Abbreviation
12-M-EGF2-102-m01

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<tbody>
<tr>
<td>1 semester</td>
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<table>
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<tr>
<th>Intended learning outcomes</th>
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<tr>
<td>Students acquire the ability to work purposefully in complex situations with empirical expertise on a practice-oriented solution.</td>
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</table>

### Courses

- **V + Ü (no information on SWS (weekly contact hours) and course language available)**

### Method of assessment

- **term paper (approx. 30 pages) and presentation (approx. 20 minutes) with sub-presentation and discussion, weighted 1:1**
- **Language of assessment: English or German**

### Allocation of places

- **--**

### Additional information

- **--**

### Referred to in LPO I

- **(examination regulations for teaching-degree programmes)**

**Description:**
The module will introduce students to qualitative/quantitative research paradigms, using, among others, the example of empirical studies in the area of founding and management research. During the course, participants will be required to present significant substantive and methodological findings of a recent empirical essay. In their presentations, students will address the following key questions: What contribution does the paper make? How are empirically testable hypotheses derived? What method of empirical data collection is used? What evaluation methodology is used? What are the implications for science and practice, what are the strengths and weaknesses of the paper?

**Content (subject to change):**

1. Introduction
2. Philosophy of science
3. Study design
4. Correlations
5. Methods of data collection
6. Simple linear regression
7. Specification problems and distributions
8. Time series analysis
9. Logistic regression
10. Factor and cluster analysis
## Module title

**Applied General Equilibrium Models**

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>12-M-NGM-102-m01</th>
</tr>
</thead>
</table>

### Module coordinator

holder of the Chair of Public Finance

### Module offered by

Faculty of Business Management and Economics

### ECTS

| 5 |

### Method of grading

numerical grade

### Duration

1 semester

### Module level

graduate

### Other prerequisites

--

### Contents

**Description:**
This course will mostly be concerned with the analysis of public policy (in areas such as taxation, social security etc.). Providing students with state-of-the-art techniques for quantitative macroeconomic research in this very field and familiarising them with the relevant literature, this course will teach students how such policies redistribute between different generations and also within generations, how they may improve risk sharing when markets are incomplete and how they can trigger distortions and therefore hurt the aggregate economy.

**Outline of syllabus:**
1. Programming with FORTRAN and application of numerical methods
2. Solution techniques for dynamic programming problems
3. The overlapping generations model (OLG) with uninsurable income risk
3. Policy analysis in the stochastic OLG model

**Reading:**
Lecture notes will be provided.

### Intended learning outcomes

After completing the course "Computational Economics - Advanced Level" students will be able to
(i) edit and solve stochastic economic problems using advanced numerical techniques;
(ii) implement small scale economic models on the computer;
(iii) simulate tax and social security policy reforms and interpret the quantitative results in economic term.

### Courses

V + Ü (no information on SWS (weekly contact hours) and course language available)

### Method of assessment

written examination (approx. 60 minutes)

### Allocation of places

--

### Additional information

--

### Referred to in LPO I

(examination regulations for teaching-degree programmes)

--
### Module title

**Selected Studies of Empirical Accounting Research**

### Abbreviation

**12-M-AFER-102-m01**

### Module coordinator

Managing Director of the Institute of Business Management

### Module offered by

Faculty of Business Management and Economics

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<th>Other prerequisites</th>
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### Duration

1 semester

### Module level

undergraduate

### 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 learning outcomes description is available because no courses are held for this module.

### Courses

**V + Ü** (no information on SWS (weekly contact hours) and course language available)

**Method of assessment**

written examination (approx. 60 minutes)

### Allocation of places

--

### Additional information

--

### Referred to in LPO I

(examination regulations for teaching-degree programmes)

--
Focus Economics
(max. 20 ECTS credits)

No more than one focus.
Research Methods
(20 ECTS credits)
Compulsory Modules
(15 ECTS credits)
Module title | Abbreviation
--- | ---
Econometrics 1 | 12-M-OE1-102-m01

Module coordinator | Module offered by
--- | ---
holder of the Chair of Econometrics | Faculty of Business Management and Economics

<table>
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Duration | Module level
--- | ---
1 semester | graduate

Contents

Description:
This module deals with the basic concept and methodology of the ordinary least squares (OLS) regression model. In particular, model assumptions and properties are discussed and formally motivated. In addition, the module examines linear restrictions on the models explanatory variables as well as dummy variables and introduces tests to verify simple and multiple linear restrictions.

Linear algebra is used as formal aid.

Outline of syllabus:
1. Random variables
2. Important distributions
3. Point estimates
4. Simple linear regression model
5. Model assumptions
6. Model properties
7. Simple hypothesis tests
8. Multiple linear regression model
9. Linear restrictions
10. Dummy variables
11. Multiple hypothesis tests

Intended learning outcomes

The students acquire knowledge of the basics, concepts and methods used in the classical linear regression model and understand the role of econometrics in science and data analysis. In particular, they learn how to analytically derive, calculate and interpret the coefficients, standard errors and p-values of a classic regression output of the multiple regression model. Furthermore, they are able to state and motivate formally the assumptions and properties of OLS and know how to deal with transformed and dummy variables. Additionally, students are able to test multiple linear restrictions on the parameters and are able to apply these tests to real economic, business and social science questions.

The competences acquired in this course serve as a prerequisite for "Econometrics II", "Econometrics III", "Microeconomics" and "Financial Econometrics".

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)

Allocation of places
--

Additional information
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<table>
<thead>
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<th>Referred to in LPO I</th>
<th>(examination regulations for teaching-degree programmes)</th>
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<td>Module title</td>
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<tr>
<td>Advanced Microeconomics</td>
<td>12-M-AM-102-m01</td>
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**Module coordinator**

holder of the Chair of Economics, Information and Contract Economics

**Module offered by**

Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>Duration</th>
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</table>

**Contents**

This course deals with essential microeconomic methods and problems at an advanced level (e.g. Mas-Colell, Whinston, Green: Microeconomic Theory). As this is a huge field, the course will concentrate on two or three topics such as:

1. Game theory
2. Principal-agent models
3. Theory of auctions
4. General equilibrium theory
5. Mechanism design

**Intended learning outcomes**

After completing the course students are able to:

1. explain essential findings of microeconomic theory,
2. apply the involved methods to given simple examples on their own,
3. recognize, in which real life situations and how the results can be applied.

**Courses**

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

V + 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) or term paper (approx. 20 pages)

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I**

(examination regulations for teaching-degree programmes)

--
### Module title
- **Advanced Macroeconomics**

### Abbreviation
- 12-M-AME-102-m01

### Module coordinator
- holder of the Chair of International Macroeconomics

### Module offered by
- Faculty of Business Management and Economics

### ECTS
- 5

### Method of grading
- numerical grade

### Only after succ. compl. of module(s)
- --

### Duration
- 1 semester

### Module level
- graduate

### Other prerequisites
- --

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### Contents

The course covers long-run aspects of macroeconomics. We start with a review of the facts of long-run growth and a review of the Solow growth model. The lecture then focuses on the infinite-horizon Ramsey-Cass-Koopmans model and on endogenous growth theory. Applications of this framework involving urban and regional growth, resources and the environment will be discussed, time permitting.

**Outline of syllabus**
- I Facts and the Solow growth model
- II Infinite-horizon Ramsey-Cass-Koopmans model
- III Endogenous growth
- IV Human capital, social infrastructure and beyond
- V Applications (urban and regional growth; growth, resources and the environment)

**Reading:**
- The course draws strongly on the following textbook:
- We will also use journal articles and research papers at several points of the lecture.

---

### Intended learning outcomes

Students acquire a working knowledge of the key models and analytical tools of advanced macroeconomics. This enables them to identify the key forces that determine the determinants of income levels and growth rates of incomes, to make informed policy analysis and statements and to critically evaluate current controversies and developments as well as to conduct their own research.

---

### Courses
- (type, number of weekly contact hours, language — if other than German)
- V (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)
- Language of assessment: English

### Allocation of places
- --

### Additional information
- --

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### Referred to in LPO I
- (examination regulations for teaching-degree programmes)
- --
Compulsory Electives
(5 ECTS credits)
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<td>Optimal Tax Theory</td>
<td>12-M-OST-102-m01</td>
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<tr>
<td>holder of the Chair of Public Finance</td>
<td>Faculty of Business Management and Economics</td>
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<tr>
<th>Duration</th>
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<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
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</table>

**Contents**

The course will deal with the design of an optimal tax system. First, students will become familiar with the criteria that characterise an optimal tax system. Lectures will introduce students to key rules for taxing commodities as well as income and capital. Examining specific taxation issues such as the eco-tax, family taxation and the taxation of international enterprises, the course will then provide students with more in-depth insights into these rules.

Outline of syllabus:
1. Optimal commodity taxation
2. Optimal income taxation
3. Optimal taxation of families
4. International tax competition

Reading: lecture notes to be provided

**Intended learning outcomes**

After completing this module students have a basic understanding of what is meant with "optimal taxation". They are able to apply this concept to specific normative questions of tax policy in practice. Students also learn to prepare and present short papers where they discuss specific normative policy issues.

**Courses**

<table>
<thead>
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<th>type, number of weekly contact hours, language — if other than German</th>
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**Method of assessment**

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<tr>
<td>written examination (approx. 60 minutes)</td>
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**Allocation of places**

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**Additional information**

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

--
## Module title
Analysis of Financial Market Data

### Abbreviation
12-M-FMO-102-m01

### Module coordinator
holder of the Chair of Econometrics

### Module offered by
Faculty of Business Management and Economics

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<td>1 semester</td>
<td>graduate</td>
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### Contents

**Description:**
The module covers the fundamentals, methods and concepts for the empirical analysis of financial market data. The concept of market efficiency is explained and critically examined with reference to the random walk hypothesis. To test this hypothesis, a number of parametric and non-parametric methods are proposed and applied in practice. Based on the findings, market microstructure models that can explain some important empirical findings will be discussed. In addition, the course describes event studies for testing the significant impact of corporate news on the share price and discusses issues of univariate time series analysis such as AR(I)MA and ARCH / GARCH models that are indispensable for modelling financial market data. In the final part of the course, the CAPM is discussed and examined, in particular, with regard to its empirical applicability.

**Outline of syllabus:**
1. Information efficiency
2. Random walk
3. Theoretical market models
4. Event studies
5. Univariate modelling of time series data
6. Models to explain volatility (ARCH and GARCH)
7. Estimation of the capital asset pricing model

**Reading:**

**Intended learning outcomes**
Students have significant knowledge of the fundamentals, methods and concepts that are needed for the empirical analysis of financial market data. They can autonomously perform statistical test decisions with statistics programs such as EViews or Gretl and critically analyze in terms of their economic importance. In addition, the students learn the independent handling of empirical capital market data and have at the end of the course the ability to develop also own functions and routines, for example for EViews.

**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)

**Allocation of places**
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<tr>
<td>Referred to in LPO I</td>
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<td>(examination regulations for teaching-degree programmes)</td>
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</tbody>
</table>
### Module Title
Microeconometrics

### Abbreviation
12-M-MIK-102-m01

### Module Coordinator
holder of the Chair of Econometrics

### Module Offered by
Faculty of Business Management and Economics

### ECTS
5

### Method of Grading
numerical grade

### Only after succ. compl. of module(s)
--

### Duration
1 semester

### Module Level
graduate

### Other Prerequisites
--

### Contents

**Description:**
This course builds on the Master's courses "Ökonometrie 1" ("Econometrics 1") and "Ökonometrie 2" ("Econometrics 2") and introduces students to different microeconometric models. In the first part of the course, the maximum likelihood estimation procedure is introduced, its importance for estimating microeconometric models and properties of the estimators are explained and derived. Subsequently, a wide variety of microeconometric models is motivated and explained and the advantages of these models over the linear regression model are pointed out. In addition, these models are estimated with different estimation methods and the results are interpreted.

**Outline of syllabus:**
1. Maximum likelihood estimator and its properties
2. Logit and probit models for unordered categories
3. Logit and probit models for ordered categories
4. Tobit model
5. Models for count data
6. Duration analysis
7. Hazard rate models

**Reading:**
Ronning: Mikroökonometrie, Springer-Verlag.
Cameron / Trivedi: Microeconometrics - Methods and Applications, Cambridge University Press.
Greene: Econometric Analysis, Pearson.
(most recent editions)

**Intended Learning Outcomes**
After finishing this course students are able to
(i) understand the maximum likelihood method;
(ii) apply, assess, and interpret the above introduced models and check for possible violation of the assumptions;
(iii) get to know other possibilities, next to the maximum likelihood method, to estimate these models;
(iv) gain a general understanding how to treat discrete, censored, or truncated dependent variables;
(v) know how to estimate the introduced models in EViews.

**Courses**
A (no information on SWS (weekly contact hours) and course language available)

**Method of Assessment**
Written examination (approx. 60 minutes)

**Allocation of Places**
--

**Additional Information**
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Module title | Abbreviation
--- | ---
Econometrics 2 | 12-M-0E2-102-m01

Module coordinator | Module offered by
holder of the Chair of Econometrics | Faculty of Business Management and Economics

<table>
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Duration | Module level | Other prerequisites |
1 semester | graduate | -- |

Contents

Description:
This module deals with the basics, concepts and methods of the generalised least squares (GLS) framework. Partly as a motivation for the GLS model and partly for its own right, different specification and data problems as well as violations of model assumptions of the OLS estimator (as introduced in "Ökonometrie I" ("Econometrics I")) are discussed. This includes multicollinearity, a test for structural breaks, heteroskedasticity and autocorrelation. Linear algebra is used as formal aid.

Outline of syllabus:
1. Specification analysis
2. Multicollinearity
3. Heteroskedasticity
4. Autocorrelated disruptive terms
5. Generalised least squares (GLS)

Intended learning outcomes

Students acquire essential knowledge of the fundamentals, methods and concepts for estimating the generalised linear regression model (GLS) and can apply and interpret it. They are sensitized for specification problems, data problems and violations of the assumptions of the classical linear model (OLS) so that they are able to recognize, to assess and therefore adequately deal with these problems in theory and practice. This enables them to critically assess the use of the Estimation methods in scientific work and to work independently on adequate implementation of empirical analyzes to answer selected (economic) scientific issues if available data with the above-mentioned involve problems. The competences acquired in this course serve as a prerequisite for "Econometrics III", "Microeconometrics" und "Financial Econometrics".

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)

Allocation of places
--

Additional information
--

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

Econometrics 3       12-M-OE3-102-m01

Module coordinator       Module offered by
holder of the Chair of Econometrics       Faculty of Business Management and Economics

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

Duration       Module level       Other prerequisites
1 semester       graduate          --

Contents

Description:
This module deals with advanced econometric methods and concepts based on the classical and the generalised least squares estimator discussed in Ökonometrie I and II (Econometrics I and II). In particular, this includes the instrumental variable (IV) estimator, the generalised method of moments (GMM) estimator, distributed lag models as well as basic methods and concepts used in univariate and multivariate econometric times series analysis, including (non)stationarity, integration, cointegration. Linear algebra is used as formal aid.

Outline of syllabus:
1. Error-in-variables
2. IV estimation
3. Generalised least squares estimation
4. Distributed lag models
5. Stationary uni and multivariate processes
6. Deterministic and stochastic trends
7. Integrated and cointegrated processes

Intended learning outcomes

The students acquire thorough understanding of advanced methods and concepts in econometrics. They are familiarized with diverse error-in-variables issues and capable of handling them appropriately. After the course, students understand the generalized method of moment (GMM) and the instrumental variable (IV) estimator to an extent that they can discuss their pros and cons, apply these to selected questions in quantitative economics, and understand scientific papers using these methods. Furthermore, they become acquainted with selected time series issues, such as distributed lag models, non-stationarity, spurious correlation, and cointegrated processes, enabling them to conduct a comprehensive time series analysis. In brief, the course enables students to apply the above mentioned methods and concepts to real life questions, assess their appropriateness, and address their theoretical and practical benefits and shortcomings.

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)

Allocation of places

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Additional information

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

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# Module Catalogue for the Subject Business Management

## Master's with 1 major, 120 ECTS credits

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
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<tbody>
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<td>Multinational Enterprises</td>
<td>12-M-MNE-102-m01</td>
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<tbody>
<tr>
<td>holder of the Chair of Public Finance</td>
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<tr>
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<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
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</table>

## 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 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)

<table>
<thead>
<tr>
<th>Type</th>
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</table>

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

- oral examination (approx. 30 minutes)
- Language of assessment: English

## Allocation of places

Business Management Master’s and Economics Master’s: no restrictions. Applied Human Geography Master’s: 10 places. Places will be allocated by lot.

## Additional information

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

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<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
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<td>Empirical HR Research</td>
<td>12-M-EPF-102-m01</td>
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<tbody>
<tr>
<td>holder of the Chair of Human Resource Management and Organisation</td>
<td>Faculty of Business Management and Economics</td>
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**Contents**

The seminar "Empirische Personalforschung" ("Empirical Personnel Economics") introduces and discusses the most important estimation problems and their application in the software package STATA. In addition, students learn, with the help of basic problems of personnel economics, how estimation programs are programmed in STATA.

Reading list to be provided in class.

**Intended learning outcomes**

The aim of the seminar is to enable students to understand and apply the most important estimation programs and their application in STATA with a focus on problems in personnel economics.

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

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)

term paper (10 pages) and presentation (30 minutes), weighted 2:1

**Allocation of places**

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**Additional information**

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

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<table>
<thead>
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<td>Empirical Research in Entrepreneurship and Management</td>
<td>12-M-EGF2-102-m01</td>
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**Module coordinator**

holder of the Chair of Entrepreneurship and Management

**Module offered by**

Faculty of Business Management and Economics

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<tr>
<td>1 semester</td>
<td>graduate</td>
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**Contents**

**Description:**
The module will introduce students to qualitative / quantitative research paradigms, using, among others, the example of empirical studies in the area of founding and management research. During the course, participants will be required to present significant substantive and methodological findings of a recent empirical essay. In their presentations, students will address the following key questions: What contribution does the paper make? How are empirically testable hypotheses derived? What method of empirical data collection is used? What evaluation methodology is used? What are the implications for science and practice, what are the strengths and weaknesses of the paper?

Content (subject to change):
1. Introduction
2. Philosophy of science
3. Study design
4. Correlations
5. Methods of data collection
6. Simple linear regression
7. Specification problems and distributions
8. Time series analysis
9. Logistic regression
10. Factor and cluster analysis

**Intended learning outcomes**

Students acquire the ability to work purposefully in complex situations with empirical expertise on a practice-oriented solution.

**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)

term paper (approx. 30 pages) and presentation (approx. 20 minutes) with sub-presentation and discussion, weighted 1:1

Language of assessment: English or German

**Allocation of places**

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**Additional information**

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

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<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
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<tbody>
<tr>
<td>Strategic Production Management</td>
<td>12-M-SPM-102-m01</td>
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<th>Module coordinator</th>
<th>Module offered by</th>
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<tbody>
<tr>
<td>holder of the Chair of Business Management and Industrial Management</td>
<td>Faculty of Business Management and Economics</td>
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**Contents**

This module will discuss contents and procedures of strategic production management and, in particular, planning and control concepts. Students will become familiar with the essentials of strategic production management. Theoretical and analytical models will be used for analysing both economic and ecological issues. In addition, the module will discuss principles of value structure optimisation and will develop competences regarding the development of integrated mathematical models.

**Intended learning outcomes**

After completion of the module students are able to process, to analyze and answer questions of operations strategy structured and goal-oriented in a global context using appropriate methods. Furthermore, they know the main strategic tasks and objectives in production management and evaluate and apply planning and control concepts for the production in realistic application situations.

**Courses**

S (no information on SWS (weekly contact hours) and course language available)

**Method of assessment**

written examination (approx. 40 minutes) and presentation (approx. 20 minutes), weighted 2:1

**Allocation of places**

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**Additional information**

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**Referred to in LPO I**

(examination regulations for teaching-degree programmes)
<table>
<thead>
<tr>
<th>Module title</th>
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<tbody>
<tr>
<td>Theory of Industrial Organization 2</td>
<td>12-M-TI2-102-m01</td>
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**Contents**

**Description:**

This course discusses vertical contracts in supply chains and their impact on competition.

**Outline of syllabus:**

1. The classic problem of double marginalisation and its solution by nonstandard contracts (resale price maintenance, nonlinear pricing (rebates), exclusive territories, exclusive dealing etc.)
2. Contracts for service
3. Common agency
4. The delegation principle
5. The commitment problem
6. Interlocking relationships
7. Foreclosure by vertical contracts or mergers

**Intended learning outcomes**

After completing the course students are able to

(i) explain the results of theoretical industrial economics on vertical contracts;
(ii) apply the involved methods to given simple examples on their own;
(iii) recognize, in which real life situations (and how) the results can be applied;
(iv) analyze the impact of certain vertical contracts on competition.

**Courses**

V (no information on SWS (weekly contact hours) and course language available)

**Method of assessment**

written examination (approx. 60 minutes) or term paper (approx. 20 pages)

**Allocation of places**

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**Additional information**

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**Referred to in LPO I**

(examination regulations for teaching-degree programmes)

--
### Module Catalogue for the Subject
**Business Management**
**Master's with 1 major, 120 ECTS credits**

<table>
<thead>
<tr>
<th>Module title</th>
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<tbody>
<tr>
<td>Applied General Equilibrium Models</td>
<td>12-M-NGM-102-m01</td>
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<tbody>
<tr>
<td>holder of the Chair of Public Finance</td>
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### Contents

**Description:**
This course will mostly be concerned with the analysis of public policy (in areas such as taxation, social security etc.). Providing students with state-of-the-art techniques for quantitative macroeconomic research in this very field and familiarising them with the relevant literature, this course will teach students how such policies redistribute between different generations and also within generations, how they may improve risk sharing when markets are incomplete and how they can trigger distortions and therefore hurt the aggregate economy.

**Outline of syllabus:**
1. Programming with FORTRAN and application of numerical methods
2. Solution techniques for dynamic programming problems
3. The overlapping generations model (OLG) with uninsurable income risk
4. Policy analysis in the stochastic OLG model

**Reading:**
Lecture notes will be provided.

### Intended learning outcomes

After completing the course "Computational Economics - Advanced Level" students will be able to
(i) edit and solve stochastic economic problems using advanced numerical techniques;
(ii) implement small scale economic models on the computer;
(iii) simulate tax and social security policy reforms and interpret the quantitative results in economic term.

### 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)

### Allocation of places

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### Additional information

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

--
**Module title**  
Theory of Industrial Organization 1

**Abbreviation**  
12-M-TI1-102-m01

**Module coordinator**  
holder of the Chair of Industrial Economics

**Module offered by**  
Faculty of Business Management and Economics

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**Duration**  
1 semester

**ECTS**  
5

**Numerical grade**  
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**Method of grading**  
Only after succ. compl. of module(s)

**Module level**  
graduate

**Other prerequisites**  
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**Contents**

Theory of industrial organisation:
1. Monopoly pricing
   - Nonlinear pricing and mechanism design
   - Dynamic pricing: experience goods, durable goods
2. Oligopoly pricing
   - Static price and quantity competition in homogeneous and differentiated goods markets
   - Comparative statics
   - Equilibrium market structure
3. Dynamic competition in oligopoly markets
   - Repeated games and collusion
   - Markov perfect equilibrium and models of dynamic competition
4. Strategic behaviour by incumbent firms
   - Entry deterrence and predation
   - Signalling and reputation
5. Auctions
   - Second price auctions
   - First price auctions
6. Advertising and product design

The course will be taught in English.

**Intended learning outcomes**

Students which complete this class will acquire a working knowledge of advanced theoretical models of competition in oligopoly markets as well as sophisticated pricing techniques in monopoly markets. They will learn the conditions under which the predictions of these models are valid. They will become familiar with applications of advanced game theoretic tools, such as dynamic models of competition and auction theory, for studying interactions between firms in markets. By means of comprehensive exercises, they will apply the methods they learn in class to practically relevant problems. They will be in a position to read academic papers on related topics, assess the strengths and weaknesses of approach, summarize and comment on these papers and suggest possible extensions.

**Courses**

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<th>V + Ü (no information on SWS (weekly contact hours) and course language available)</th>
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**Method of assessment**

- written examination (approx. 60 minutes) or term paper (approx. 20 pages)

**Allocation of places**

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**Additional information**

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**Referred to in LPO I**

(examination regulations for teaching-degree programmes)
## Module Catalogue for the Subject Business Management

### Master's with 1 major, 120 ECTS credits

<table>
<thead>
<tr>
<th>Module title</th>
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<tbody>
<tr>
<td>DSGE Modelling</td>
<td>12-M-DMM-102-m01</td>
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<th>Module coordinator</th>
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<tbody>
<tr>
<td>holder of the Chair of Monetary Policy and International Economics</td>
<td>Faculty of Business Management and Economics</td>
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### Contents

The course offers an introduction to "Dynamic Stochastic General Equilibrium Modelling" (DSGE). These models are designed to describe the business cycle at the macro level. In a first step, we analyse the behaviour of a representative household. In particular, we describe how consumption, asset allocation and labour supply plans are formulated. In a second step, we focus on the firm sector and address how firms solve for optimal production plans. In a third step, we explain what role the central bank plays in stabilising the business cycle. Thereby, we show how changes in interest rates interact with optimal decisions taken by households and firms. We also discuss hot topics such as CAPM models and monetary policy in the euro area.

### Intended learning outcomes

The course offers analytical tools designed to solve DSGE models. These analytical skills encompas:

- Solving of intertemporal optimization problems (e.g., consumption Euler-equations).
- Linearization methods (e.g., Taylor-expansions).
- Solving linear difference expectations by minimum state variabel techniques (MSV-solution).
- Basic time series concepts such as impulse response functions, variance decompositions.
- Basic insights in MATLAB/ Dynare programming: specifying, solving and estimating DSGE models.

### Courses

V + Ü (no information on SWS (weekly contact hours) and course language available)

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<th>Method of assessment</th>
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<td>written examination</td>
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### Allocation of places

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### Additional information

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

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Module title | Abbreviation
---|---
Topics in International Trade | 12-M-TIT-102-m01

**Module coordinator**
holder of the Chair of International Macroeconomics

**Module offered by**
Faculty of Business Management and Economics

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**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 (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)

presentation (approx. 60 minutes) and oral examination (approx. 20 minutes), weighted 2:1

Language of assessment: English

**Allocation of places**

--

**Additional information**

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

--
Advanced International Trade

Module coordinator: holder of the Chair of International Macroeconomics

Module offered by: Faculty of Business Management and Economics

ECTS: 5

Method of grading: numerical grade

Duration: 1 semester

Graduate level

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
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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 (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: English

Allocation of places

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Additional information

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

--
# Economic Dynamics

**Abbreviation:** 12-M-DWT-102-m01

<table>
<thead>
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<th>Module offered by</th>
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<tbody>
<tr>
<td>Economic Dynamics</td>
<td>holder of the Chair of Econometrics holder of the Chair of Econometrics</td>
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## ECTS

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## Duration

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## Contents

**Outline of syllabus:**
1. Dynamic systems and models in economic theory
2. Differential equations
3. Difference equations
4. Dynamic optimisation
5. Selected models in business cycle theory
6. Selected models in growth theory

## Intended learning outcomes

Students acquire comprehension on the key methods of dynamic economic theory. They will be able to analyze linear and some basic non-linear difference and differential equations and apply those to economic applications.

## Courses

V + Ü (no information on SWS (weekly contact hours) and course language available)

## Method of assessment

written examination (approx. 60 minutes)

## Allocation of places

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## Additional information

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## Referred to in LPO I

(examination regulations for teaching-degree programmes)
### Module title
European Economic Statistics

### Abbreviation
12-M-EWS-102-m01

<table>
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<td>holder of the Chair of Econometrics</td>
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### Contents
Outline of syllabus:
1. Subject and tasks of business and economic statistics
2. The European system of national accounting
3. The harmonised consumer price index
4. Structural indicators
5. Money and loans in the European monetary union
6. Data bases of EuroStat

### Intended learning outcomes
Students acquire comprehension on the most important indicators and accounting systems of the European and German business and economic statistics. They will be able to use these reporting systems for different macro-economic questions.

### 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)

### Allocation of places
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### Additional information
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### Referred to in LPO I
(examination regulations for teaching-degree programmes)
--
Module title | Quantitative Economic Policy
---|---
Abbreviation | 12-M-QWP-102-m01

Module coordinator | holder of the Chair of Econometrics
Module offered by | Faculty of Business Management and Economics

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

| Duration | 1 semester |
| Module level | graduate |
| Other prerequisites | -- |

Contents

Outline of syllabus:
1. Subject and tasks of quantitative economic policy
2. Quantitative economic policy in the static model
3. Fundamentals of systems and control theory
4. Econometric models
5. Stabilisation theory and policy in dynamic models
6. Optimal quantitative economic policy

Intended learning outcomes

Students have an understanding of the importance of most methods of quantitative economic policy. They are able to analyze static and dynamic economic policy models and apply them to concrete economic problems.

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

Allocation of places
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Additional information
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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### Module title

**Information Systems Research**

| Abbreviation | 12-M-ISR-102-m01 |

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### Module coordinator

**holder of the Chair of Information Systems Engineering**

**Module offered by**

**Faculty of Business Management and Economics**

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### Intended learning outcomes

The module provides students with knowledge of:

(i) Exploration of classical themes of WI / IS research;
(ii) Getting to know the relevant paradigms, theories and methods;
(iii) Recognition of the interfaces to other areas of business administration and management practice;
(iv) Gain experience in finding and evaluation of scientific literature.

### Contents

The course provides an overview of theoretical scientific foundations, theories, research topics and methods of international research in business informatics.

### Courses

V + Ü (no information on SWS (weekly contact hours) and course language available)

### Method of assessment

The method of assessment will be specified at the beginning of each exercise. a) written examination (approx. 60 minutes) or b) presentation (approx. 20 minutes) with written elaboration (approx. 15 to 20 pages), weighted 1:2 or c) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or c) completion of programming exercises (as specified)

### Allocation of places

--

### Additional information

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### Referred to in LPO I

(examination regulations for teaching-degree programmes)

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Module title | Abbreviation
--- | ---
Selected Studies of Empirical Accounting Research | 12-M-AFER-102-m01

Module coordinator | Module offered by
Managing Director of the Institute of Business Management | Faculty of Business Management and Economics

<table>
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Duration | Module level | Other prerequisites
1 semester | undergraduate | --

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 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)

Allocation of places

--

Additional information

--

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

--
Module title: Accounting and Capital Markets

Abbreviation: 12-M-REKA-102-m01

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

Module offered by: Faculty of Business Management and Economics

ECTS: 5

Method of grading: numerical grade

Only after succ. compl. of module(s): --

Duration: 1 semester

Module level: graduate

Other prerequisites: --

Contents:
The module focuses on financial and management accounting, their functions, possible configurations as well as their impact on internal and external recipients under consideration of the institutional setting. In this context, an economic perspective has priority over detailed legal arrangements and regulations by the standard setters. Based on the theoretical foundations of information economics as well as decision-making and balance sheet theories, typical issues concerning cost accounting and controlling as well as financial accounting and publicity are discussed.

Intended learning outcomes:
Initially a fundamental knowledge about the conception and impact of management and financial accounting as information systems is acquired. In the following, the module mainly sharpens the understanding of the economic impacts of the configuration of management and financial accounting. What is more, extensive knowledge about possible impacts of changes in institutional general frameworks is conveyed. For example changes in valuation standards, publicity rules or regulations about the distribution of profits in enterprises and on capital markets are considered.

Courses:
V + Ü (no information on SWS (weekly contact hours) and course language available)

Method of assessment:
written examination (approx. 60 minutes)

Allocation of places:
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Additional information:
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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<table>
<thead>
<tr>
<th>Module title</th>
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<tbody>
<tr>
<td>Management of Corporate Sustainability</td>
<td>12-M-NUF-102-m01</td>
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<tr>
<td>holder of the Chair of Entrepreneurship and Management</td>
<td>Faculty of Business Management and Economics</td>
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### Contents

**Description:**
This module introduces students to sustainability management. First, essential concepts such as sustainability and corporate social responsibility are explained, the role of businesses within society is discussed. Afterwards, the module addresses different aspects of corporate sustainability as well as environmental and social management with particular regard to the dimensions of corporate and economic performance and competitiveness.

**Content:**
1. Basic overview of sustainability and (legal) frameworks
2. Business and society
3. System theory
4. Sustainable as well as eco-innovation
5. Operational sustainability management (sustainable strategies, environmental performance indicators)
6. The impact of environmental and social management on corporate performance and competitiveness

### Intended learning outcomes
After successfully completing the module "Sustainability Management", students will be able to
(i) explain and define the basic principles and concepts of Sustainability Management as well as to deal with the contributions and aspects of sustainable development in a critical way;
(ii) assess and analyse the complex problems and implementation strategies of Sustainability Management based on the gained knowledge and experiences of this course;
(iii) evaluate different strategic and operational approaches of Sustainability Management as well as to transfer these approaches onto various case studies.

### 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)
Language of assessment: German or English

### Allocation of places

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### Additional information

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### Referred to in LPO I

(examination regulations for teaching-degree programmes)

--
Econometrics
(20 ECTS credits)
Compulsory Modules

(10 ECTS credits)
### Module Catalogue for the Subject
**Business Management**

**Master’s with 1 major, 120 ECTS credits**

<table>
<thead>
<tr>
<th>Module title</th>
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<td>Econometrics 1</td>
<td>12-M-OE1-102-m01</td>
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<td>Faculty of Business Management and Economics</td>
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### Contents

**Description:**
This module deals with the basic concept and methodology of the ordinary least squares (OLS) regression model. In particular, model assumptions and properties are discussed and formally motivated. In addition, the module examines linear restrictions on the models explanatory variables as well as dummy variables and introduces tests to verify simple and multiple linear restrictions.

Linear algebra is used as formal aid.

**Outline of syllabus:**
1. Random variables
2. Important distributions
3. Point estimates
4. Simple linear regression model
5. Model assumptions
6. Model properties
7. Simple hypothesis tests
8. Multiple linear regression model
9. Linear restrictions
10. Dummy variables
11. Multiple hypothesis tests

### Intended learning outcomes
The students acquire knowledge of the basics, concepts and methods used in the classical linear regression model and understand the role of econometrics in science and data analysis. In particular, they learn how to analytically derive, calculate and interpret the coefficients, standard errors and p-values of a classic regression output of the multiple regression model. Furthermore, they are able to state and motivate formally the assumptions and properties of OLS and know how to deal with transformed and dummy variables. Additionally, students are able to test multiple linear restrictions on the parameters and are able to apply these tests to real economic, business and social science questions.

The competences acquired in this course serve as a prerequisite for "Econometrics II", "Econometrics III", "Microeconometrics" und "Financial Econometrics".

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

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

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### Allocation of places
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### Additional information
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</table>
## Module title
Econometrics 2

## Abbreviation
12-M-OE2-102-m01

### Module coordinator
holder of the Chair of Econometrics

### Module offered by
Faculty of Business Management and Economics

<table>
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### Duration
1 semester

### Module level
graduate

### Other prerequisites
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## Contents
### Description:
This module deals with the basics, concepts and methods of the generalised least squares (GLS) framework. Partly as a motivation for the GLS model and partly for its own right, different specification and data problems as well as violations of model assumptions of the OLS estimator (as introduced in "Okonometrie I" ("Econometrics I")) are discussed. This includes multicollinearity, a test for structural breaks, heteroskedasticity and autocorrelation.

Linear algebra is used as formal aid.

### Outline of syllabus:
1. Specification analysis
2. Multicollinearity
3. Heteroskedasticity
4. Autocorrelated disruptive terms
5. Generalised least squares (GLS)

## Intended learning outcomes
Students acquire essential knowledge of the fundamentals, methods and concepts for estimating the generalised linear regression model (GLS) and can apply and interpret it. They are sensitized for specification problems, data problems and violations of the assumptions of the classical linear model (OLS) so that they are able to recognize, to assess and therefore adequately deal with these problems in theory and practice. This enables them to critically assess the use of the estimation methods in scientific work and to work independently on adequate implementation of empirical analyzes to answer selected (economic) scientific issues if available data with the above-mentioned involve problems. The competences acquired in this course serve as a prerequisite for "Econometrics III", "Microeconometrics" und "Financial Econometrics".

## Courses
(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)

## Allocation of places
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## Additional information
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## Referred to in LPO I (examination regulations for teaching-degree programmes)
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Compulsory Electives
(10 ECTS credits)
Module title: Analysis of Financial Market Data

Abbreviation: 12-M-FMO-102-m01

Module coordinator: holder of the Chair of Econometrics

Module offered by: Faculty of Business Management and Economics

ECTS: 5

Method of grading: numerical grade

Duration: 1 semester

Module level: graduate

Other prerequisites: --

Contents

Description:
The module covers the fundamentals, methods and concepts for the empirical analysis of financial market data. The concept of market efficiency is explained and critically examined with reference to the random walk hypothesis. To test this hypothesis, a number of parametric and non-parametric methods are proposed and applied in practice. Based on the findings, market microstructure models that can explain some important empirical findings will be discussed. In addition, the course describes event studies for testing the significant impact of corporate news on the share price and discusses issues of univariate time series analysis such as AR(I)MA and ARCH / GARCH models that are indispensable for modelling financial market data. In the final part of the course, the CAPM is discussed and examined, in particular, with regard to its empirical applicability.

Outline of syllabus:
1. Information efficiency
2. Random walk
3. Theoretical market models
4. Event studies
5. Univariate modelling of time series data
6. Models to explain volatility (ARCH and GARCH)
7. Estimation of the capital asset pricing model

Reading:

Intended learning outcomes

Students have significant knowledge of the fundamentals, methods and concepts that are needed for the empirical analysis of financial market data. They can autonomously perform statistical test decisions with statistics programs such as EViews or Gretl and critically analyze in terms of their economic importance. In addition, the students learn the independent handling of empirical capital market data and have at the end of the course the ability to develop also own functions and routines, for example for EViews.

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)

Allocation of places

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### Additional information

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

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Module title
Microeconometrics

Abbreviation
12-M-MIK-102-m01

Module coordinator
holder of the Chair of Econometrics

Module offered by
Faculty of Business Management and Economics

ECTS
5

Method of grading
numerical grade

Duration
1 semester

Module level
graduate

Other prerequisites
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Contents

Description:
This course builds on the Master's courses "Ökonometrie 1" ("Econometrics 1") and "Ökonometrie 2" ("Econometrics 2") and introduces students to different microeconometric models. In the first part of the course, the maximum likelihood estimation procedure is introduced, its importance for estimating microeconometric models and properties of the estimators are explained and derived. Subsequently, a wide variety of microeconometric models is motivated and explained and the advantages of these models over the linear regression model are pointed out. In addition, these models are estimated with different estimation methods and the results are interpreted.

Outline of syllabus:
1. Maximum likelihood estimator and its properties
2. Logit and probit models for unordered categories
3. Logit and probit models for ordered categories
4. Tobit model
5. Models for count data
6. Duration analysis
7. Hazard rate models

Reading:
Ronning: Mikroökønometrie, Springer-Verlag.
Cameron / Trivedi: Microeconometrics - Methods and Applications, Cambridge University Press.
Greene: Econometric Analysis, Pearson.
(most recent editions)

Intended learning outcomes
After finishing this course students are able to
(i) understand the maximum likelihood method;
(ii) apply, assess, and interpret the above introduced models and check for possible violation of the assumptions;
(iii) get to know other possibilities, next to the maximum likelihood method, to estimate these models;
(iv) gain a general understanding how to treat discrete, censored, or truncated dependent variables;
(v) know how to estimate the introduced models in EViews.

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

Allocation of places
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Additional information
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Referred to in LPO I (examination regulations for teaching-degree programmes)

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Module title

Econometrics 3

Abbreviation

12-M-OE3-102-m01

Module coordinator

holder of the Chair of Econometrics

Module offered by

Faculty of Business Management and Economics

ECTS

5

Method of grading

Only after succ. compl. of module(s)

Duration

1 semester

Module level

graduate

Other prerequisites

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Contents

Description:
This module deals with advanced econometric methods and concepts based on the classical and the generalised least squares estimator discussed in Ökonometrie I and II (Econometrics I and II). In particular, this includes the instrumental variable (IV) estimator, the generalised method of moments (GMM) estimator, distributed lag models as well as basic methods and concepts used in uni and multivariate econometric times series analysis, including (non)stationarity, integration, cointegration. Linear algebra is used as formal aid.

Outline of syllabus:
1. Error-in-variables
2. IV estimation
3. Generalised least squares estimation
4. Distributed lag models
5. Stationary uni and multivariate processes
6. Deterministic and stochastic trends
7. Integrated and cointegrated processes

Intended learning outcomes

The students acquire thorough understanding of advanced methods and concepts in econometrics. They are familiarized with diverse error-in-variables issues and capable of handling them appropriately. After the course, students understand the generalized method of moment (GMM) and the instrumental variable (IV) estimator to an extent that they can discuss their pros and cons, apply these to selected questions in quantitative economics, and understand scientific papers using these methods. Furthermore, they become acquainted with selected time series issues, such as distributed lag models, non-stationarity, spurious correlation, and cointegrated processes, enabling them to conduct a comprehensive time series analysis. In brief, the course enables students to apply the above mentioned methods and concepts to real life questions, assess their appropriateness, and address their theoretical and practical benefits and shortcomings.

Courses

V + Ü (no information on SWS (weekly contact hours) and course language available)

Method of assessment

written examination (approx. 60 minutes)

Allocation of places

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Additional information

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

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## Empirical HR Research

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<tbody>
<tr>
<td>holder of the Chair of Human Resource Management and</td>
<td>Faculty of Business Management and</td>
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### Contents

The seminar "Empirische Personalforschung" ("Empirical Personnel Economics") introduces and discusses the most important estimation problems and their application in the software package STATA. In addition, students learn, with the help of basic problems of personnel economics, how estimation programs are programmed in STATA. Reading list to be provided in class.

### Intended learning outcomes

The aim of the seminar is to enable students to understand and apply the most important estimation programs and their application in STATA with a focus on problems in personnel economics.

### Courses

Ü (no information on SWS (weekly contact hours) and course language available)

### Method of assessment

term paper (10 pages) and presentation (30 minutes), weighted 2:1

### Allocation of places

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### Additional information

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### Referred to in LPO I

(examination regulations for teaching-degree programmes)
Module title | Abbreviation
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Empirical Research in Entrepreneurship and Management | 12-M-EGF2-102-m01

Module coordinator | Module offered by
holder of the Chair of Entrepreneurship and Management | Faculty of Business Management and Economics

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Contents

Description:
The module will introduce students to qualitative / quantitative research paradigms, using, among others, the example of empirical studies in the area of founding and management research. During the course, participants will be required to present significant substantive and methodological findings of a recent empirical essay. In their presentations, students will address the following key questions: What contribution does the paper make? How are empirically testable hypotheses derived? What method of empirical data collection is used? What evaluation methodology is used? What are the implications for science and practice, what are the strengths and weaknesses of the paper?

Content (subject to change):
1. Introduction
2. Philosophy of science
3. Study design
4. Correlations
5. Methods of data collection
6. Simple linear regression
7. Specification problems and distributions
8. Time series analysis
9. Logistic regression
10. Factor and cluster analysis

Intended learning outcomes
Students acquire the ability to work purposefully in complex situations with empirical expertise on a practice-oriented solution.

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)
term paper (approx. 30 pages) and presentation (approx. 20 minutes) with sub-presentation and discussion, weighted 1:1
Language of assessment: English or German

Allocation of places
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Additional information
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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<table>
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<td>Applied General Equilibrium Models</td>
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**Module coordinator**  
holder of the Chair of Public Finance

**Module offered by**  
Faculty of Business Management and Economics

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**Duration**  
1 semester

**Module level**  
graduate

**Other prerequisites**  
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**Contents**

**Description:**  
This course will mostly be concerned with the analysis of public policy (in areas such as taxation, social security etc.). Providing students with state-of-the-art techniques for quantitative macroeconomic research in this very field and familiarising them with the relevant literature, this course will teach students how such policies redistribute between different generations and also within generations, how they may improve risk sharing when markets are incomplete and how they can trigger distortions and therefore hurt the aggregate economy.

**Outline of syllabus:**  
1. Programming with FORTRAN and application of numerical methods  
2. Solution techniques for dynamic programming problems  
3. The overlapping generations model (OLG) with uninsurable income risk  
4. Policy analysis in the stochastic OLG model

**Reading:**  
Lecture notes will be provided.

**Intended learning outcomes**

After completing the course "Computational Economics - Advanced Level" students will be able to  
(i) edit and solve stochastic economic problems using advanced numerical techniques;  
(ii) implement small scale economic models on the computer;  
(iii) simulate tax and social security policy reforms and interpret the quantitative results in economic term.

**Courses**  
V + Ü (no information on SWS (weekly contact hours) and course language available)

**Method of assessment**  
written examination (approx. 60 minutes)

**Allocation of places**  
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**Additional information**  
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**Referred to in LPO I**  
(examination regulations for teaching-degree programmes)  
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## Selected Studies of Empirical Accounting Research

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<tr>
<td>Selected Studies of Empirical Accounting Research</td>
<td>12-M-AFER-102-m01</td>
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### Module coordinator
Managing Director of the Institute of Business Management

### Module offered by
Faculty of Business Management and Economics

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### Duration
1 semester

### Module level
undergraduate

### Other prerequisites
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### 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 learning outcomes description is available because no courses are held for this module.

### Courses
V + Ü (no information on SWS (weekly contact hours) and course language available)

### Method of assessment
written examination (approx. 60 minutes)

### Allocation of places
--

### Additional information
--

### Referred to in LPO I
(examination regulations for teaching-degree programmes)
Public Finance
(20 ECTS credits)
Compulsory Modules

(10 ECTS credits)
### Module Catalogue for the Subject
**Business Management**
**Master’s with 1 major, 120 ECTS credits**

<table>
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<td>Policy of Taxation</td>
<td>12-M-F1-102-m01</td>
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**Contents**

**Description:**
In this module, students will acquire a basic understanding of the tax system and structure applied to households in Germany. In addition, the course will include simple tax incidence analyses of specific tax policies. Reading: lecture notes provided by Chair.

**Contents:**
1. Fiscal harmonisation system in Germany
2. Mechanics and problems of the VAT system
3. Tax incidence analysis
4. Income tax code
5. Taxation of married couples and families
6. Progressive taxation and income leveling
7. Taxation and household decisions

**Intended learning outcomes**
After completing the course "Tax Policy" students know the most important tax revenues in Germany and how they are divided between the Federation and the federal provinces. They are able to explain the incidence of specific taxes using simple case studies. Finally they can discuss tax induced distortions of individual decisions using simple partial equilibrium models.

**Courses**

V + Ü (no information on SWS (weekly contact hours) and course language available)

**Method of assessment**
written examination (approx. 60 minutes)

**Allocation of places**
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**Additional information**
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**Referred to in LPO I**
(examination regulations for teaching-degree programmes)

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<td>12-M-F2-102-m01</td>
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**Module coordinator**
- holder of the Chair of Public Finance

**Module offered by**
- Faculty of Business Management and Economics

**ECTS** | **Method of grading** | **Only after succ. compl. of module(s)** |
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**Contents**

**Description:**
The module provides an introduction to some specific issues of public debt that are in the focus of the public and scientific debate.

**Reading:** lecture notes provided by Chair.

**Outline of syllabus:**
1. Measurement of public debt
2. Growth effects of public debt
3. Intergenerational effects of public debt
4. Public debt in open economies
5. Neutrality of public debt
6. Political economy of public debt
7. Theory of sovereign debtors

**Intended learning outcomes**

After completing the course "National Debt" students are able to distinguish and discuss the most important measurement concepts and problems of public debt. They can discuss the growth and distributional consequences using simple equilibrium models of closed and open economies. They can evaluate the relevance of Ricardian neutrality and know the political economy explanations of rising debt levels and debt overhangs in specific countries.

**Courses**
- V + Ü (no information on SWS (weekly contact hours) and course language available)

**Method of assessment**
- written examination (approx. 60 minutes)

**Allocation of places**
- --

**Additional information**
- --

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

(10 ECTS credits)
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<th>Module title</th>
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<td>Social Insurance and the Welfare State</td>
<td>12-M-F3-102-m01</td>
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<tr>
<td>holder of the Chair of Public Finance</td>
<td>Faculty of Business Management and Economics</td>
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**Contents**

Description:

This module discusses the economic justification for implementing social security systems in a market economy and provides students with deeper insights into this topic with the help of specific issues of public health and retirement policy.

Reading: lecture notes provided by Chair.

Contents:

1. Public intervention in insurance markets
2. The insurance function of social security
3. Social security and social morale
4. The optimal health insurance contract
5. Alternative financing schemes for public health in Germany
6. Why do we need a public pension system?
7. Funding vs pay-as-you-go financing of public pensions

**Intended learning outcomes**

After completing the module "Theorie der Sozialversicherung" students are able to explain the theoretical foundation of the social security system in a market economy. Using simple partial equilibrium models they can discuss the financing and contract structure of the public health and pension system. Finally they are able to analyze the consequences of policy reforms.

**Courses**

V + Ü (no information on SWS (weekly contact hours) and course language available)

**Method of assessment**

written examination (approx. 60 minutes)

**Allocation of places**

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**Additional information**

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

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<table>
<thead>
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<td>Optimal Tax Theory</td>
<td>12-M-OST-102-m01</td>
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**Contents**

The course will deal with the design of an optimal tax system. First, students will become familiar with the criteria that characterise an optimal tax system. Lectures will introduce students to key rules for taxing commodities as well as income and capital. Examining specific taxation issues such as the eco-tax, family taxation and the taxation of international enterprises, the course will then provide students with more in-depth insights into these rules.

Outline of syllabus:
1. Optimal commodity taxation
2. Optimal income taxation
3. Optimal taxation of families
4. International tax competition

Reading: lecture notes to be provided

**Intended learning outcomes**

After completing this module students have a basic understanding of what is meant with “optimal taxation”. They are able to apply this concept to specific normative questions of tax policy in practice. Students also learn to prepare and present short papers where they discuss specific normative policy issues.

**Courses**

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**Allocation of places**

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**Additional information**

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

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<td>Principles of European Regulation</td>
<td>12-M-PRE-102-m01</td>
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<td>holder of the Chair of Industrial Economics</td>
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### Contents

**Description:**
This module examines the regulation of traditional network industries (railroads, electricity, telecommunications) in Europe: theory and practice

**Outline of syllabus:**
1. Overview of the regulation of railroads in Germany and Europe in practice
2. Overview of the regulation of the electricity industry in Germany and Europe in practice
3. Overview of the regulation of the telecommunications industry in Germany and Europe in practice
4. Political economy of regulation
5. Natural monopoly and price regulation under ideal conditions
6. Price regulation under realistic circumstances
7. Procurement: advantages and disadvantages
8. Network access regulation

**Intended learning outcomes**
After successfully completing this module, students will be able to
(i) describe central problems in regulation of the traditional network industries;
(ii) identify and apply the appropriate results from Industrial Organization;
(iii) assess the advantages and disadvantages of existing regulatory mechanisms by using results from the industrial organization theory.

**Courses**

V (no information on SWS or course language available)

**Method of assessment**

written examination (approx. 60 minutes) or term paper (approx. 20 pages)

**Allocation of places**

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**Additional information**

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

**Description:**
In this course, students will acquire a basic understanding of the financial system of the European Union as well as selected aspects of European agricultural, tax and climate policy.

Reading: lecture notes provided by Chair.

**Outline of syllabus:**
1. The budget of the European Union
2. The Common Agricultural Policy (CAP)
3. The Stability and Growth Pact (SGP)
4. Tax competition or tax coordination in Europe?
5. Emissions trading and European climate policy

### Intended learning outcomes

After completing the course “Europeische Finanzpolitik” students know the central revenues and expenditures of the budget of the European Union. They also know the most important instruments of the agricultural policy and the debt problem within the European currency union. Finally they will be able to discuss international tax policy and climate issues using simple partial equilibrium models.

### Courses

V + Ü (no information on SWS (weekly contact hours) and course language available)

### Method of assessment

written examination (approx. 60 minutes)

### Allocation of places

Business Management Master’s and Economics Master’s: no restrictions. Applied Human Geography Master’s and Political and Social Sciences Master’s: 10 places. Places will be allocated by lot.

### Additional information

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

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Module title | Abbreviation
---|---
Applied General Equilibrium Models | 12-M-NGM-102-m01

| Module coordinator | Module offered by |
---|---
holder of the Chair of Public Finance | Faculty of Business Management and Economics

| ECTS | Method of grading | Other prerequisites |
---|---|---
5 | numerical grade | -- |

Duration | Module level
---|---
1 semester | graduate

Contents

Description:
This course will mostly be concerned with the analysis of public policy (in areas such as taxation, social security etc.). Providing students with state-of-the-art techniques for quantitative macroeconomic research in this very field and familiarising them with the relevant literature, this course will teach students how such policies redistribute between different generations and also within generations, how they may improve risk sharing when markets are incomplete and how they can trigger distortions and therefore hurt the aggregate economy.

Outline of syllabus:
1. Programming with FORTRAN and application of numerical methods
2. Solution techniques for dynamic programming problems
3. The overlapping generations model (OLG) with uninsurable income risk
3. Policy analysis in the stochastic OLG model

Reading:
Lecture notes will be provided.

Intended learning outcomes
After completing the course "Computational Economics - Advanced Level" students will be able to
(i) edit and solve stochastic economic problems using advanced numerical techniques;
(ii) implement small scale economic models on the computer;
(iii) simulate tax and social security policy reforms and interpret the quantitative results in economic term.

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)

Allocation of places
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Additional information
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Referred to in LPO I (examination regulations for teaching-degree programmes)
--
National and International Monetary Economics
(20 ECTS credits)
Compulsory Modules

(10 ECTS credits)
### Module title

**European Monetary Policy - Closed Economy**

### Abbreviation

12-M-EG1-102-m01

### Module coordinator

holder of the Chair of Monetary Policy and International Economics

### Module offered by

Faculty of Business Management and Economics

### ECTS

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### Duration

1 semester

### Module level

graduate

### Other prerequisites

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### Contents

The course deals with the following topics:

1. **Intertemporal allocation** -- How do households and firms take an optimal decision regarding investments and savings? Why are financial markets efficient? What is the meaning of financial accounting?

2. **Banking, financial markets and crisis** -- What are the main functions of banks? What are the roles of banks in an economy? What are the reasons and solutions for liquidity and solvency problems of banks?

3. **Macroeconomic analysis of banks** -- Banks as intermediaries vs. originators of saving deposits. Macro models of banking -- The role of banks during the financial crisis.

4. **Money demand** -- What are the key determinants of money demand?

5. **The monetary transmission channel** -- Connection between monetary policy and the real economy in the BMW model. Description of the basic model. Extension of the basic model of fiscal policy.

6. **Deflation** -- Consequences of deflation on macro variables on the basis of different models.

### Intended learning outcomes

By completing this course, students receive a profound understanding of theory and practice of the monetary policy and the financial system. Next to a profound knowledge of banking in general, students learn the monetary transmission channel. Students will be able to analyze these issues based on theoretical models as well as the international historical experience.

### 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)

### Allocation of places

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### Additional information

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### Referred to in LPO I

(examination regulations for teaching-degree programmes)

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Module title | Abbreviation
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European Monetary Policy - Open Economy | 12-M-EG2-102-m01

Module coordinator
holder of the Chair of Monetary Policy and International Economics

Module offered by
Faculty of Business Management and Economics

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Duration: 1 semester  
Module level: graduate  
Other prerequisites: --

Contents
The course deals with the following topics:

The foreign exchange market:
Functioning of foreign exchange markets; market structure, players and evolution; FX transactions; hedging and speculation with FX.

Exchange rate economics:
Theoretical background and empirical validity of covered interest parity (CIP), uncovered interest rate parity (UIP) and purchasing power parity (PPP); Monetary approach: Flexible price monetary model and sticky price (Dornbusch-) overshooting model; Balassa-Samuelson effect; FX valuation via the PPP and the macroeconomic balance approach; Real effective exchange rates; Empirical validity of the exchange rate theories; Exchange rates and the current account.

Exchange rate regimes and monetary policy in open economies:
Classification of exchange rate regimes; the policy trilemma in open economies; historical development of the international monetary system; central bank interventions on the FX market.

Modelling open economy macroeconomics at the intermediate level:
Implications of the Mundell-Fleming model for monetary and fiscal policy under fixed and flexible exchange rates.
The BMW (IS-MP-PC) model of the open economy and its implication for monetary and fiscal policy under fixed and flexible exchange rates; optimum currency areas in the BMW model and in practice.

Currency crises:
International experience with currency crises since the 1970s; modelling currency crises within the Mundell-Fleming framework.

Managed-floating as a solution for the policy trilemma.

Intended learning outcomes
By completing this course, students receive a profound understanding of the functioning of foreign exchange markets, the drivers of exchange rate movements and some exchange rate valuation methods used in practice. Next to a profound knowledge of exchange rate theory the course highlights its practical applicability, e.g. as an investment strategy. In the second part of the course students learn the principles of monetary policy in open economies, including its trade-offs and risks like currency crises. Students will be able to analyze these issues based on theoretical models as well as the international historical experience.

Courses
V + Ü (no information on SWS (weekly contact hours) and course language available)

Method of assessment
written examination (approx. 60 minutes)
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Compulsory Electives

(10 ECTS credits)
Module title: Portfolio Selection and Capital Market Theory

Abbreviation: 12-M-B1a-102-m01

Module coordinator: holder of the Chair of Business Management, Banking and Finance

Module offered by: Faculty of Business Management and Economics

ECTS: 5

Method of grading: numerical grade

Only after succ. compl. of module(s): --

Duration: 1 semester

Module level: graduate

Other prerequisites: --

Contents:
Content:
This course deals with the fundamentals of individual investment decisions (portfolio selection), the capital market equilibrium and the resulting CAPM.

Outline of syllabus:
1. Fundamentals of decision theory
2. Portfolio selection
3. CAPM
4. Information efficiency and event analysis

Intended learning outcomes:
After completing the course "Portfolio Selection and Capital Market Theory", the students will be able
(i) to explain the optimal capital market position of an investor given the different investment opportunities and its individual utility function in theory and calculate it;
(ii) to understand the central propositions made by the CAPM and use the CAPM for valuating assets and firms.

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)

Allocation of places:
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Additional information:
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<td>DSGE Modelling</td>
<td>12-M-DMM-102-m01</td>
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**Contents**

The course offers an introduction to "Dynamic Stochastic General Equilibrium Modelling" (DSGE). These models are designed to describe the business cycle at the macro level. In a first step, we analyse the behaviour of a representative household. In particular, we describe how consumption, asset allocation and labour supply plans are formulated. In a second step, we focus on the firm sector and address how firms solve for optimal production plans. In a third step, we explain what role the central bank plays in stabilising the business cycle. Thereby, we show how changes in interest rates interact with optimal decisions taken by households and firms. We also discuss hot topics such as CAPM models and monetary policy in the euro area.

**Intended learning outcomes**

The course offers analytical tools designed to solve DSGE models. These analytical skills encompass:

- Solving of intertemporal optimization problems (e.g., consumption Euler-equations).
- Linearization methods (e.g., Taylor-expansions).
- Solving linear difference expectations by minimum state variable techniques (MSV-solution).
- Basic time series concepts such as impulse response functions, variance decompositions.
- Basic insights in MATLAB/Dynare programming: specifying, solving and estimating DSGE models.

**Courses**

V + Ü (no information on SWS (weekly contact hours) and course language available)

**Method of assessment**

written examination (approx. 60 minutes)

**Allocation of places**

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**Additional information**

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

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Module title | Abbreviation
---|---
European Macroeconomic Policy | 12-M-EMP-102-m01

Module coordinator | Module offered by
holder of the Chair of Monetary Policy and International Economics | Faculty of Business Management and Economics

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

Duration | Module level | Other prerequisites
1 semester | graduate | --

Contents

Description:
The course provides students with an overview of the macroeconomic conditions and consequences of European integration and monetary union. The course thus helps students gain a deeper understanding of the current crisis in the euro area as well as the debate on the future of European economic integration.

Content:
The first part of the course provides students with an overview of the history of European integration with a focus on economic and monetary integration. We then discuss the institutional framework of the European Monetary System, the predecessor of the euro area in the period from 1979 to 1998. Next, the criteria for admission to the European Monetary Union (EMU) and the monetary policy strategy of the European Central Bank will be presented and discussed. Building on the traditional Mundell-Fleming model, the course will make students familiar with the theory of the optimum monetary area and will then provide them with deeper insights into this theory on the basis of a simple New Keynesian model. Students will thus be able to make a well-founded assessment of the advantages and disadvantages of monetary union as well as the conditions under which monetary union can be successful. In the final part of the course, we analyse the coordination and incentive problems that arise for fiscal policy in a monetary union. In particular, we deal with the question of how these issues are addressed within the European Monetary Union. Current macroeconomic developments within the euro area as well as the causes and consequences of the euro crisis are discussed at various points in the course.

Intended learning outcomes

After completing this course students will have gained a profound understanding of the costs and benefits of monetary integration in general and specifically in the EMU. Thus, they will enhance their general macroeconomic understanding by applying it to real world problems. In addition, students will have knowledge of the institutions of common fiscal and monetary policy in Europe.

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

Allocation of places
Business Management Master's and Economics Master's: no restrictions. Applied Human Geography Master's and Political and Social Sciences Master's: 10 places. Places will be allocated by lot.

Additional information
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Industrial Economics
(20 ECTS credits)
Compulsory Modules

(10 ECTS credits)
<table>
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<td>Theory of Industrial Organization 1</td>
<td>12-M-TI1-102-m01</td>
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### Contents

Theory of industrial organisation:
1. Monopoly pricing
   - Nonlinear pricing and mechanism design
   - Dynamic pricing: experience goods, durable goods
2. Oligopoly pricing
   - Static price and quantity competition in homogeneous and differentiated goods markets
   - Comparative statics
   - Equilibrium market structure
3. Dynamic competition in oligopoly markets
   - Repeated games and collusion
   - Markov perfect equilibrium and models of dynamic competition
4. Strategic behaviour by incumbent firms
   - Entry deterrence and predation
   - Signalling and reputation
5. Auctions
   - Second price auctions
   - First price auctions
6. Advertising and product design

The course will be taught in English.

### Intended learning outcomes

Students which complete this class will acquire a working knowledge of advanced theoretical models of competition in oligopoly markets as well as sophisticated pricing techniques in monopoly markets. They will learn the conditions under which the predictions of these models are valid. They will become familiar with applications of advanced game theoretic tools, such as dynamic models of competition and auction theory, for studying interactions between firms in markets. By means of comprehensive exercises, they will apply the methods they learn in class to practically relevant problems. They will be in a position to read academic papers on related topics, assess the strengths and weaknesses of approach, summarize and comment on these papers and suggest possible extensions.

### 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) or term paper (approx. 20 pages)

### Allocation of places

- --

### Additional information

- --

### Referred to in LPO I

- examination regulations for teaching-degree programmes

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Master's with 1 major Business Management (2010)  JMU Würzburg • generated 17-Sep-2019 • exam. reg. data record Master (120 ECTS) Business Management - 2010  page 397 / 623
Module title: European Competition Policy

Abbreviation: 12-M-WPE-102-m01

Module coordinator: holder of the Chair of Industrial Economics

Module offered by: Faculty of Business Management and Economics

ECTS: 5

Method of grading: numerical grade

Only after succ. compl. of module(s): --

Duration: 1 semester

Module level: graduate

Other prerequisites: --

Contents:

Outline of syllabus:
1. Legal environment, competition laws
2. Market definition
   - Qualitative methods
   - Simple quantitative methods
   - Hypothetical monopoly test
3. Horizontal agreements and collusion: repeated games and factors affecting likelihood of collusion
4. Horizontal mergers and collusion
   - Economic theory
   - Efficiency effects
   - Coordinated effects
5. Vertical relations and contracts
   - Economic analysis of contracts
   - "More economic approach"
6. Abuse of dominant position
   - Classification of abusive conduct
   - Economic analysis of abusive conduct and theory of harm

The course will be taught in English.

Intended learning outcomes:

After completion of the module students can use the advanced concepts introduced in the lecture of competition policy, including the legal framework, the trace models and methods for the study of competition policy issues, as well as understand the approach of European competition policy in high profile cases. When they are confronted with practical problems, they can refer to these cases, and the same logic to practical examples apply by draining the relevant economic theories that identify variables to be measured and methodologies for assessing, and based on that adequate conclusions for appropriate cases. They will sufficiently understand the subject in order to open up that build upon literature in journals and being able to think critically.

Courses:
(type, number of weekly contact hours, language — if other than German)
V (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) or term paper (approx. 20 pages)

Allocation of places:
Business Management Master's and Economics Master's: no restrictions. Applied Human Geography Master's and Political and Social Sciences Master's: 10 places. Places will be allocated by lot.

Additional information:
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Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Compulsory Electives
(10 ECTS credits)
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
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<tbody>
<tr>
<td>Multinational Enterprises</td>
<td>12-M-MNE-102-m01</td>
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<th>Module coordinator</th>
<th>Module offered by</th>
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<tbody>
<tr>
<td>holder of the Chair of Public Finance</td>
<td>Faculty of Business Management and Economics</td>
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**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 learning outcomes description is available because no courses are held for this module.

**Courses**

V (no information on SWS (weekly contact hours) and course language available)

**Method of assessment**

oral examination (approx. 30 minutes)

Language of assessment: English

**Allocation of places**

Business Management Master’s and Economics Master’s: no restrictions. Applied Human Geography Master’s: 10 places. Places will be allocated by lot.

**Additional information**

--

**Referred to in LPO I**

(examination regulations for teaching-degree programmes)

--
## Module Catalogue for the Subject
Business Management

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
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<tbody>
<tr>
<td>Advanced Microeconomics</td>
<td>12-M-AM-102-m01</td>
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<th>Module offered by</th>
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</thead>
<tbody>
<tr>
<td>holder of the Chair of Economics, Information and Contract Economics</td>
<td>Faculty of Business Management and Economics</td>
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</table>

### Contents

This course deals with essential microeconomic methods and problems at an advanced level (e.g. Mas-Colell, Whinston, Green: Microeconomic Theory). As this is a huge field, the course will concentrate on two or three topics such as:

1. Game theory
2. Principal-agent models
3. Theory of auctions
4. General equilibrium theory
5. Mechanism design

### Intended learning outcomes

After completing the course students are able to:

1. explain essential findings of microeconomic theory,
2. apply the involved methods to given simple examples on their own,
3. recognize, in which real life situations and how the results can be applied.

### Courses

<table>
<thead>
<tr>
<th>(type, number of weekly contact hours, language — if other than German)</th>
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<tbody>
<tr>
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### Method of assessment

<table>
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<tr>
<th>(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)</th>
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<tr>
<td>written examination (approx. 60 minutes) or term paper (approx. 20 pages)</td>
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</table>

### Allocation of places

--

### Additional information

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

--
Module title: Theory of Industrial Organization 2  
Abbreviation: 12-M-TI2-102-m01

Module coordinator: holder of the Chair of Industrial Economics

Module offered by: Faculty of Business Management and Economics

ECTS: 5

Method of grading: numerical grade

Only after succ. compl. of module(s): --

Duration: 1 semester

Module level: graduate

Other prerequisites: --

Contents:
Description: This course discusses vertical contracts in supply chains and their impact on competition.

Outline of syllabus:
1. The classic problem of double marginalisation and its solution by nonstandard contracts (resale price maintenance, nonlinear pricing (rebates), exclusive territories, exclusive dealing etc.)
2. Contracts for service
3. Common agency
4. The delegation principle
5. The commitment problem
6. Interlocking relationships
7. Foreclosure by vertical contracts or mergers

Intended learning outcomes:
After completing the course students are able to
(i) explain the results of theoretical industrial economics on vertical contracts;
(ii) apply the involved methods to given simple examples on their own;
(iii) recognize, in which real life situations (and how) the results can be applied;
(iv) analyze the impact of certain vertical contracts on competition.

Courses:
(type, number of weekly contact hours, language — if other than German)
V (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) or term paper (approx. 20 pages)

Allocation of places:
--

Additional information:
--

Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module title | Abbreviation
--- | ---
Principles of European Regulation | 12-M-PRE-102-m01

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

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

Duration | Module level | Other prerequisites
--- | --- | ---
1 semester | graduate | --

Contents

Description:
This module examines the regulation of traditional network industries (railroads, electricity, telecommunications) in Europe: theory and practice.

Outline of syllabus:
1. Overview of the regulation of railroads in Germany and Europe in practice
2. Overview of the regulation of the electricity industry in Germany and Europe in practice
3. Overview of the regulation of the telecommunications industry in Germany and Europe in practice
4. Political economy of regulation
5. Natural monopoly and price regulation under ideal conditions
6. Price regulation under realistic circumstances
7. Procurement: advantages and disadvantages
8. Network access regulation

Intended learning outcomes

After successfully completing this module, students will be able to
(i) describe central problems in regulation of the traditional network industries;
(ii) identify and apply the appropriate results from Industrial Organization;
(iii) assess the advantages and disadvantages of existing regulatory mechanisms by using results from the Industrial Organization theory.

Courses (type, number of weekly contact hours, language — if other than German)
V (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) or term paper (approx. 20 pages)

Allocation of places
--

Additional information
--

Referred to in LPO I (examination regulations for teaching-degree programmes)
--
**Module title** | **Abbreviation**
--- | ---
Management of Corporate Sustainability | 12-M-NUF-102-m01

**Module coordinator**
holder of the Chair of Entrepreneurship and Management

**Module offered by**
Faculty of Business Management and Economics

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</table>

**Duration**
1 semester

**Module level**
graduate

**Contents**

**Description:**
This module introduces students to sustainability management. First, essential concepts such as sustainability and corporate social responsibility are explained, the role of businesses within society is discussed. Afterwards, the module addresses different aspects of corporate sustainability as well as environmental and social management with particular regard to the dimensions of corporate and economic performance and competitiveness.

**Content:**
1. Basic overview of sustainability and (legal) frameworks
2. Business and society
3. System theory
4. Sustainable as well as eco-innovation
5. Operational sustainability management (sustainable strategies, environmental performance indicators)
6. The impact of environmental and social management on corporate performance and competitiveness

**Intended learning outcomes**
After successfully completing the module "Sustainability Management", students will be able to
(i) explain and define the basic principles and concepts of Sustainability Management as well as to deal with the contributions and aspects of sustainable development in a critical way;
(ii) assess and analyse the complex problems and implementation strategies of Sustainability Management based on the gained knowledge and experiences of this course;
(iii) evaluate different strategic and operational approaches of Sustainability Management as well as to transfer these approaches onto various case studies.

**Courses**
V + Ü (no information on SWS (weekly contact hours) and course language available)

**Method of assessment**
written examination (approx. 60 minutes)
Language of assessment: German or English

**Allocation of places**
--

**Additional information**
--

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

--
International Trade
(20 ECTS credits)
Compulsory Modules

(15 ECTS credits)
Module title | Abbreviation
--- | ---
Multinational Enterprises | 12-M-MNE-102-m01

**Module coordinator**
holder of the Chair of Public Finance

**Module offered by**
Faculty of Business Management and Economics

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**Duration**
1 semester

**Module level**
graduate

**Other prerequisites**
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**Contents**

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- the contents are no longer taught and were substituted with comparable offers

For more information, please contact the Office of the Dean of Studies of the Faculty of Business Management and Economics.

**Intended learning outcomes**

Due to the lack of relevance, no learning outcomes description is available because no courses are held for this module.

**Courses**

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

V (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)

oral examination (approx. 30 minutes)
Language of assessment: English

**Allocation of places**

Business Management Master’s and Economics Master’s: no restrictions. Applied Human Geography Master’s: 10 places. Places will be allocated by lot.

**Additional information**

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

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<table>
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<td>Topics in International Trade</td>
<td>12-M-TIT-102-m01</td>
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**Module coordinator**

holder of the Chair of International Macroeconomics

**Module offered by**

Faculty of Business Management and Economics

<table>
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**Duration**

1 semester

**Module level**

graduate

**Other prerequisites**

--

**Contents**

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**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 (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)

presentation (approx. 60 minutes) and oral examination (approx. 20 minutes), weighted 2:1

Language of assessment: English

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I**

(examination regulations for teaching-degree programmes)

--
### Module Catalogue for the Subject
Business Management

Master's with 1 major, 120 ECTS credits

<table>
<thead>
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<th>Module offered by</th>
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<td>holder of the Chair of International Macroeconomics</td>
<td>Faculty of Business Management and Economics</td>
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### Contents

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- 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 learning outcomes description is available because no courses are held for this module.

### Courses

(V no information on SWS (weekly contact hours) and course language available)

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### Method of assessment

(written examination (approx. 180 minutes) Language of assessment: English)

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### Allocation of places

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### Additional information

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### Referred to in LPO I

(examination regulations for teaching-degree programmes)

--
Compulsory Electives

(5 ECTS credits)
Module title | Abbreviation
--- | ---
Econometrics 1 | 12-M-OE1-102-m01

Module coordinator | Module offered by
holder of the Chair of Econometrics | Faculty of Business Management and Economics

<table>
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Duration | Module level
1 semester | graduate

Contents

Description:
This module deals with the basic concept and methodology of the ordinary least squares (OLS) regression model. In particular, model assumptions and properties are discussed and formally motivated. In addition, the module examines linear restrictions on the models explanatory variables as well as dummy variables and introduces tests to verify simple and multiple linear restrictions.

Linear algebra is used as formal aid.

Outline of syllabus:
1. Random variables
2. Important distributions
3. Point estimates
4. Simple linear regression model
5. Model assumptions
6. Model properties
7. Simple hypothesis tests
8. Multiple linear regression model
9. Linear restrictions
10. Dummy variables
11. Multiple hypothesis tests

Intended learning outcomes
The students acquire knowledge of the basics, concepts and methods used in the classical linear regression model and understand the role of econometrics in science and data analysis. In particular, they learn how to analytically derive, calculate and interpret the coefficients, standard errors and p-values of a classic regression output of the multiple regression model. Furthermore, they are able to state and motivate formally the assumptions and properties of OLS and know how to deal with transformed and dummy variables. Additionally, students are able to test multiple linear restrictions on the parameters and are able to apply these tests to real economic, business and social science questions.

The competences acquired in this course serve as a prerequisite for "Econometrics II", "Econometrics III", "Microeconometrics" and "Financial Econometrics".

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)

Allocation of places

Additional information

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</table>
## Module title

**Public Debt**

## Abbreviation

12-M-F2-102-m01

## Module coordinator

holder of the Chair of Public Finance

## Module offered by

Faculty of Business Management and Economics

## ECTS

5

## Method of grading

numerical grade

## Only after succ. compl. of module(s)

--

## Duration

1 semester

## Module level

graduate

## Other prerequisites

--

## Contents

**Description:**
The module provides an introduction to some specific issues of public debt that are in the focus of the public and scientific debate.

**Reading:** lecture notes provided by Chair.

**Outline of syllabus:**
1. Measurement of public debt
2. Growth effects of public debt
3. Intergenerational effects of public debt
4. Public debt in open economies
5. Neutrality of public debt
6. Political economy of public debt
7. Theory of sovereign debtors

## Intended learning outcomes

After completing the course "National Debt" students are able to distinguish and discuss the most important measurement concepts and problems of public debt. They can discuss the growth and distributional consequences using simple equilibrium models of closed and open economies. They can evaluate the relevance of Ricardian neutrality and know the political economy explanations of rising debt levels and debt overhangs in specific countries.

## Courses

V + Ü (no information on SWS (weekly contact hours) and course language available)

## Method of assessment

written examination (approx. 60 minutes)

## Allocation of places

--

## Additional information

--

## Referred to in LPO I

(examination regulations for teaching-degree programmes)

--
### Module title

European Public Finance

### Abbreviation

12-M-EFP-102-m01

### Module coordinator

holder of the Chair of Public Finance

### Module offered by

Faculty of Business Management and Economics

<table>
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### Method of grading

Only after succ. compl. of module(s)

### Method of assessment

written examination (approx. 60 minutes)

### Allocation of places

Business Management Master's and Economics Master's: no restrictions. Applied Human Geography Master's and Political and Social Sciences Master's: 10 places. Places will be allocated by lot.

### Additional information

--

### Referred to in LPO I

(examination regulations for teaching-degree programmes)

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Description:

In this course, students will acquire a basic understanding of the financial system of the European Union as well as selected aspects of European agricultural, tax and climate policy.

Reading: lecture notes provided by Chair.

Outline of syllabus:

1. The budget of the European Union
2. The Common Agricultural Policy (CAP)
3. The Stability and Growth Pact (SGP)
4. Tax competition or tax coordination in Europe?
5. Emissions trading and European climate policy

### Intended learning outcomes

After completing the course "Europäische Finanzpolitik" students know the central revenues and expenditures of the budget of the European Union. They also know the most important instruments of the agricultural policy and the debt problem within the European currency union. Finally they will be able to discuss international tax policy and climate issues using simple partial equilibrium models.
**Module title**  
European Competition Policy

**Abbreviation**  
12-M-WPE-102-m01

<table>
<thead>
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**Module coordinator**  
holder of the Chair of Industrial Economics

**Module offered by**  
Faculty of Business Management and Economics

**Duration**  
1 semester

**ECTS**  
5

**Method of grading**  
Only after succ. compl. of module(s)

**Module level**  
graduate

**Contents**

Outline of syllabus:
1. Legal environment, competition laws
2. Market definition
   - Qualitative methods
   - Simple quantitative methods
   - Hypothetical monopoly test
3. Horizontal agreements and collusion: repeated games and factors affecting likelihood of collusion
4. Horizontal mergers and collusion
   - Economic theory
   - Efficiency effects
   - Coordinated effects
5. Vertical relations and contracts
   - Economic analysis of contracts
   - "More economic approach"
6. Abuse of dominant position
   - Classification of abusive conduct
   - Economic analysis of abusive conduct and theory of harm

The course will be taught in English.

**Intended learning outcomes**

After completion of the module students can use the advanced concepts introduced in the lecture of competition policy, including the legal framework, the trace models and methods for the study of competition policy issues, as well as understand the approach of European competition policy in high profile cases. When they are confronted with practical problems, they can refer to these cases, and the same logic to practical examples apply by draining the relevant economic theories that identify variables to be measured and methodologies for assessing, and based on that adequate conclusions for appropriate cases. They will sufficiently understand the subject in order to open up that build upon literature in journals and being able to think critically.

**Courses**

V (no information on SWS (weekly contact hours) and course language available)

**Method of assessment**

written examination (approx. 60 minutes) or term paper (approx. 20 pages)

**Allocation of places**

Business Management Master’s and Economics Master’s: no restrictions. Applied Human Geography Master’s and Political and Social Sciences Master’s: 10 places. Places will be allocated by lot.

**Additional information**

--

**Referred to in LPO I**

(examination regulations for teaching-degree programmes)
Module title | Abbreviation
--- | ---
European Monetary Policy - Open Economy | 12-M-EG2-102-m01

Module coordinator | Module offered by
holder of the Chair of Monetary Policy and International Economics | Faculty of Business Management and Economics

<table>
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<tr>
<td>1 semester</td>
<td>graduate</td>
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Contents

The course deals with the following topics:

The foreign exchange market:
Functioning of foreign exchange markets; market structure, players and evolution; FX transactions; hedging and speculation with FX.

Exchange rate economics:
Theoretical background and empirical validity of covered interest parity (CIP), uncovered interest rate parity (UIP) and purchasing power parity (PPP); Monetary approach: Flexible price monetary model and sticky price (Dornbusch-) overshooting model; Balassa-Samuelson effect; FX valuation via the PPP and the macroeconomic balance approach; Real effective exchange rates; Empirical validity of the exchange rate theories; Exchange rates and the current account.

Exchange rate regimes and monetary policy in open economies:
Classification of exchange rate regimes; the policy trilemma in open economies; historical development of the international monetary system; central bank interventions on the FX market.

Modelling open economy macroeconomics at the intermediate level:
Implications of the Mundell-Fleming model for monetary and fiscal policy under fixed and flexible exchange rates.
The BMW (IS-MP-PC) model of the open economy and its implication for monetary and fiscal policy under fixed and flexible exchange rates; optimum currency areas in the BMW model and in practice.

Currency crises:
International experience with currency crises since the 1970s; modelling currency crises within the Mundell-Fleming framework.

Managed-floating as a solution for the policy trilemma.

Intended learning outcomes

By completing this course, students receive a profound understanding of the functioning of foreign exchange markets, the drivers of exchange rate movements and some exchange rate valuation methods used in practice. Next to a profound knowledge of exchange rate theory the course highlights its practical applicability, e.g. as an investment strategy. In the second part of the course students learn the principles of monetary policy in open economies, including its trade-offs and risks like currency crises. Students will be able to analyze these issues based on theoretical models as well as the international historical experience.

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)
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<td>Additional information</td>
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## Advanced Macroeconomics

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<td>Advanced Macroeconomics</td>
<td>12-M-AME-102-m01</td>
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<tr>
<td>holder of the Chair of International Macroeconomics</td>
<td>Faculty of Business Management and Economics</td>
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### Contents

The course covers long-run aspects of macroeconomics. We start with a review of the facts of long-run growth and a review of the Solow growth model. The lecture then focuses on the infinite-horizon Ramsey-Cass-Koopmans model and on endogenous growth theory. Applications of this framework involving urban and regional growth, resources and the environment will be discussed, time permitting.

**Outline of syllabus**

I Facts and the Solow growth model  
II Infinite-horizon Ramsey-Cass-Koopmans model  
III Endogenous growth  
IV Human capital, social infrastructure and beyond  
V Applications (urban and regional growth; growth, resources and the environment)

**Reading:**

The course draws strongly on the following textbook:  
We will also use journal articles and research papers at several points of the lecture.

### Intended learning outcomes

Students acquire a working knowledge of the key models and analytical tools of advanced macroeconomics. This enables them to identify the key forces that determine the determinants of income levels and growth rates of incomes, to make informed policy analysis and statements and to critically evaluate current controversies and developments as well as to conduct their own research.

### Courses

(no information on SWS (weekly contact hours) and course language available)

### Method of assessment

written examination (approx. 120 minutes)  
Language of assessment: English

### Allocation of places

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### Additional information

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### Referred to in LPO I

(examination regulations for teaching-degree programmes)

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Social Policy

(20 ECTS credits)
Compulsory Modules

(10 ECTS credits)
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<thead>
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**Contents**

The lecture "Theorie der Sozialpolitik" ("Theory of Social Policy") discusses the concept of social security and the concept of social justice. In the first part of the course, which will deal with social security, students will acquire a general overview of possible market failures in an insurance market. One chapter will then each be devoted to the introduction and characterisation of the three main branches of social insurance (pension, health and unemployment insurance). Subsequently, different options for a reform of the individual branches of social insurance will be introduced and evaluated in terms of efficiency. In the second part of the course, which will deal with social justice, different definitions of the concept of justice will be discussed in more detail. Here, the main focus will be on identifying and critically examining different criteria for the measurement of inequality in a society. In addition, efficiency-oriented justifications for redistributive policies by the government will be addressed and discussed with students.

**Intended learning outcomes**

The graduate student has acquired following skills and abilities after completion of the module:

(i) Detailed knowledge of institutional foundations of the German social security system
(ii) Mechanics of an insurance market
(iii) Emergence and problems of adverse selection and moral hazard in the context of social insurances
(iv) Measurement and interpretation of inequality measures, particularly of income inequality
(v) Mechanics and welfare effects of state redistribution
(vi) The impact of state redistribution on macroeconomic variables

**Courses**

| V + Ü (no information on SWS (weekly contact hours) and course language available) |

**Method of assessment**

- written examination (approx. 60 minutes)

**Allocation of places**

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**Additional information**

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

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Module title | Abbreviation
---|---
Labor Market Economics | 12-M-OEA-102-m01

Module coordinator | Module offered by
holder of the Chair of Economic Order and Social Policy | Faculty of Business Management and Economics

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Duration | Module level | Other prerequisites
1 semester | graduate | -- |

Contents

Description:
In this course, students will acquire an in-depth understanding of the problems of the German national labour market. The course will discuss economic as well as political-economic theories that can explain the phenomenon of unemployment.

Outline of syllabus:
1. Labour market empirics
2. Why has Germany not been able, for more than two decades, to clear the labour markets?
3. What policy is best suited to tackle labour market problems?
4. How can we break through the rigid political-economic structures in our society?

Basic reading:

Intended learning outcomes
The students receive an understanding of the functioning of the labour market and its institutions. They will also be enabled to identify and to evaluate common approaches to mitigate unemployment.

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)

Allocation of places
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Additional information
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Compulsory Electives

(10 ECTS credits)
## Module Catalogue for the Subject Business Management

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<td>Social Insurance and the Welfare State</td>
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### Contents

**Description:**
This module discusses the economic justification for implementing social security systems in a market economy and provides students with deeper insights into this topic with the help of specific issues of public health and retirement policy.

**Reading:** lecture notes provided by Chair.

**Contents:**
1. Public intervention in insurance markets
2. The insurance function of social security
3. Social security and social morale
4. The optimal health insurance contract
5. Alternative financing schemes for public health in Germany
6. Why do we need a public pension system?
7. Funding vs pay-as-you-go financing of public pensions

### Intended learning outcomes

After completing the module "Theorie der Sozialversicherung" students are able to explain the theoretical foundation of the social security system in a market economy. Using simple partial equilibrium models they can discuss the financing and contract structure of the public health and pension system. Finally they are able to analyze the consequences of policy reforms.

### Courses

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### Method of assessment

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### Allocation of places

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### Additional information

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<th>Module title</th>
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<td>Human Resource Management and Industrial Relations</td>
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<tr>
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<td>Faculty of Business Management and Economics</td>
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</table>

**Contents**

The lecture "Human Resource Management und Industrielle Beziehungen" ("Human Resource Management and Industrial Relations") introduces advanced theories, estimation techniques and empirical results from the areas of human resources and institutional frameworks such as industrial relations. Reading list to be provided in class.

**Intended learning outcomes**

The aim of the lectures is to enable students to understand and apply advanced theories, estimation techniques and empirical results in the area human resource management and industrial relations on the basis of scientific literature.

**Courses**

(V + Ü (no information on SWS (weekly contact hours) and course language available)

**Method of assessment**

written examination (approx. 60 minutes)

**Allocation of places**

Business Management Master’s and Economics Master’s: no restrictions. Political and Social Sciences Master’s: 10 places. Places will be allocated by lot.

**Additional information**

--

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

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Module title: Common European Labor Market  
Abbreviation: 12-M-EW-102-m01

Module coordinator: holder of the Chair of Economic Order and Social Policy
Module offered by: Faculty of Business Management and Economics

ECTS: 5
Method of grading: numerical grade
Duration: 1 semester
Module level: graduate
Other prerequisites: --

Contents

Description:
This course provides an overview of the current situation on the European labour markets, their institutions as well as common and country-specific regulations in the area of structural and social policy. In addition, students are introduced to economic theories that can explain the concentration of economic activity.

Outline of syllabus:
1. European integration - an introduction
2. European labour markets - overview and explanations
3. The common European labour market - European regulations
4. The impact of European structural funds
5. Public cluster policy - a new miracle solution?

Basic reading:

Intended learning outcomes

The students gain knowledge about the impact of the process of the European Integration on the national labour markets. They receive an overview of the possible labour market measures and they can discuss approaches aimed to reduce income disparities within the European Union. Additionally the students will be enabled to understand the emergence of geographically and economically concentrated areas. Subsequently possible public policies to intervene in the process of concentration are evaluated.

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)

Allocation of places
Business Management Master's and Economics Master's: no restrictions. Applied Human Geography Master's and Political and Social Sciences Master's: 10 places. Places will be allocated by lot.

Additional information
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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<table>
<thead>
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<th>Module title</th>
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<td>Topics in Labor Market Economics and Social Policy</td>
<td>12-M-SPÜ-102-m01</td>
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</table>

**Contents**

The module "Sozialpolitische Übungen" ("Advanced Topics in Economic Policy") deals with current economic policy issues and intends to launch an open discussion with the students.

**Intended learning outcomes**

The discussion of current economic policy issues enables the students to gain a profound understanding of how economic and political markets function. Furthermore, autonomous use of research results in economic policy is fostered.

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

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)

**Allocation of places**

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**Additional information**

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

--
Economic Policy

(20 ECTS credits)
Compulsory Electives
(20 ECTS credits)
### Module title
Social Insurance and the Welfare State

### Abbreviation
12-M-F3-102-m01

### Module coordinator
holder of the Chair of Public Finance

### Module offered by
Faculty of Business Management and Economics

### ECTS
5

### Method of grading
numerical grade

### Only after succ. compl. of module(s)
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### Duration
1 semester

### Module level
graduate

### Other prerequisites
--

### Contents
**Description:**
This module discusses the economic justification for implementing social security systems in a market economy and provides students with deeper insights into this topic with the help of specific issues of public health and retirement policy.

**Reading:** lecture notes provided by Chair.

**Contents:**
1. Public intervention in insurance markets
2. The insurance function of social security
3. Social security and social morale
4. The optimal health insurance contract
5. Alternative financing schemes for public health in Germany
6. Why do we need a public pension system?
7. Funding vs pay-as-you-go financing of public pensions

### Intended learning outcomes
After completing the module "Theorie der Sozialversicherung" students are able to explain the theoretical foundation of the social security system in a market economy. Using simple partial equilibrium models they can discuss the financing and contract structure of the public health and pension system. Finally they are able to analyze the consequences of policy reforms.

### Courses
(V + Ü (no information on SWS (weekly contact hours) and course language available)

### Method of assessment
written examination (approx. 60 minutes)

### Allocation of places
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### Additional information
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### Referred to in LPO I
(examination regulations for teaching-degree programmes)

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### Module Catalogue for the Subject
Business Management
Master's with 1 major, 120 ECTS credits

<table>
<thead>
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<td>Theory of Social Policy</td>
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</table>

### Contents

The lecture "Theorie der Sozialpolitik" ("Theory of Social Policy") discusses the concept of social security and the concept of social justice. In the first part of the course, which will deal with social security, students will acquire a general overview of possible market failures in an insurance market. One chapter will then each be devoted to the introduction and characterisation of the three main branches of social insurance (pension, health and unemployment insurance). Subsequently, different options for a reform of the individual branches of social insurance will be introduced and evaluated in terms of efficiency. In the second part of the course, which will deal with social justice, different definitions of the concept of justice will be discussed in more detail. Here, the main focus will be on identifying and critically examining different criteria for the measurement of inequality in a society. In addition, efficiency-oriented justifications for redistributive policies by the government will be addressed and discussed with students.

### Intended learning outcomes

The graduate student has acquired following skills and abilities after completion of the module:

(i) Detailed knowledge of institutional foundations of the German social security system
(ii) Mechanics of an insurance market
(iii) Emergence and problems of adverse selection and moral hazard in the context of social insurances
(iv) Measurement and interpretation of inequality measures, particularly of income inequality
(v) Mechanics and welfare effects of state redistribution
(vi) The impact of state redistribution on macroeconomic variables

### Courses

(V + Ü (no information on SWS (weekly contact hours) and course language available)

### Method of assessment

written examination (approx. 60 minutes)

### Allocation of places

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### Additional information

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

--
Module title: Labor Market Economics
Abbreviation: 12-M-OEA-102-m01

Module coordinator
holder of the Chair of Economic Order and Social Policy

Module offered by
Faculty of Business Management and Economics

ECTS
5

Method of grading
numerical grade

Only after succ. compl. of module(s)
--

Duration
1 semester

Module level
graduate

Other prerequisites
--

Contents
Description:
In this course, students will acquire an in-depth understanding of the problems of the German national labour market. The course will discuss economic as well as political-economic theories that can explain the phenomenon of unemployment.

Outline of syllabus:
1. Labour market empirics
2. Why has Germany not been able, for more than two decades, to clear the labour markets?
3. What policy is best suited to tackle labour market problems?
4. How can we break through the rigid political-economic structures in our society?

Basic reading:

Intended learning outcomes
The students receive an understanding of the functioning of the labour market and its institutions. They will also be enabled to identify and to evaluate common approaches to mitigate unemployment.

Courses
V + Ü (no information on SWS (weekly contact hours) and course language available)

Method of assessment
written examination (approx. 60 minutes)

Allocation of places
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Additional information
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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# Module Catalogue for the Subject Business Management
## Master's with 1 major, 120 ECTS credits

<table>
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## Contents

**Description:**
The module provides an introduction to some specific issues of public debt that are in the focus of the public and scientific debate.

**Reading:** lecture notes provided by Chair.

**Outline of syllabus:**
1. Measurement of public debt
2. Growth effects of public debt
3. Intergenerational effects of public debt
4. Public debt in open economies
5. Neutrality of public debt
6. Political economy of public debt
7. Theory of sovereign debtors

## Intended learning outcomes

After completing the course "National Debt" students are able to distinguish and discuss the most important measurement concepts and problems of public debt. They can discuss the growth and distributional consequences using simple equilibrium models of closed and open economies. They can evaluate the relevance of Ricardian neutrality and know the political economy explanations of rising debt levels and debt overhangs in specific countries.

## Courses

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</table>

## Allocation of places

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## Additional information

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## Referred to in LPO I

(examination regulations for teaching-degree programmes)

--
Module title | Abbreviation
--- | ---
European Competition Policy | 12-M-WPE-102-m01

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
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<tbody>
<tr>
<td>holder of the Chair of Industrial Economics</td>
<td>Faculty of Business Management and Economics</td>
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</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
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</tbody>
</table>

Contents

Outline of syllabus:
1. Legal environment, competition laws
2. Market definition
   - Qualitative methods
   - Simple quantitative methods
   - Hypothetical monopoly test
3. Horizontal agreements and collusion: repeated games and factors affecting likelihood of collusion
4. Horizontal mergers and collusion
   - Economic theory
   - Efficiency effects
   - Coordinated effects
5. Vertical relations and contracts
   - Economic analysis of contracts
   - "More economic approach"
6. Abuse of dominant position
   - Classification of abusive conduct
   - Economic analysis of abusive conduct and theory of harm

The course will be taught in English.

Intended learning outcomes

After completion of the module students can use the advanced concepts introduced in the lecture of competition policy, including the legal framework, the trace models and methods for the study of competition policy issues, as well as understand the approach of European competition policy in high profile cases. When they are confronted with practical problems, they can refer to these cases, and the same logic to practical examples apply by draining the relevant economic theories that identify variables to be measured and methodologies for assessing, and based on that adequate conclusions for appropriate cases. They will sufficiently understand the subject in order to open up that build upon literature in journals and being able to think critically.

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

V (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) or term paper (approx. 20 pages)

Allocation of places

Business Management Master’s and Economics Master’s: no restrictions. Applied Human Geography Master’s and Political and Social Sciences Master’s: 10 places. Places will be allocated by lot.

Additional information

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

--
### Module Catalogue for the Subject
### Business Management

#### Master's with 1 major, 120 ECTS credits

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
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<tbody>
<tr>
<td>Advanced International Trade</td>
<td>12-M-AIT-102-m01</td>
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<tr>
<td>holder of the Chair of International Macroeconomics</td>
<td>Faculty of Business Management and Economics</td>
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### 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 learning outcomes description is available because no courses are held for this module.

### Courses

- V (no information on SWS (weekly contact hours) and course language available)

### Method of assessment

- written examination (approx. 180 minutes)
- Language of assessment: English

### Allocation of places

- --

### Additional information

- --

### Referred to in LPO I

(examination regulations for teaching-degree programmes)

- --
<table>
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<td>Quantitative Economic Policy</td>
<td>12-M-QWP-102-m01</td>
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<td>Faculty of Business Management and Economics</td>
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</table>

**Contents**

Outline of syllabus:
1. Subject and tasks of quantitative economic policy
2. Quantitative economic policy in the static model
3. Fundamentals of systems and control theory
4. Econometric models
5. Stabilisation theory and policy in dynamic models
6. Optimal quantitative economic policy

**Intended learning outcomes**

Students have an understanding of the importance of most methods of quantitative economic policy. They are able to analyze static and dynamic economic policy models and apply them to concrete economic problems.

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

V (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)

**Allocation of places**

--

**Additional information**

--

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

--
Type 3
(60 ECTS credits)
Focus Business Management
(20 ECTS credits)

One focus with 20 ECTS credits
Banking and Finance
(20 ECTS credits)
Compulsory Modules

(10 ECTS credits)
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
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<tbody>
<tr>
<td>Portfolio Selection and Capital Market Theory</td>
<td>12-M-B1a-102-m01</td>
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</table>

### Contents

Content:
This course deals with the fundamentals of individual investment decisions (portfolio selection), the capital market equilibrium and the resulting CAPM.

Outline of syllabus:
1. Fundamentals of decision theory
2. Portfolio selection
3. CAPM
4. Information efficiency and event analysis

### Intended learning outcomes

After completing the course “Portfolio Selection and Capital Market Theory”, the students will be able
(i) to explain the optimal capital market position of an investor given the different investment opportunities and its individual utility function in theory and calculate it;
(ii) to understand the central propositions made by the CAPM and use the CAPM for valuating assets and firms.

### Courses

<table>
<thead>
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Method of assessment:

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### Allocation of places

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### Additional information

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### Referred to in LPO I

(examination regulations for teaching-degree programmes)

--
### Module Catalogue for the Subject
Business Management
Master's with 1 major, 120 ECTS credits

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<tr>
<td>Agency Theory</td>
<td>12-M-B1b-102-m01</td>
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</table>

### Contents

Content:
This course deals with the fundamentals of agency theory and financial contracting with information symmetric and information asymmetric.

Outline of syllabus:
1. Agency theory
2. Financial contracting

### Intended learning outcomes

After completing the course "Agency Theory and Financial contracting", the students will be able
(i) to understand the fundamentals of agency theory and solve problems concerning optimal financial contracting given e.g. different capital endowments;
(ii) to understand the central problems of controlling work assignments in theory and solve basic case studies;
(iii) to generate and evaluate financial contracting given a non-trivial risk allocation and the resulting agency problems.

### Courses

(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)

### Allocation of places

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### Additional information

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

--
Compulsory Electives

(10 ECTS credits)
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<td>Option Pricing Theory</td>
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<tr>
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</table>

**Contents**

Content:
The module deals with the nature of stock options using the Black Scholes and Binomial models. It assesses companies as well as shares as derivative financial instruments and discusses delta hedging to hedge equity portfolios.

Outline of syllabus:
1. Share options
2. Other financial derivatives
3. Immunising portfolios against interest rate changes

**Intended learning outcomes**

After completing the course “Option pricing”, the students will be able
(i) to price options using the Black-Scholes formula and the binomial model;
(ii) to understand the use of options as a part of compensation and for share hedging.

**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)

**Allocation of places**

--

**Additional information**

--

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

--
Module title: Financial Markets: Institutions and Regulation
Abbreviation: 12-M-B3-102-m01

Module coordinator: holder of the Chair of Business Management, Banking and Finance
Module offered by: Faculty of Business Management and Economics

ECTS: 10
Method of grading: numerical grade
Only after succ. compl. of module(s): --

Duration: 1 semester
Module level: graduate
Other prerequisites: --

Contents:

Content:
This course deals with the fundamentals of the organisation and functioning of the German commercial banking system, the aims and restrictions of operating decisions in commercial banks, the special characteristics of bank regulation and of balance sheets of commercial banks as well as the construction and function of financial innovations.

Outline of syllabus:
1. The German commercial banking system
2. Aims and restrictions of operating decisions
3. Equity and balance sheet analysis of commercial banks
4. Financial innovations

Reading:

Intended learning outcomes:
After completing the course "Finanzmarktinstitutionen und Finanzmarktregulierung", the students will provide fundamental and advanced knowledge of
(i) the organisation and function of the german commercial banking system;
(ii) the aims and restrictions of operating decisions in commercial banks;
(iii) the special characteristics of bank regulation and of the balance sheet of commercial banks;
(iv) the construction and function of financial innovations.

Courses:
V + Ü (no information on SWS (weekly contact hours) and course language available)

Method of assessment:
written examination (approx. 60 minutes)

Allocation of places:
--

Additional information:
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Referred to in LPO I (examination regulations for teaching-degree programmes):
--
Managerial Accounting
(20 ECTS credits)
Compulsory Modules

(5 ECTS credits)
### Module title
Coordination, Budgeting and Incentives in Enterprises

### Abbreviation
12-M-KOBO-102-m01

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

### Module offered by
Faculty of Business Management and Economics

### ECTS
5

### Method of grading
numerical grade

### Only after succ. compl. of module(s)
--

### Duration
1 semester

### Module level
graduate

### Other prerequisites
--

### Contents
This module focuses on accounting-based instruments to control behaviour in decentralised enterprises. The course first discusses the role of accounting in the context of decision making and behavioural controlling as well as informational analyses. Afterwards, the most common instruments of behavioural controlling (budgeting, value-oriented management, transfer prices) are discussed with regard to theory and practice.

### Intended learning outcomes
This module aims to provide knowledge in the context of behavioral controlling in enterprises. Knowledge about Requirements on instruments used for behavioral controlling are discussed and competencies for deployment, structure and development of coordination tools are provided.

### Courses
V + Ü (no information on SWS (weekly contact hours) and course language available)

### Method of assessment
written examination (approx. 60 minutes)

### Allocation of places
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### Additional information
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### Referred to in LPO I
(examination regulations for teaching-degree programmes)

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Compulsory Electives
(15 ECTS credits)
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<td>Incentives in Organizations</td>
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<tr>
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<td>Faculty of Business Management and Economics</td>
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</table>

**Contents**

The lecture "Anreize in Organisationen" ("Incentives in Organisations") is based on the principal agent theory. This theory will be used to develop financial and economic solutions to help overcome the conflict of interests between employers and employees. In addition to the most widely used theories, estimation techniques and empirical results are also introduced and discussed. Reading list to be provided in class.

**Intended learning outcomes**

The aim of the lectures is to enable students to understand and apply advanced theories, estimation techniques and empirical results in the area incentives in organisation on the basis of scientific literature.

**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)

**Allocation of places**

--

**Additional information**

--

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

--
Module title: Theory of Industrial Organization 1

Abbreviation: 12-M-TI1-102-m01

Module coordinator: holder of the Chair of Industrial Economics

Module offered by: Faculty of Business Management and Economics

ECTS: 5

Method of grading: numerical grade

Only after succ. compl. of module(s):

Duration: 1 semester

Module level: graduate

Other prerequisites:

Contents:

- Theory of industrial organisation:
  - Monopoly pricing
  - Nonlinear pricing and mechanism design
  - Dynamic pricing: experience goods, durable goods
  - Oligopoly pricing
  - Static price and quantity competition in homogeneous and differentiated goods markets
  - Comparative statics
  - Equilibrium market structure
  - Dynamic competition in oligopoly markets
  - Repeated games and collusion
  - Markov perfect equilibrium and models of dynamic competition
  - Strategic behaviour by incumbent firms
  - Entry deterrence and predation
  - Signalling and reputation
  - Second price auctions
  - First price auctions
  - Advertising and product design

The course will be taught in English.

Intended learning outcomes:

Students which complete this class will acquire a working knowledge of advanced theoretical models of competition in oligopoly markets as well as sophisticated pricing techniques in monopoly markets. They will learn the conditions under which the predictions of these models are valid. They will become familiar with applications of advanced game theoretic tools, such as dynamic models of competition and auction theory, for studying interactions between firms in markets. By means of comprehensive exercises, they will apply the methods they learn in class to practically relevant problems. They will be in a position to read academic papers on related topics, assess the strengths and weaknesses of approach, summarize and comment on these papers and suggest possible extensions.

Courses:

V + Ü (no information on SWS (weekly contact hours) and course language available)

Method of assessment:

written examination (approx. 60 minutes) or term paper (approx. 20 pages)

Allocation of places:

Additional information:

Referred to in LPO I (examination regulations for teaching-degree programmes)
Module title: Project Management and Controlling
Abbreviation: 12-M-PROM-102-m01

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

ECTS: 5
Method of grading: numerical grade
Only after succ. compl. of module(s): --
Duration: 1 semester
Module level: graduate
Other prerequisites: --

Contents
The module focuses on the discussion and critical examination of instruments and methods used in the context of project management and controlling within enterprises. It covers characteristic features and structures of projects, their possible success factors, methods and instruments of the controlling and management of projects in various project phases as well as approaches to multi-project management. The theoretical basis as well as potential applications of these instruments are discussed.

Intended learning outcomes
Initially knowledge about fundamental requirements concerning instruments of project management and controlling is acquired. What is more the module conveys knowledge about strengths and weaknesses and with fields of application and limits of commonly used instruments and methods of practitioners. Competences within the configuration and development of the project management and -controlling are obtained as well as skills within the practical use of the project management software MS Project.

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)

Allocation of places
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Additional information
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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<table>
<thead>
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<tr>
<td>Selected Studies of Empirical Accounting Research</td>
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<tr>
<td>Managing Director of the Institute of Business Management</td>
<td>Faculty of Business Management and Economics</td>
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**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 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)

**Allocation of places**

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**Additional information**

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

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### Module Catalogue for the Subject Business Management

#### Master's with 1 major, 120 ECTS credits

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<td>Instruments of Strategic Controlling</td>
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**Module coordinator**
holder of the Chair of Business Management, Controlling and Accounting

**Module offered by**
Faculty of Business Management and Economics

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**Duration**
1 semester

**Module level**
graduate

**Other prerequisites**
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### Contents

The module focuses on controlling instruments, which are applied in the context of the strategic management of enterprises. The module covers analytical and heuristic techniques of planning and control. In the context of these techniques, instruments of target costing, life cycle analysis, value chain analysis and various portfolio techniques are discussed with regard to their theoretical foundation and fields of application.

### Intended learning outcomes

Initially knowledge about fundamental requirements concerning instruments of decision making and behavior control within enterprises is acquired. What is more the module conveys the obtaining of knowledge about the strengths and weaknesses and therewith fields of application and limits of prevalent instruments of strategic corporate management used by practitioners.

### Courses

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

V + 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)

### Allocation of places

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### Additional information

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### Referred to in LPO I

(examination regulations for teaching-degree programmes)

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# Module Catalogue for the Subject Business Management

## Master's with 1 major, 120 ECTS credits

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
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<tbody>
<tr>
<td>Accounting and Capital Markets</td>
<td>12-M-REKA-102-m01</td>
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<table>
<thead>
<tr>
<th>Module coordinator</th>
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<td>holder of the Chair of Business Management, Controlling and Accounting</td>
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<tbody>
<tr>
<td>1 semester</td>
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## Contents

The module focuses on financial and management accounting, their functions, possible configurations as well as their impact on internal and external recipients under consideration of the institutional setting. In this context, an economic perspective has priority over detailed legal arrangements and regulations by the standard setters. Based on the theoretical foundations of information economics as well as decision-making and balance sheet theories, typical issues concerning cost accounting and controlling as well as financial accounting and publicity are discussed.

## Intended learning outcomes

Initially a fundamental knowledge about the conception and impact of management and financial accounting as information systems is acquired. In the following, the module mainly sharpens the understanding of the economic impacts of the configuration of management and financial accounting. What is more, extensive knowledge about possible impacts of changes in institutional general frameworks is conveyed. For example changes in valuation standards, publicity rules or regulations about the distribution of profits in enterprises and on capital markets are considered.

## Courses

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## Method of assessment

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## Allocation of places

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## Additional information

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## Referred to in LPO I

<table>
<thead>
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<th>(examination regulations for teaching-degree programmes)</th>
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</table>
Finance, Accounting and Taxation
(20 ECTS credits)
Compulsory Electives

(20 ECTS credits)
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
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<tbody>
<tr>
<td>Advanced Financial Accounting (German GAAP, IFRS)</td>
<td>12-M-ER-102-m01</td>
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<td>graduate</td>
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</table>

**Contents**

Content: This course deals with selected complex financial accounting problems according to national German GAPP (German Commercial Code, Handelsgesetzbuch).

Outline of syllabus: Theoretical and empirical foundations of financial accounting; selected topics of advanced financial accounting, e.g. pension accounting, fair value accounting (financial instruments, biological assets, hedge accounting; purchase price allocation and impairment test; leasing; deferred taxes in individual and group financial statements; capital consolidation in multilevel corporate groups; presentation of equity changes; statement of cash flow and segment reporting; notes and management report.

Reading list to be provided during course.

**Intended learning outcomes**

After completing this course, students will be able to:

1. analyze complex financial accounting problems according to national and international financial reporting standards and develop predominantly self-directed solutions for these problems;
2. evaluate independently selected research contribution to the theory of financial accounting and design research- or application-oriented projects.

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Master's with 1 major Business Management (2010)
<table>
<thead>
<tr>
<th>Module title</th>
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<tbody>
<tr>
<td>Portfolio Selection and Capital Market Theory</td>
<td>12-M-B1a-102-m01</td>
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**Contents**

Content:
This course deals with the fundamentals of individual investment decisions (portfolio selection), the capital market equilibrium and the resulting CAPM.

Outline of syllabus:
1. Fundamentals of decision theory
2. Portfolio selection
3. CAPM
4. Information efficiency and event analysis

**Intended learning outcomes**

After completing the course "Portfolio Selection and Capital Market Theory", the students will be able
(i) to explain the optimal capital market position of an investor given the different investment opportunities and its individual utility function in theory and calculate it;
(ii) to understand the central propositions made by the CAPM and use the CAPM for valuating assets and firms.

**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)

**Allocation of places**

--

**Additional information**

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

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### Module Catalogue for the Subject Business Management

#### Master's with 1 major, 120 ECTS credits

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<tbody>
<tr>
<td>Economics of Tax Planning</td>
<td>12-M-SP-102-m01</td>
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**Module coordinator**

holder of the Chair of Business Taxation

**Module offered by**

Faculty of Business Management and Economics

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</table>

**Duration**

1 semester

**Module level**

graduate

**Other prerequisites**

--

### Contents

This course deals with tax effects on fundamental economic decisions. Taxes are integrated into standard models for investment decisions, financing decisions, firm valuation, dividend policy and remuneration of employees. Therefore, the interaction of corporate and personal income taxes is analysed. A reading list in English is available on request.

### Intended learning outcomes

This course enables students to

(i) combine their knowledge of tax law with microeconomic analyses in the areas of corporate and personal finance;

(ii) understand the effect of taxes on fundamental economic decisions, e.g. investment and financing decisions, evaluation of investment, financial assets, forms of remuneration for employees including managing and assessing;

(iii) read and discuss primary scientific literature.

### Courses

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

- 12-M-SP-1-102: V (no information on language and number of weekly contact hours available)
- 12-M-SP-2-102: V (no information on language and number of weekly contact hours available)

### Method of assessment

This module has the following 2 assessment components. To pass the module as a whole students must pass one of the two assessment components.

**Assessment component to module component 12-M-SP-1-102:** Steuerplanung

- 5 ECTS credits, method of grading: numerical grade
- written examination (approx. 60 minutes)

**Assessment component to module component 12-M-SP-2-102:** Taxes and Business Strategy

- 5 ECTS credits, method of grading: numerical grade
- written examination (approx. 60 minutes)
- Language of assessment: English

### Allocation of places

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### Additional information

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### Referred to in LPO I

(Examination regulations for teaching-degree programmes)
## Module Catalogue for the Subject
### Business Management

#### Master's with 1 major, 120 ECTS credits

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<tr>
<td>Advanced Auditing</td>
<td>12-M-WPF-102-m01</td>
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</table>

### Contents

**Content:**
The course discusses business-risk oriented financial statement audits according to International Standards on Auditing (IASs). Selected topics of testing theory are also addressed.

**Outline of syllabus:**
1. Review process
   - Conditions, order taking, audit planning, risk model-based testing methods
   - Development of the risk-based audit approach
   - Fraud and going concern
   - Judgment, reporting and documentation
2. Testing theory
   - Overview of the state of research
   - The auditor’s independence
   - Audit fees, concentration, competition

**Reading:**
Other reading to be specified in class.

### Intended learning outcomes

After completion of the module "Auditing for advanced" students can
(i) represent the risk-based audit approach, establish and analyze critical;
(ii) analyze selected complex audit issues on the basis of national and international audit standards and, based largely develop self-directed solutions;
(iii) judge selected research papers examining theory independently and, building design research or application-oriented projects.

### Courses

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### Method of assessment

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<td>written examination (approx. 60 minutes)</td>
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### Allocation of places

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### Additional information

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### Referred to in LPO I

(examination regulations for teaching-degree programmes)
Module title: Agency Theory

Abbreviation: 12-M-B1b-102-m01

Module coordinator:
holder of the Chair of Business Management, Banking and Finance

Module offered by:
Faculty of Business Management and Economics

ECTS: 5

Method of grading: numerical grade

Only after succ. compl. of module(s): --

Duration: 1 semester

Module level: graduate

Other prerequisites: --

Contents:

Content:
This course deals with the fundamentals of agency theory and financial contracting with information symmetric and information asymmetric.

Outline of syllabus:
1. Agency theory
2. Financial contracting

Intended learning outcomes:

After completing the course "Agency Theory and Financial contracting", the students will be able
(i) to understand the fundamentals of agency theory and solve problems concerning optimal financial contracting given e.g. different capital endowments;
(ii) to understand the central problems of controlling work assignments in theory and solve basic case studies;
(iii) to generate and evaluate financial contracting given a non-trivial risk allocation and the resulting agency problems.

Courses:
V + Ü (no information on SWS (weekly contact hours) and course language available)

Method of assessment:
written examination (approx. 60 minutes)

Allocation of places:
--

Additional information:
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Referred to in LPO I (examination regulations for teaching-degree programmes):
--
## Module title

Coordination, Budgeting and Incentives in Enterprises

## Abbreviation

12-M-KOBO-102-m01

### Module coordinator

holder of the Chair of Business Management, Controlling and Accounting

### Module offered by

Faculty of Business Management and Economics

### ECTS

5

### Method of grading

numerical grade

### Only after succ. compl. of module(s)

--

### Duration

1 semester

### Module level

graduate

### Other prerequisites

--

### Contents

This module focuses on accounting-based instruments to control behaviour in decentralised enterprises. The course first discusses the role of accounting in the context of decision making and behavioural controlling as well as informational analyses. Afterwards, the most common instruments of behavioural controlling (budgeting, value-oriented management, transfer prices) are discussed with regard to theory and practice.

### Intended learning outcomes

This module aims to provide knowledge in the context of behavioral controlling in enterprises. Knowledge about Requirements on instruments used for behavioral controlling are discussed and competencies for deployment, structure and development of coordination tools are provided.

### Courses

V + Ü (no information on SWS (weekly contact hours) and course language available)

### Method of assessment

written examination (approx. 60 minutes)

### Allocation of places

--

### Additional information

--

### Referred to in LPO I

(examination regulations for teaching-degree programmes)

--
## Module Catalogue for the Subject Business Management

### Master's with 1 major, 120 ECTS credits

<table>
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<tr>
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<tbody>
<tr>
<td>Project Management and Controlling</td>
<td>12-M-PROM-102-m01</td>
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### Contents

The module focuses on the discussion and critical examination of instruments and methods used in the context of project management and controlling within enterprises. It covers characteristic features and structures of projects, their possible success factors, methods and instruments of the controlling and management of projects in various project phases as well as approaches to multi-project management. The theoretical basis as well as potential applications of these instruments are discussed.

### Intended learning outcomes

Initially knowledge about fundamental requirements concerning instruments of project management and controlling is acquired. What is more the module conveys knowledge about strengths and weaknesses and thereby fields of application and limits of commonly used instruments and methods of practitioners. Competences within the configuration and development of the project management and -controlling are obtained as well as skills within the practical use of the project management software MS Project.

### 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)

### Allocation of places

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### Additional information

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### Referred to in LPO I

(examination regulations for teaching-degree programmes)

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Industrial Management
(20 ECTS credits)
Compulsory Modules

(15 ECTS credits)
<table>
<thead>
<tr>
<th>Module title</th>
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<tbody>
<tr>
<td>Lot Sizing and Scheduling</td>
<td>12-M-LA-102-m01</td>
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**Contents**

This module analyses and classifies approaches of production planning and control. In addition, it develops methods and models of lot sizing and scheduling. The focus is on the determination of optimal production and transport volumes as well as the planning of orders and manufacturing orders.

**Intended learning outcomes**

Students learn essential concepts, principles and methods of production planning and control with emphasis on the determination of optimal production and transport volumes as well as the planning of production and order sequences. Then, based on this expertise related knowledge broadening and deepening, essential competencies are conveyed, which allow the imaging of realistic situations and problems using mathematical and quantitative models for the derivation and assessment of alternative courses of action. After completion of the module students can answer, analyze and structure questions of production planning and control, goal-oriented. They can also arrange the planning areas in the overall business context and have an in-depth overview of the production planning and control.

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

S (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. 40 minutes) and presentation (approx. 20 minutes), weighted 2:1

**Allocation of places**

--

**Additional information**

--

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

**Strategic Supply Management**

### Abbreviation

12-M-SBM-102-m01

### Module coordinator

holder of the Chair of Business Management and Industrial Management

### Module offered by

Faculty of Business Management and Economics

### ECTS

5

### Method of grading

numerical grade

### Only after succ. compl. of module(s)

--

### Duration

1 semester

### Module level

graduate

### Other prerequisites

--

### Contents

The course addresses central issues of strategic supply management. The supply function of the company (purchasing, materials management, procurement logistics) and its strategic importance is analysed and basic methods are developed that are relevant in this area.

### Intended learning outcomes

Students learn the principles of performance-oriented optimization of all procurement activities to develop long-term, competitively sensitive potential for success. After completion of the module students are able to pre- prepared, to goal-oriented analyze and to respond to performance-oriented issues of strategic procurement based on key instruments. Students are able to accurately classify the tasks of the procurement and to describe and discuss their strategic importance and dominate essential methods and procedures used in this area to apply.

### Courses

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

V (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. 40 minutes) and presentation (approx. 20 minutes), weighted 2:1

### Allocation of places

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### Additional information

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### Referred to in LPO I

(examination regulations for teaching-degree programmes)

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## Module title
Strategic Production Management

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<td>Strategic Production Management</td>
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## Module coordinator
holder of the Chair of Business Management and Industrial Management

## Module offered by
Faculty of Business Management and Economics

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## Duration
1 semester

## Module level
graduate

## Other prerequisites
--

### Contents
This module will discuss contents and procedures of strategic production management and, in particular, planning and control concepts. Students will become familiar with the essentials of strategic production management. Theoretical and analytical models will be used for analysing both economic and ecological issues. In addition, the module will discuss principles of value structure optimisation and will develop competences regarding the development of integrated mathematical models.

### Intended learning outcomes
After completion of the module students are able to process, to analyze and answer questions of operations strategy structured and goal-oriented in a global context using appropriate methods. Furthermore, they know the main strategic tasks and objectives in production management and evaluate and apply planning and control concepts for the production in realistic application situations.

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

S (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. 40 minutes) and presentation (approx. 20 minutes), weighted 2:1

### Allocation of places
--

### Additional information
--

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

(5 ECTS credits)
Module title: Electronic Procurement  
Abbreviation: 12-M-BE-102-m01

Module coordinator: holder of the Chair of Business Management and Industrial Management

Module offered by: Faculty of Business Management and Economics

ECTS: 5
Method of grading: numerical grade

Duration: 1 semester
Module level: graduate
Other prerequisites: --

Contents:
This course will develop the objectives, principles and structure of electronically supported procurement processes with a special focus on catalogue-based procurement systems, electronic tendering systems, electronic (reverse) auctions, e-marketplaces, supplier relationship management systems and eSupply chain management systems.

Intended learning outcomes:
The students will be able to describe and evaluate both the potentials and goals of electronic supported procurement systems and will be able to design appropriate systems for real-life applications. Students will get insight into the essentials of operational procurement management, especially e-procurement with a focus on catalog-based procurement systems, electronic tendering systems, electronic (reverse) auctions, e-marketplaces, supplier relationship management systems and eSupply chain management systems. After completing this module, students can define and analyze the related tasks and processes and show or develop theory-based and application-oriented possible solutions at a high professional level.

Courses:
S (no information on SWS (weekly contact hours) and course language available)

Method of assessment:
written examination (approx. 60 minutes)

Allocation of places:
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Additional information:
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Referred to in LPO I: (examination regulations for teaching-degree programmes)
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## Module title
Business Processes in different Lines of Business

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<thead>
<tr>
<th>Abbreviation</th>
<th>12-GPU-072-m01</th>
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## Module coordinator
holder of the Chair of Business Management and Business Information Systems

## Module offered by
Faculty of Business Management and Economics

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<tbody>
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<td>1 semester</td>
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## Contents

### Content:
This module provides students with an overview of the structure of a business information system (SAP Business ByDesign) in depth.

### Outline of syllabus:
1. Integrated information systems: integration, standard software, system architecture
2. Working with standard business software
3. Consulting in integrated information systems: project management, project organisation, presentation skills

### Description:
The lecture will be accompanied by an exercise that will present students with an opportunity to access, in small groups, the enterprise resource planning system operated by the Chair in its ERP laboratory and to work with the software, dealing with a wide variety of business processes.

If you would like to register for this course, please submit an application to the consultants (cover letter, CV, certificates; please also specify your degree programme and student ID number).

## Intended learning outcomes
After completing the course "Business Software 1", students will be able to
(i) understand an ERP system in its depth;
(ii) understand the interaction of business processes;
(iii) execute business tasks and processes in an ERP system independently (after participation in the practice lessons).

## Courses
(V + Ü (no information on SWS (weekly contact hours) and course language available)

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<thead>
<tr>
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<th>Language</th>
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<td>V + Ü</td>
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## Method of assessment
(term paper (approx. 20 pages) and presentation (approx. 20 minutes), weighted 2:1

## Allocation of places
--

## Additional information
--

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

--
### Module title
Information Processing within Organizations

| Abbreviation | 12-IU-072-m01 |

#### Module coordinator
holder of the Chair of Business Management and Business Information Systems

#### Module offered by
Faculty of Business Management and Economics

#### ECTS
5

#### Method of grading
numerical grade

#### Only after succ. compl. of module(s)
--

#### Duration
1 semester

#### Module level
graduate

#### Other prerequisites
--

### Contents

**Content:**
This course provides students with an in-depth overview of the structure and the application areas of business management information systems in enterprises and public institutions.

**Outline of syllabus:**
1. What is software: concepts, categories, application
2. Software life cycle: duration, phases, steps
3. As-is analysis: tasks, problems
4. To-be concept: system design, data design, dialog design, function design
5. Object orientation: paradigm shift
6. Change management: meaning, methodologies, project management
7. Office automation: tasks, areas of application

#### Intended learning outcomes
After completing the course "Integrated Information Processing", students will be able to
(i) understand the importance of integration in enterprises, especially in information systems;
(ii) assess the progress of development of a software project, estimate cycle costs, know and consider requirements, which brings a software implementation with;
(iii) select the correct procedures or practices in an as-is analysis and target conception and practically apply (with participation in the exercise);
(iv) understand the importance of change management and project management and know the appropriate methods for specific applications.

#### Courses
(V + Ü (no information on SWS (weekly contact hours) and course language available)

V + Ü (no information on SWS (weekly contact hours) and course language available)

#### Method of assessment
written examination (approx. 60 minutes)

#### Allocation of places
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#### Additional information
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#### Referred to in LPO I
(examination regulations for teaching-degree programmes)

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<table>
<thead>
<tr>
<th>Module title</th>
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<tr>
<td>Logistic Concepts and Processes</td>
<td>12-LA-072-m01</td>
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<tr>
<td>Business Integration Prof. Thome</td>
<td>Faculty of Business Management and Economics</td>
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</table>

Contents

This module discusses fundamental aspects and contemporary concepts of logistical tasks and processes.

Intended learning outcomes

Students will learn about the fundamental aspects and contemporary concepts of logistical tasks and processes especially in the field of Operations Management. Additionally students will be able to evaluate the business impacts of a better performance of logistical issues within a company.

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)

Allocation of places

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Additional information

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

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<td>Operations Research</td>
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**Contents**

Content:
The module familiarises students with essential fundamentals, concepts and methods of logistics applications.

- Modelling
- Graph theory
- Network technology
- Flows in networks
- Touring / route planning
- From heuristics to optimisation
- Simulation

**Intended learning outcomes**

The students
(i) have significant knowledge of the fundamentals, concepts and methods of logistical applications and
(ii) can recognize their economic importance and consequences.

**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)

**Allocation of places**

--

**Additional information**

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

--
Module title | Abbreviation
---|---
Process and System Modelling | 12-PSM-092-m01

| Module coordinator | Module offered by |
---|---
holder of the Chair of Business Management and Business Information Systems | Faculty of Business Management and Economics

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

| Duration | Module level | Other prerequisites |
---|---|---
1 semester | graduate | -- |

Contents

The course familiarises students with relevant principles, concepts and methods of process and system modelling. It is divided up into two parts:

Part A: Introduction to business process management

Contents Part A:
- Purpose of business process management
- How are business processes modelled?
- What is business process management?
- Strategic Management

Part B: Simulation

Contents Part B:
- Simulation
- Theoretical foundations
- Petri nets
- Smalltalk inscription language

Intended learning outcomes

The students have
1. substantial knowledge of the basic principles, concepts and methods of process and system modeling and
2. recognize their economic importance and consequences.

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 (60 minutes)

Allocation of places

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Additional information

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

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## Module Catalogue for the Subject
### Business Management
#### Master's with 1 major, 120 ECTS credits

<table>
<thead>
<tr>
<th>Module title</th>
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<td>Management Methods</td>
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<td>graduate</td>
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</table>

### Contents

**Description:**
The module familiarises students with relevant management methods.

**Content:**
- Principles of Management
- Corporate strategy and processes
- Determination of strategy
- Performance tasks within the company

### Intended learning outcomes

After completing the course "Management methods", students
(i) have substantial knowledge in the application of relevant management methods and
(ii) recognize their economic importance and consequences;
(iii) succumbed to an idea of the scope of managers' activities;
(iv) recognize the challenges businesses to deal with and
(v) understand processes of an industrial company.

### Courses

(V + Ü) (no information on SWS (weekly contact hours) and course language available)

### Method of assessment

written examination (60 minutes)

### Allocation of places

--

### Additional information

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### Referred to in LPO I

(examination regulations for teaching-degree programmes)

--
### Module title
Introduction to Logistical Process Design

### Abbreviation
12-GLP-092-m01

### Module coordinator
holder of the Chair of Business Management and Business Information Systems

### Module offered by
Faculty of Business Management and Economics

### ECTS
5

### Method of grading
numerical grade

### Only after succ. compl. of module(s)
--

### Duration
1 semester

### Module level
graduate

### Other prerequisites
--

### Contents
ERP systems have become key elements of successful companies. Business processes in companies can no longer be managed without using such ERP systems. In financial departments of companies, such systems have been used for a long time, but business processes e.g. for logistical tasks have so far not been supported by ERP solutions. This module explains how this issue could be resolved as well as what constraints and what dependencies have to be considered.

### Intended learning outcomes
After completing this module, students should be able to
(i) know about actual business processes in companies;
(ii) understand selected problems in the organization and design of logistical business processes and work out solutions;
(iii) know and design basic data structures and data flows of an ERP system;
(iv) map business processes within an ERP system;
(v) consider the specifics of a certain industry (e.g. the process industry) when organizing business processes;
(vi) map the core business processes within an ERP system.

### Courses
V + Ü (no information on SWS (weekly contact hours) and course language available)

### Method of assessment
written examination (60 minutes)

### Allocation of places
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### Additional information
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### Referred to in LPO I
(examination regulations for teaching-degree programmes)
Module title: Risk Management - Concepts and Systems
Abbreviation: 12-RM-KS-092-m01

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

ECTS: 5
Method of grading: numerical grade
Only after succ. compl. of module(s): --
Duration: 1 semester
Module level: graduate
Other prerequisites: --

Contents

Concepts: The course will provide students with an overview of the main goals, contents, methods and instruments of opportunity and risk management in industrial and commercial enterprises. Systems: The course will provide students with an overview of the design and functionality of essential information systems for risk management.

Intended learning outcomes

Concepts: After completion of the module students have a sound understanding of basic concepts, processes, methods and tools of risk management. They are able to justify the duties and functions of risk management in the company in theory and practice. They can also evaluate proposed solutions for the design of a risk management system, analyze selected issues of risk management and building on that, develop their own solutions. Systems: After completing this module, students can
(i) judge legal, organizational and methodological requirements for the implementation of risk management processes in a risk management information system (RMIS);
(ii) understand the technical basis for RMIS;
(iii) estimate the different characteristics of various information systems for the RM;
(iv) understand the workings of RMIS.

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

This module comprises 2 module components. Information on courses will be listed separately for each module component.
- 12-RM-KS-1-092: V (no information on SWS (weekly contact hours) and course language available)
- 12-RM-KS-2-092: V (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)

Assessment in this module comprises the assessments in the individual module components as specified below. Unless stated otherwise, successful completion of the module will require successful completion of all individual assessments.

Assessment in module component 12-RM-KS-1-092: Risk Management - Concepts
- 2 ECTS, Method of grading: numerical grade
- written examination (60 minutes)

Assessment in module component 12-RM-KS-2-092: Risk Management - Systems
- 3 ECTS, Method of grading: numerical grade
- written examination (60 minutes)

Allocation of places
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Additional information
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Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Information Management
(20 ECTS credits)
Compulsory Modules

(10 ECTS credits)
## Module Catalogue for the Subject
### Business Management

#### Master's with 1 major, 120 ECTS credits

<table>
<thead>
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### Contents

#### Content:
This course provides students with an in-depth overview of the structure and the application areas of business management information systems in enterprises and public institutions.

#### Outline of syllabus:
1. What is software: concepts, categories, application
2. Software life cycle: duration, phases, steps
3. As-is analysis: tasks, problems
4. To-be concept: system design, data design, dialog design, function design
5. Object orientation: paradigm shift
6. Change management: meaning, methodologies, project management
7. Office automation: tasks, areas of application

#### Intended learning outcomes
After completing the course "Integrated Information Processing", students will be able to
(i) understand the importance of integration in enterprises, especially in information systems;
(ii) assess the progress of development of a software project, estimate cycle costs, know and consider requirements, which brings a software implementation with;
(iii) select the correct procedures or practices in an as-is analysis and target conception and practically apply (with participation in the exercise);
(iv) understand the importance of change management and project management and know the appropriate methods for specific applications.

### Courses

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### Method of assessment

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<td>written examination (approx. 60 minutes)</td>
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### Allocation of places

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### Additional information

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

--
Module title | Abbreviation
---|---
Internet-Based Systems | 12-M-IBS-102-m01

Module coordinator | Module offered by
holder of the Chair of Information Systems Engineering | Faculty of Business Management and Economics

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

Duration | Module level | Other prerequisites
---|---|---
1 semester | graduate | --

Contents
The lecture provides an overview of the relationships between the advent of web-based platforms (electronic markets, Web 2.0 etc.) and the strategic management of a company.

Intended learning outcomes
The module provides students with knowledge of:
(i) Theoretical concepts of strategy development and implementation in e-business context;
(ii) The strengths and weaknesses of different frameworks and approaches as well as the conditions for their meaningful application;
(iii) Transfer of concepts to other situations of entrepreneurial studies or work.

Courses
V + Ü (no information on SWS (weekly contact hours) and course language available)

Method of assessment
The method of assessment will be specified at the beginning of each exercise. a) written examination (approx. 60 minutes) or b) presentation (approx. 20 minutes) with written elaboration (approx. 15 to 20 pages), weighted 1:2 or c) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or c) completion of programming exercises (as specified)

Allocation of places
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Additional information
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Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Compulsory Electives

(10 ECTS credits)
## Module title
IT and Labor Market

## Abbreviation
12-ITA-102-m01

## Module coordinator
holder of the Chair of Business Management and Business Information Systems

## Module offered by
Faculty of Business Management and Economics

## ECTS
5

## Method of grading
numerical grade

## Only after succ. compl. of module(s)
--

## Duration
1 semester

## Module level
graduate

## Other prerequisites
--

### Contents
This module discusses relevant principles, concepts and applications of business information processing and its impact on organisational and process structures in today’s business world.

### Intended learning outcomes
The expertise gained from other modules related to business management issues can be interpreted and classified in a certain way by participating in this module. For decisions in regards to human resources planning, investment, and a company’s strategy, the students will get to know all the relevant concepts and interdependencies, which come with taking information processing into account as the so called “fourth” factor of production.

### Courses
(V + Ü (no information on SWS (weekly contact hours) and course language available)

### Method of assessment
written examination (approx. 60 minutes)

### Allocation of places
--

### Additional information
--

### Referred to in LPO I
(examination regulations for teaching-degree programmes)
Module title | Abbreviation
---|---
Business Processes in different Lines of Business | 12-GPU-072-m01

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

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

Duration | Module level | Other prerequisites
1 semester | graduate | --

Contents
Content:
This module provides students with an overview of the structure of a business information system (SAP Business ByDesign) in depth.

Outline of syllabus:
1. Integrated information systems: integration, standard software, system architecture
2. Working with standard business software
3. Consulting in integrated information systems: project management, project organisation, presentation skills

Description:
The lecture will be accompanied by an exercise that will present students with an opportunity to access, in small groups, the enterprise resource planning system operated by the Chair in its ERP laboratory and to work with the software, dealing with a wide variety of business processes.

If you would like to register for this course, please submit an application to the consultants (cover letter, CV, certificates; please also specify your degree programme and student ID number).

Intended learning outcomes
After completing the course "Business Software 1", students will be able to
(i) understand an ERP system in its depth;
(ii) understand the interaction of business processes;
(iii) execute business tasks and processes in an ERP system independently (after participation in the practice lessons).

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

Allocation of places
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Additional information
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Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module title: Information Systems Analysis and Design

Module coordinator: holder of the Chair of Business Management and Business Information Systems

Module offered by: Faculty of Business Management and Economics

ECTS: 5

Method of grading: numerical grade

Only after succ. compl. of module(s):

Duration: 1 semester

Module level: graduate

Other prerequisites:

Contents:

(This course was discontinued and replaced by the course "IT-Management")

Content:
This course provides students with an in-depth overview of aims, tasks and appropriate methods of IT management.

Outline of syllabus:
1. Organisation and distinction
2. IT strategy
3. IT organisation
4. Management of IT systems
5. Enterprise Architecture Management
6. IT project management
7. IT security
8. IT law
9. IT controlling

Reading:
- Tiemeyer: Handbuch IT-Management, Munich.
- Hanschke: Strategisches Management der IT-Landschaft, Munich.

Intended learning outcomes:

After completing the course "IT Management", students will be able to

1. overview the different aspects to be considered regarding a purposeful IT management;
2. understand and apply appropriate methods and tools;
3. independently perform system search and selection in a team project (only after participation in the practice lessons).

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

V + 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)

Allocation of places

Additional information


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<tr>
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<td>Business Intelligence</td>
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### Contents

The course provides an overview of the structure and applications of analytical information systems. A special focus is on individual quantitative methods of data analysis. A basic knowledge of statistics and data modelling is a prerequisite for participation in this module.

### Intended learning outcomes

The module provides students with knowledge of:

1. Data Warehousing & OLAP
2. Operational application areas and methods of data analysis

### Courses

- V + Ü (no information on SWS (weekly contact hours) and course language available)

### Method of assessment

- written examination (60 minutes)

### Allocation of places

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### Additional information

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### Referred to in LPO I

(examination regulations for teaching-degree programmes)
Adaption and Continuous System Engineering

<table>
<thead>
<tr>
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<th>Abbreviation</th>
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<tr>
<td>Business Suite: The constantly changing environment with its organisational and IT-oriented developments forces companies to adapt their standard business software solutions. With the help of dynamic adaptation (Continuous System Engineering), this process of change can be supported effectively and efficiently. This module discusses both the systematic implementation of adaptation steps (so-called customising) using the example of the mySAP Business Suite and the concept of Continuous System Engineering using various practical examples. Business Apps: The course combines theory and practice in the area of cloud computing and ERP. Participants gain an insight into the architecture of the ByDesign platform and are presented with an opportunity to gain practical experience working with the corresponding software development kit.</td>
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<tr>
<td><strong>Contents</strong></td>
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<tr>
<td>Business Suite: The constantly changing environment with its organisational and IT-oriented developments forces companies to adapt their standard business software solutions. With the help of dynamic adaptation (Continuous System Engineering), this process of change can be supported effectively and efficiently. This module discusses both the systematic implementation of adaptation steps (so-called customising) using the example of the mySAP Business Suite and the concept of Continuous System Engineering using various practical examples. Business Apps: The course combines theory and practice in the area of cloud computing and ERP. Participants gain an insight into the architecture of the ByDesign platform and are presented with an opportunity to gain practical experience working with the corresponding software development kit.</td>
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<tr>
<td><strong>Intended learning outcomes</strong></td>
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<tr>
<td>Business Suite: Students learn about the various ways of adapting a standard business software solution to the special requirements of a company. They also develop a fundamental understanding of the dynamic adaptation of business software libraries. Based on selected examples from the SAP Business Suite that the acquired knowledge will be deepened by using case studies. Business Apps: The course imparts knowledge and delivers skills in cloud computing for businesses, ERP systems architecture and software development at the example of the SAP Business ByDesign platform. The independent planning, implementation and documentation of a business app trains important core competencies of technology-oriented Business Informatics.</td>
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<tr>
<td><strong>Courses</strong></td>
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<tr>
<td>V + Ü (no information on SWS (weekly contact hours) and course language available)</td>
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<tr>
<td>Method of assessment</td>
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<tr>
<td>written examination (approx. 60 minutes)</td>
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<tr>
<td>Allocation of places</td>
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</table>
| Number of places: 20. Should the number of applications exceed the number of available places, 15 places will be set aside for Master's students of Business Information Systems. (1) Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. In this procedure, applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. (2) Pla-
cess on all courses of the module component with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated as they become available.

### Additional information

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

--
Module title: Business Service Architecture  
Abbreviation: 12-BSA-092-m01

Module coordinator: holder of the Chair of Business Management and Business Information Systems

Module offered by: Faculty of Business Management and Economics

ECTS: 5  
Method of grading: numerical grade

Duration: 1 semester  
Module level: graduate

Other prerequisites: --

Contents:
A next generation of enterprise systems called business service platforms is emerging using new disruptive technologies such as cloud computing, big data and mobility. These business service platforms apply the concept of product platforms to software. They will
1. be services based
2. be offered as a service in the cloud
3. address new classes of users and types of business especially in the service business
4. allow for a high degree of business adaptability and extensibility.
5. be supplemented by a broad offer of partner add-ons supporting accelerated innovation.
These new business service platforms will play a key role in the digital transformation of the software industry.

Intended learning outcomes:
Be aware of the big business productivity progress enabled by BIS in the last 50 years. Understand the limitations of these systems in spite of the digital transformation of the software industry ahead. Be able to critically assess the business potential of new IC technologies. Understand the business demand for change. Understand the necessary organizational learning needed to leverage new technology for business change management.

Courses:
V (no information on SWS (weekly contact hours) and course language available)

Method of assessment:
written examination (60 minutes) and management report (approx. 6 pages), weighted 2:1

Allocation of places:
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Additional information:
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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<table>
<thead>
<tr>
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<tr>
<td>Decision Support Systems</td>
<td>12-M-DSS-102-m01</td>
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<td>holder of the Chair of Information Systems Engineering</td>
<td>Faculty of Business Management and Economics</td>
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<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
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<tr>
<td>1 semester</td>
<td>graduate</td>
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</table>

## Contents

The course discusses advanced approaches for modelling and solving decision problems in business settings. The acquired insights are used to design and implement decision support systems using standard software tools.

### Intended learning outcomes

After successfully completing the course, students should be able to

- Understand the structure of classic business decision problems
- Isolate key elements from general problem descriptions and convert them to quantitative decision models
- Solve different classes of optimization problems (linear, network, integer, multi-objective, non-linear, stochastic)
- Implement spreadsheet-based decision support systems

### Courses

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<th>(no information on SWS (weekly contact hours) and course language available)</th>
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### Method of assessment

The method of assessment will be specified at the beginning of each exercise. a) written examination (approx. 60 minutes) or b) presentation (approx. 20 minutes) with written elaboration (approx. 15 to 20 pages), weighted 1:2 or c) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or c) completion of programming exercises (as specified)

### Allocation of places

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### Additional information

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### Referred to in LPO I

(examination regulations for teaching-degree programmes)

--
### Module title
Information Systems Research

### Abbreviation
12-M-ISR-102-m01

### Module coordinator
holder of the Chair of Information Systems Engineering

### Module offered by
Faculty of Business Management and Economics

### ECTS
5

### Method of grading
Numerical grade

### Only after succ. compl. of module(s)
--

### Duration
1 semester

### Module level
Graduate

### Other prerequisites
--

### Contents
The course provides an overview of theoretical scientific foundations, theories, research topics and methods of international research in business informatics.

### Intended learning outcomes
The module provides students with knowledge of:
(i) Exploration of classical themes of WI / IS research;
(ii) Getting to know the relevant paradigms, theories and methods;
(iii) Recognition of the interfaces to other areas of business administration and management practice;
(iv) Gain experience in finding and evaluation of scientific literature.

### Courses
V + Ü (no information on SWS (weekly contact hours) and course language available)

### Method of assessment
The method of assessment will be specified at the beginning of each exercise. a) written examination (approx. 60 minutes) or b) presentation (approx. 20 minutes) with written elaboration (approx. 15 to 20 pages), weighted 1:2 or c) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or c) completion of programming exercises (as specified)

### Allocation of places
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### Additional information
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### Referred to in LPO I
(examination regulations for teaching-degree programmes)
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Logistics
(20 ECTS credits)
Compulsory Modules
(10 ECTS credits)
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
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<tbody>
<tr>
<td>Logistic Concepts and Processes</td>
<td>12-LA-072-m01</td>
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</table>

**Module coordinator**  
Business Integration Prof. Thome

**Module offered by**  
Faculty of Business Management and Economics

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</table>

**Duration**  
1 semester

**Module level**  
graduate

**Other prerequisites**  
--

**Contents**

This module discusses fundamental aspects and contemporary concepts of logistical tasks and processes.

**Intended learning outcomes**

Students will learn about the fundamental aspects and contemporary concepts of logistical tasks and processes especially in the field of Operations Management. Additionally students will be able to evaluate the business impacts of a better performance of logistical issues within a company.

**Courses**  
(V + Ü (no information on SWS (weekly contact hours) and course language available)

**Method of assessment**  
written examination (approx. 60 minutes)

**Allocation of places**  
--

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

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<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
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</thead>
<tbody>
<tr>
<td>Operations Research</td>
<td>12-LM-072-m01</td>
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</table>

### Module coordinator

holder of the Chair of Business Management and Business Information Systems

### Module offered by

Faculty of Business Management and Economics

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<td>graduate</td>
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</table>

### Contents

The module familiarises students with essential fundamentals, concepts and methods of logistics applications.

- Modelling
- Graph theory
- Network technology
- Flows in networks
- Touring / route planning
- From heuristics to optimisation
- Simulation

### Intended learning outcomes

The students

(i) have significant knowledge of the fundamentals, concepts and methods of logistical applications and

(ii) can recognize their economic importance and consequences.

### 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)

### Allocation of places

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### Additional information

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### Referred to in LPO I

(examination regulations for teaching-degree programmes)

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Compulsory Electives
(10 ECTS credits)
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<tr>
<th>Module title</th>
<th>Abbreviation</th>
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</thead>
<tbody>
<tr>
<td>Electronic Procurement</td>
<td>12-M-BE-102-m01</td>
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<th>Module coordinator</th>
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<td>1 semester</td>
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</table>

**Contents**

This course will develop the objectives, principles and structure of electronically supported procurement processes with a special focus on catalogue-based procurement systems, electronic tendering systems, electronic (reverse) auctions, e-marketplaces, supplier relationship management systems and eSupply chain management systems.

**Intended learning outcomes**

The students will be able to describe and evaluate both the potentials and goals of electronic supported procurement systems and will be able to design appropriate systems for real-life applications. Students will get insight into the essentials of operational procurement management, especially e-procurement with a focus on catalog-based procurement systems, electronic tendering systems, electronic (reverse) auctions, e-marketplaces, supplier relationship management systems and eSupply chain management systems. After completing this module, students can define and analyze the related tasks and processes and show or develop theory-based and application-oriented possible solutions at a high professional level.

**Courses**

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<th>type, number of weekly contact hours, language — if other than German</th>
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**Method of assessment**

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<th>type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus</th>
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<tr>
<td>written examination (approx. 60 minutes)</td>
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**Allocation of places**

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**Additional information**

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**Referred to in LPO I**

(examination regulations for teaching-degree programmes)

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Module Catalogue for the Subject
Business Management
Master’s with 1 major, 120 ECTS credits

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
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<tbody>
<tr>
<td>Lot Sizing and Scheduling</td>
<td>12-M-LA-102-m01</td>
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<td>1 semester</td>
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Contents

This module analyses and classifies approaches of production planning and control. In addition, it develops methods and models of lot sizing and scheduling. The focus is on the determination of optimal production and transport volumes as well as the planning of orders and manufacturing orders.

Intended learning outcomes

Students learn essential concepts, principles and methods of production planning and control with emphasis on the determination of optimal production and transport volumes as well as the planning of production and order sequences. Then, based on this expertise related knowledge broadening and deepening, essential competencies are conveyed, which allow the imaging of realistic situations and problems using mathematical and quantitative models for the derivation and assessment of alternative courses of action. After completion of the module students can answer, analyze and structure questions of production planning and control, goal-oriented. They can also arrange the planning areas in the overall business context and have an in-depth overview of the production planning and control.

Courses

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

S (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. 40 minutes) and presentation (approx. 20 minutes), weighted 2:1

Allocation of places

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Additional information

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

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<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
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<tbody>
<tr>
<td>Strategic Supply Management</td>
<td>12-M-SBM-102-m01</td>
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**Contents**

The course addresses central issues of strategic supply management. The supply function of the company (purchasing, materials management, procurement logistics) and its strategic importance is analysed and basic methods are developed that are relevant in this area.

**Intended learning outcomes**

Students learn the principles of performance-oriented optimization of all procurement activities to develop long-term, competitively sensitive potential for success. After completion of the module students are able to prepare structured, to goal-oriented analyze and to respond to performance-oriented issues of strategic procurement based on key instruments. Students are able to accurately classify the tasks of the procurement and to describe and discuss their strategic importance and dominate essential methods and procedures used in this area to apply.

**Courses**

V (no information on SWS (weekly contact hours) and course language available)

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<td>approx. 20 minutes, weighted 2:1</td>
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**Allocation of places**

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**Additional information**

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<th>Module title</th>
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<tbody>
<tr>
<td>Strategic Production Management</td>
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**Contents**

This module will discuss contents and procedures of strategic production management and, in particular, planning and control concepts. Students will become familiar with the essentials of strategic production management. Theoretical and analytical models will be used for analysing both economic and ecological issues. In addition, the module will discuss principles of value structure optimisation and will develop competences regarding the development of integrated mathematical models.

**Intended learning outcomes**

After completion of the module students are able to process, to analyze and answer questions of operations strategy structured and goal-oriented in a global context using appropriate methods. Furthermore, they know the main strategic tasks and objectives in production management and evaluate and apply planning and control concepts for the production in realistic application situations.

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

S (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. 40 minutes) and presentation (approx. 20 minutes), weighted 2:1

**Allocation of places**

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**Additional information**

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

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<table>
<thead>
<tr>
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<th>Abbreviation</th>
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<tbody>
<tr>
<td>Business Processes in different Lines of Business</td>
<td>12-GPU-072-m01</td>
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<td>graduate</td>
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## Contents

### Content:

This module provides students with an overview of the structure of a business information system (SAP Business ByDesign) in depth.

### Outline of syllabus:

1. Integrated information systems: integration, standard software, system architecture
2. Working with standard business software
3. Consulting in integrated information systems: project management, project organisation, presentation skills

### Description:

The lecture will be accompanied by an exercise that will present students with an opportunity to access, in small groups, the enterprise resource planning system operated by the Chair in its ERP laboratory and to work with the software, dealing with a wide variety of business processes.

If you would like to register for this course, please submit an application to the consultants (cover letter, CV, certificates; please also specify your degree programme and student ID number).

## Intended learning outcomes

After completing the course "Business Software 1", students will be able to

(i) understand an ERP system in its depth;

(ii) understand the interaction of business processes;

(iii) execute business tasks and processes in an ERP system independently (after participation in the practice lessons).

## Courses

<table>
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## Method of assessment

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<tbody>
<tr>
<td>term paper (approx. 20 pages) and presentation (approx. 20 minutes), weighted 2:1</td>
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## Allocation of places

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## Additional information

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## Referred to in LPO I

( examination regulations for teaching-degree programmes)
Module title: Information Processing within Organizations

Abbreviation: 12-IU-072-m01

Module coordinator: holder of the Chair of Business Management and Business Information Systems

Module offered by: Faculty of Business Management and Economics

ECTS: 5

Method of grading: numerical grade

Duration: 1 semester

Module level: graduate

Other prerequisites: --

Contents:

Content:
This course provides students with an in-depth overview of the structure and the application areas of business management information systems in enterprises and public institutions.

Outline of syllabus:
1. What is software: concepts, categories, application
2. Software life cycle: duration, phases, steps
3. As-is analysis: tasks, problems
4. To-be concept: system design, data design, dialog design, function design
5. Object orientation: paradigm shift
6. Change management: meaning, methodologies, project management
7. Office automation: tasks, areas of application

Intended learning outcomes:

After completing the course "Integrated Information Processing", students will be able to
(i) understand the importance of integration in enterprises, especially in information systems;
(ii) assess the progress of development of a software project, estimate cycle costs, know and consider requirements, which brings a software implementation with;
(iii) select the correct procedures or practices in an as-is analysis and target conception and practically apply (with participation in the exercise);
(iv) understand the importance of change management and project management and know the appropriate methods for specific applications.

Courses:

V + Ü (no information on SWS (weekly contact hours) and course language available)

Method of assessment:
written examination (approx. 60 minutes)

Allocation of places:
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Additional information:
--

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

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Module title | Abbreviation
--- | ---
Process and System Modelling | 12-PSM-092-m01

**Module coordinator**

holder of the Chair of Business Management and Business Information Systems

**Module offered by**

Faculty of Business Management and Economics

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**Contents**

The course familiarises students with relevant principles, concepts and methods of process and system modelling. It is divided up into two parts:

**Part A: Introduction to business process management**

Contents Part A:

- Purpose of business process management
- How are business processes modelled?
- What is business process management?
- Strategic Management

**Part B: Simulation**

Contents Part B:

- Simulation
- Theoretical foundations
- Petri nets
- Smalltalk inscription language

**Intended learning outcomes**

The students have

1. substantial knowledge of the basic principles, concepts and methods of process and system modeling and
2. recognize their economic importance and consequences.

**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 (60 minutes)

**Allocation of places**

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**Additional information**

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

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<table>
<thead>
<tr>
<th>Module title</th>
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<td>Introduction to Logistical Process Design</td>
<td>12-GLP-092-m01</td>
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### Contents

ERP systems have become key elements of successful companies. Business processes in companies can no longer be managed without using such ERP systems. In financial departments of companies, such systems have been used for a long time, but business processes e.g. for logistical tasks have so far not been supported by ERP solutions. This module explains how this issue could be resolved as well as what constraints and what dependencies have to be considered.

### Intended learning outcomes

After completing this module, students should be able to
(i) know about actual business processes in companies;
(ii) understand selected problems in the organization and design of logistical business processes and work out solutions;
(iii) know and design basic data structures and data flows of an ERP system;
(iv) map business processes within an ERP system;
(v) consider the specifics of a certain industry (e.g. the process industry) when organizing business processes;
(vi) map the core business processes within an ERP system.

### 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 (60 minutes)

### Allocation of places

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### Additional information

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### Referred to in LPO I

(examination regulations for teaching-degree programmes)
Human Resource Management and Organization
(20 ECTS credits)
Compulsory Modules
(10 ECTS credits)
## Contents

The lecture "Anreize in Organisationen" ("Incentives in Organisations") is based on the principal agent theory. This theory will be used to develop financial and economic solutions to help overcome the conflict of interests between employers and employees. In addition to the most widely used theories, estimation techniques and empirical results are also introduced and discussed. Reading list to be provided in class.

## Intended learning outcomes

The aim of the lectures is to enable students to understand and apply advanced theories, estimation techniques and empirical results in organisation on the basis of scientific literature.

## Courses

V + Ü (no information on SWS (weekly contact hours) and course language available)

## Method of assessment

written examination (approx. 60 minutes)
### Module Title

**Human Resource Management and Industrial Relations**

| Abbreviation | 12-M-HRM-102-m01 |

### Module Coordinator

holder of the Chair of Human Resource Management and Organisation

### Module Offered by

Faculty of Business Management and Economics

### ECTS

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### Duration

1 semester

### Contents

The lecture "Human Resource Management und Industrielle Beziehungen" ("Human Resource Management and Industrial Relations") introduces advanced theories, estimation techniques and empirical results from the areas of human resources and institutional frameworks such as industrial relations. Reading list to be provided in class.

### Intended Learning Outcomes

The aim of the lectures is to enable students to understand and apply advanced theories, estimation techniques and empirical results in the area human resource management and industrial relations on the basis of scientific literature.

### Courses

V + Ü (no information on SWS (weekly contact hours) and course language available)

### Method of Assessment

written examination (approx. 60 minutes)

### Allocation of Places

Business Management Master’s and Economics Master’s: no restrictions. Political and Social Sciences Master’s: 10 places. Places will be allocated by lot.

### Additional Information

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### Referred to in LPO I

(examination regulations for teaching-degree programmes)

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Compulsory Electives
(10 ECTS credits)
<table>
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<td>Social Insurance and the Welfare State</td>
<td>12-M-F3-102-m01</td>
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### Contents

**Description:**
This module discusses the economic justification for implementing social security systems in a market economy and provides students with deeper insights into this topic with the help of specific issues of public health and retirement policy.

**Reading:** lecture notes provided by Chair.

**Contents:**
1. Public intervention in insurance markets
2. The insurance function of social security
3. Social security and social morale
4. The optimal health insurance contract
5. Alternative financing schemes for public health in Germany
6. Why do we need a public pension system?
7. Funding vs pay-as-you-go financing of public pensions

### Intended learning outcomes

After completing the module "Theorie der Sozialversicherung" students are able to explain the theoretical foundation of the social security system in a market economy. Using simple partial equilibrium models they can discuss the financing and contract structure of the public health and pension system. Finally they are able to analyze the consequences of policy reforms.

### Courses

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### Method of assessment

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### Allocation of places

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### Additional information

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

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Module title: Microeconometrics
Abbreviation: 12-M-MIK-102-m01

Module coordinator: holder of the Chair of Econometrics
Module offered by: Faculty of Business Management and Economics

ECTS: 5
Method of grading: numerical grade
Duration: 1 semester
Module level: graduate
Other prerequisites: --

Contents

Description:
This course builds on the Master's courses "Ökonometrie 1" ("Econometrics 1") and "Ökonometrie 2" ("Econometrics 2") and introduces students to different microeconometric models. In the first part of the course, the maximum likelihood estimation procedure is introduced, its importance for estimating microeconometric models and properties of the estimators are explained and derived. Subsequently, a wide variety of microeconometric models is motivated and explained and the advantages of these models over the linear regression model are pointed out. In addition, these models are estimated with different estimation methods and the results are interpreted.

Outline of syllabus:
1. Maximum likelihood estimator and its properties
2. Logit and probit models for unordered categories
3. Logit and probit models for ordered categories
4. Tobit model
5. Models for count data
6. Duration analysis
7. Hazard rate models

Reading:
Ronning: Mikroökonometrie, Springer-Verlag.
Cameron / Trivedi: Microreconometrics - Methods and Applications, Cambridge University Press.
Greene: Econometric Analysis, Pearson.
(most recent editions)

Intended learning outcomes

After finishing this course students are able to
(i) understand the maximum likelihood method;
(ii) apply, assess, and interpret the above introduced models and check for possible violation of the assumptions;
(iii) get to know other possibilities, next to the maximum likelihood method, to estimate these models;
(iv) gain a general understanding how to treat discrete, censored, or truncated dependent variables;
(v) know how to estimate the introduced models in EViews.

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

Allocation of places
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Additional information
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Referred to in LPO I (examination regulations for teaching-degree programmes)

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### Module title
Econometrics 1

### Abbreviation
12-M-OE1-102-m01

### Module coordinator
holder of the Chair of Econometrics

### Module offered by
Faculty of Business Management and Economics

### ECTS
5

### Method of grading
Only after succ. compl. of module(s)

### Duration
1 semester

### Module level
graduate

### Contents

**Description:**
This module deals with the basic concept and methodology of the ordinary least squares (OLS) regression model. In particular, model assumptions and properties are discussed and formally motivated. In addition, the module examines linear restrictions on the models explanatory variables as well as dummy variables and introduces tests to verify simple and multiple linear restrictions.

Linear algebra is used as formal aid.

**Outline of syllabus:**
1. Random variables
2. Important distributions
3. Point estimates
4. Simple linear regression model
5. Model assumptions
6. Model properties
7. Simple hypothesis tests
8. Multiple linear regression model
9. Linear restrictions
10. Dummy variables
11. Multiple hypothesis tests

### Intended learning outcomes
The students acquire knowledge of the basics, concepts and methods used in the classical linear regression model and understand the role of econometrics in science and data analysis. In particular, they learn how to analytically derive, calculate and interpret the coefficients, standard errors and p-values of a classic regression output of the multiple regression model. Furthermore, they are able to state and motivate formally the assumptions and properties of OLS and know how to deal with transformed and dummy variables. Additionally, students are able to test multiple linear restrictions on the parameters and are able to apply these tests to real economic, business and social science questions.

The competences acquired in this course serve as a prerequisite for "Econometrics II", "Econometrics III", "Microeconometrics" und "Financial Econometrics".

### 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)

### Allocation of places
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### Additional information
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Module title | Abbreviation
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Econometrics 2 | 12-M-OE2-102-m01

Module coordinator | Module offered by
holder of the Chair of Econometrics | Faculty of Business Management and Economics

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1 semester | graduate | -- |

Contents

Description:
This module deals with the basics, concepts and methods of the generalised least squares (GLS) framework. Partly as a motivation for the GLS model and partly for its own right, different specification and data problems as well as violations of model assumptions of the OLS estimator (as introduced in "Ökonometrie I" ("Econometrics I")) are discussed. This includes multicollinearity, a test for structural breaks, heteroskedasticity and autocorrelation.

Linear algebra is used as formal aid.

Outline of syllabus:
1. Specification analysis
2. Multicollinearity
3. Heteroskedasticity
4. Autocorrelated disruptive terms
5. Generalised least squares (GLS)

Intended learning outcomes

Students acquire essential knowledge of the fundamentals, methods and concepts for estimating the generalised linear regression model (GLS) and can apply and interpret it. They are sensitized for specification problems, data problems and violations of the assumptions of the classical linear model (OLS) so that they are able to recognize, to assess and therefore adequately deal with these problems in theory and practice. This enables them to critically assess the use of the Estimation methods in scientific work and to work independently on adequate implementation of empirical analyzes to answer selected (economic) scientific issues if available data with the above-mentioned Involve problems. The competences acquired in this course serve as a prerequisite for "Econometrics III", "Microeconometrics" und "Financial Econometrics".

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)

Allocation of places
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Additional information
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title | Theory of Social Policy
---|---
Abbreviation | 12-M-TSP-102-m01

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**Contents**

The lecture "Theorie der Sozialpolitik" ("Theory of Social Policy") discusses the concept of social security and the concept of social justice. In the first part of the course, which will deal with social security, students will acquire a general overview of possible market failures in an insurance market. One chapter will then each be devoted to the introduction and characterisation of the three main branches of social insurance (pension, health and unemployment insurance). Subsequently, different options for a reform of the individual branches of social insurance will be introduced and evaluated in terms of efficiency. In the second part of the course, which will deal with social justice, different definitions of the concept of justice will be discussed in more detail. Here, the main focus will be on identifying and critically examining different criteria for the measurement of inequality in a society. In addition, efficiency-oriented justifications for redistributive policies by the government will be addressed and discussed with students.

**Intended learning outcomes**

The graduate student has acquired following skills and abilities after completion of the module:
(i) Detailed knowledge of institutional foundations of the German social security system
(ii) Mechanics of an insurance market
(iii) Emergence and problems of adverse selection and moral hazard in the context of social insurances
(iv) Measurement and interpretation of inequality measures, particularly of income inequality
(v) Mechanics and welfare effects of state redistribution
(vi) The impact of state redistribution on macroeconomic variables

**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)

**Allocation of places**

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**Additional information**

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<td>Labor Market Economics</td>
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**Module coordinator**

holder of the Chair of Economic Order and Social Policy

**Module offered by**

Faculty of Business Management and Economics

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**Contents**

**Description:**
In this course, students will acquire an in-depth understanding of the problems of the German national labour market. The course will discuss economic as well as political-economic theories that can explain the phenomenon of unemployment.

**Outline of syllabus:**
1. Labour market empirics
2. Why has Germany not been able, for more than two decades, to clear the labour markets?
3. What policy is best suited to tackle labour market problems?
4. How can we break through the rigid political-economic structures in our society?

**Basic reading:**

**Intended learning outcomes**
The students receive an understanding of the functioning of the labour market and its institutions. They will also be enabled to identify and to evaluate common approaches to mitigate unemployment.

**Courses**

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**Method of assessment**

written examination (approx. 60 minutes)

**Allocation of places**

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**Additional information**

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**Referred to in LPO I**

(examination regulations for teaching-degree programmes)

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<td>IT and Labor Market</td>
<td>12-ITA-102-m01</td>
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**Contents**

This module discusses relevant principles, concepts and applications of business information processing and its impact on organisational and process structures in today's business world.

**Intended learning outcomes**

The expertise gained from other modules related to business management issues can be interpreted and classified in a certain way by participating in this module. For decisions in regards to human resources planning, investment, and a company's strategy, the students will get to know all the relevant concepts and interdependencies, which come with taking information processing into account as the so called "fourth" factor of production.

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

V + 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)

**Allocation of places**

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**Additional information**

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

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<td>Advanced Microeconomics</td>
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**Contents**

This course deals with essential microeconomic methods and problems at an advanced level (e.g. Mas-Colell, Whinston, Green: Microeconomic Theory). As this is a huge field, the course will concentrate on two or three topics such as:

1. Game theory
2. Principal-agent models
3. Theory of auctions
4. General equilibrium theory
5. Mechanism design

**Intended learning outcomes**

After completing the course students are able to:

1. explain essential findings of microeconomic theory,
2. apply the involved methods to given simple examples on their own,
3. recognize, in which real life situations and how the results can be applied.

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

V + 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) or term paper (approx. 20 pages)

**Allocation of places**

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**Additional information**

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

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### Module Catalogue for the Subject
#### Business Management

**Master's with 1 major, 120 ECTS credits**

<table>
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### Contents

The seminar "Empirische Personalforschung" ("Empirical Personnel Economics") introduces and discusses the most important estimation problems and their application in the software package STATA. In addition, students learn, with the help of basic problems of personnel economics, how estimation programs are programmed in STATA.

Reading list to be provided in class.

### Intended learning outcomes

The aim of the seminar is to enable students to understand and apply the most important estimation programs and their application in STATA with a focus on problems in personnel economics.

### Courses

(\(\text{T}\)ype, \(\text{N}\)umber of \(\text{W}\)eekly \(\text{C}\)ontact \(\text{H}\)ours, \(\text{L}\)anguage — if other than \(\text{G}\)erman)

Ü (no information on SWS (weekly contact hours) and course language available)

### Method of assessment

(\(\text{T}\)ype, \(\text{S}\)cope, \(\text{L}\)anguage — if other than \(\text{G}\)erman, \(\text{E}\)xamination offered — if not every semester, \(\text{I}\)nformation on whether module is creditable for bonus)

- term paper (10 pages) and presentation (30 minutes), weighted 2:1

### Allocation of places

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### Additional information

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### Referred to in LPO 1

(examination regulations for teaching-degree programmes)

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<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
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<tbody>
<tr>
<td>Theory of Industrial Organization 2</td>
<td>12-M-TI2-102-m01</td>
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<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
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<tbody>
<tr>
<td>holder of the Chair of Industrial Economics</td>
<td>Faculty of Business Management and Economics</td>
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<th>Only after succ. compl. of module(s)</th>
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<table>
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<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
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</table>

**Contents**

**Description:**
This course discusses vertical contracts in supply chains and their impact on competition.

**Outline of syllabus:**
1. The classic problem of double marginalisation and its solution by nonstandard contracts (resale price maintenance, nonlinear pricing (rebates), exclusive territories, exclusive dealing etc.)
2. Contracts for service
3. Common agency
4. The delegation principle
5. The commitment problem
6. Interlocking relationships
7. Foreclosure by vertical contracts or mergers

**Intended learning outcomes**

After completing the course students are able to

(i) explain the results of theoretical industrial economics on vertical contracts;

(ii) apply the involved methods to given simple examples on their own;

(iii) recognize, in which real life situations (and how) the results can be applied;

(iv) analyze the impact of certain vertical contracts on competition.

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

V (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) or term paper (approx. 20 pages)

**Allocation of places**

--

**Additional information**

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

--
Module title | Employment Law
--- | ---
Abbreviation | 02-J6-102-m01

Module coordinator

holder of the Chair of Civil Law, Employment and Labour Law and Civil Procedure

Module offered by

Faculty of Law

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

Duration | Module level | Other prerequisites
--- | --- | ---
2 semester | undergraduate | --

Contents

German contents available but not translated yet.

Grundlagen des Arbeitsrechts als Voraussetzung für berufliche Kontexte, die auch juristisches Hintergrundwissen benötigen.

Intended learning outcomes

German intended learning outcomes available but not translated yet.

Die Studierenden haben gelernt, arbeitsrechtliche Grundlagen auf ein späteres berufliches Handlungsfeld zu applizieren.

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

V + 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)

methods of assessment: a) written examination (approx. 120 minutes), b) talk (approx. 30 minutes), c) presentation (approx. 15 minutes), d) written elaboration of presentation (approx. 10 pages); options a) and b) weighting: 3:2 or options a) and c) and d) weighting: 3:1:1

Allocation of places

Number of places: maximum 30, up to 10 of which will be set aside for students of the Master’s degree programme Business Management. These places will be allocated in advance. Should the number of applications exceed the number of places available after deduction of the number of places mentioned above, places will be allocated by lot among all applicants who applied within the registration period. Should there be the need to take different specialisations among applicants into account, the above-mentioned maximum number of participants will be divided up into subject contingents according to the share of applications from students of the respective subjects in the total number of applications. Should the resulting numbers of places be fractional numbers, they will be rounded up (minimum: one place). The places available according to the subject contingents will be allocated by lot to applicants of the respective subject.

Additional information

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

--
Management of Corporate Sustainability

Module coordinator: holder of the Chair of Entrepreneurship and Management
Module offered by: Faculty of Business Management and Economics

ECTS: 5
Method of grading: numerical grade
Duration: 1 semester
Module level: graduate
Other prerequisites: --

Contents

Description:
This module introduces students to sustainability management.
First, essential concepts such as sustainability and corporate social responsibility are explained, the role of businesses within society is discussed. Afterwards, the module addresses different aspects of corporate sustainability as well as environmental and social management with particular regard to the dimensions of corporate and economic performance and competitiveness.

Content:
1. Basic overview of sustainability and (legal) frameworks
2. Business and society
3. System theory
4. Sustainable as well as eco-innovation
5. Operational sustainability management (sustainable strategies, environmental performance indicators)
6. The impact of environmental and social management on corporate performance and competitiveness

Intended learning outcomes
After successfully completing the module "Sustainability Management", students will be able to
(i) explain and define the basic principles and concepts of Sustainability Management as well as to deal with the contributions and aspects of sustainable development in a critical way;
(ii) assess and analyse the complex problems and implementation strategies of Sustainability Management based on the gained knowledge and experiences of this course;
(iii) evaluate different strategic and operational approaches of Sustainability Management as well as to transfer these approaches onto various case studies.

Courses
V + Ü (no information on SWS (weekly contact hours) and course language available)

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

Allocation of places
--

Additional information
--

Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Strategic Marketing Management
(20 ECTS credits)
Compulsory Modules

(20 ECTS credits)
**Module title**  
Strategic Marketing

**Abbreviation**  
12-M-SM-102-m01

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
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<td>holder of the Chair of Business Management and Marketing</td>
<td>Faculty of Business Management and Economics</td>
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**ECTS** | **Method of grading** | **Only after succ. compl. of module(s)** |
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</table>

**Duration**  
1 semester

**Module level**  
graduate

**Other prerequisites**  
--

**Contents**

**Description:**
The module raises awareness in students of the relevance and necessity of strategic management in a competitive and dynamical competitive process.

**Content:**
Based on the marketing strategies as well as the stakeholder and entrepreneurship approaches, this module discusses the roots of the concept of strategy in marketing based on Drucker, Porter, Ansoff and Mintzberg. The focus of the module is on thinking in competitive advantages, which is directly related to responsible leadership.

**Outline of syllabus:**
1. Competitive dynamics requires strategy and leadership  
2. Marketing strategies, stakeholder management and entrepreneurship  
3. Objectives and tasks of corporate governance in management practice  
4. Competitive forces, strategies and benefits according to Michael Porter  
5. Growth strategies and marketing myths  
6. Future technologies, new businesses and dynamic capabilities  
7. Nature and principles of responsible management

**Reading:**

### Intended learning outcomes

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

### Courses

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<thead>
<tr>
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### Method of assessment

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<th>Scope</th>
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### Allocation of places

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### Additional information

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### Referred to in LPO I

(examination regulations for teaching-degree programmes)

--
## Module title

**Strategic Networks in Industry**

| Abbreviation | 12-M-MS-102-m01 |

## Module coordinator

holder of the Chair of Business Management and Marketing

## Module offered by

Faculty of Business Management and Economics

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<td>graduate</td>
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</table>

## Contents

The primary object of this course is to gain a detailed understanding of strategic networks and of the phenomenon of clustering in the industrial industry. The example of the international automotive industry is used for clarification of the theoretical contents.

The focus is on marketing in industrial companies and also on CSR - CSR is considered the "driver" of sustainable innovations - as well as the different strategy types of sustainable innovations.

Outline of syllabus:
1. Strategic networks and clusters in industrial industries such as the automotive industry
2. Transaction types of Williamson as well as strategic cooperation between automobile manufacturers and suppliers
3. Management of business types, in particular the business of suppliers in the automotive industry
4. Cluster and entrepreneurship activities
5. Sustainable innovation strategies

## Intended learning outcomes

By the end of the course, students gain a profound understanding above the basics of network research. Furthermore, students will acquire sectoral knowledge of the automotive industry as well as detailed cluster skills.

## Courses

<table>
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<th>type, number of weekly contact hours, language — if other than German</th>
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## Method of assessment

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## Allocation of places

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## Additional information

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## Referred to in LPO I

(examination regulations for teaching-degree programmes)

--
**Module title** | **Abbreviation**
---|---
International Marketing | 12-M-IIM-102-m01

**Module coordinator**
holder of the Chair of Business Management and Marketing

**Module offered by**
Faculty of Business Management and Economics

<table>
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**Duration**
1 semester

**Module level**
graduate

**Other prerequisites**
--

**Contents**

**Description:**
The module builds on the knowledge acquired during the Bachelor's degree programme or the Grundstudium (stage I studies). It provides a systematic introduction to strategic marketing decisions in global and international contexts. These are explained mainly by Porter’s diamond and cluster models. Another focus is on internationalisation strategies, which require country analyses and decisions on the selection of national markets as well as a timing of the countries market development. In addition, the module discusses different strategies for market entry and market development.

**Outline of syllabus:**
1. Internationalisation of the economy and regional integration processes
   - Globalisation
   - Competitiveness of countries, industries and companies in an international context
2. International strategic marketing decisions
   - Market entry forms
   - Market development strategies
   - Timing strategies
   - International organisation structures
3. Theories and strategies of internationalisation
   - Foreign trade theory
   - Multinational enterprise
   - Internationalisation strategies

**Reading:**

**Intended learning outcomes**
Students acquire in-depth skills in the field of strategic and operational management with particular attention to the international context. Students achieve particular expertise in the analysis, assessment and implementation of international business decisions and gain skills thus guiding the execution of marketing and management positions in globally-active companies.

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

**Allocation of places**
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## Additional information

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

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## Module title
Marketing & Brand Management

### Abbreviation
12-M-MM-102-m01

### Module coordinator
holder of the Chair of Business Management and Marketing

### Module offered by
Faculty of Business Management and Economics

### ECTS
5

### Method of grading
numerical grade

### Only after succ. compl. of module(s)
--

### Duration
1 semester

### Module level
graduate

### Other prerequisites
--

### Contents

**Description:**

At the beginning of the 21st century, marketing - until then interpreted as a market-oriented corporate management approach - was further developed to be seen as the entrepreneurial task of creating "shared value" for the organisation on the one hand and - broadly speaking - for society on the other hand. This idea leads to high requirements regarding the strategic sustainable positioning of the brand as well as brand management itself.

**Outline of syllabus:**

1. Brand leadership and brand assessment
2. Brand leadership, identity and relevance according to David Aaker's approach
3. Brand strategies
4. Consumer behaviour
5. Market research methods and the development of brand strategies
6. Market research methods

### Intended learning outcomes

Based on the theories of Meffert and Aaker, students will gain a profound understanding for brand leadership, which will be deepened by many practical implications and examples. Provided by cases studies and market research tools, it's the defined goal of this lecture to convey an in-depth knowledge for consumer behavior and sustainable brand management.

### Courses

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<th>Type, number of weekly contact hours, language (if other than German)</th>
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### Method of assessment

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### Allocation of places

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### Additional information

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### Referred to in LPO I

(examination regulations for teaching-degree programmes)

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Entrepreneurship and Management
(20 ECTS credits)
Compulsory Modules
(10 ECTS credits)
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<thead>
<tr>
<th>Module title</th>
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<tbody>
<tr>
<td>Strategic Management of Innovation and Growth</td>
<td>12-M-MWT-102-m01</td>
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<table>
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<tr>
<td>holder of the Chair of Entrepreneurship and Management</td>
<td>Faculty of Business Management and Economics</td>
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<tr>
<td>1 semester</td>
<td>graduate</td>
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</table>

**Contents**

In this course, students will acquire an overview of the strategic aspects of innovation management. They will acquire the knowledge necessary to understand the range, scope and complexity of the issues and problems related to the strategic management of innovations. The lecture will focus on innovation teams and the different roles in the innovation process. It will also discuss how users can be involved in the innovation process. In addition, the course will address the concepts of open innovation, lean innovation and crowdsourcing and will discuss how platform strategies can be used for the new product development process as well as what market entry strategies and patent management strategies are currently used. Practical examples and case studies will be used to provide students with a better understanding of the theoretical concepts.

**Intended learning outcomes**

At the end of the module students are able to understand:

- The tasks of the strategic innovation management
- The state of the art and importance of innovations
- The current trends in strategic innovation management
- The importance of patent strategies
- The market entry strategies
- Concepts of the marketing mix

**Courses**

(V + Ü (no information on SWS (weekly contact hours) and course language available)

<table>
<thead>
<tr>
<th>Method of assessment</th>
<th>(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)</th>
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<td>term paper (approx. 10 pages), discussion (approx. 60 minutes) and 2 presentations (approx. 10 minutes each), weighted 3:5:1:1</td>
<td>Language of assessment: German or English</td>
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**Allocation of places**

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**Additional information**

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**Referred to in LPO I**

(examination regulations for teaching-degree programmes)

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Module title | Abbreviation
---|---
Management of Corporate Sustainability | 12-M-NUF-102-m01

Module coordinator | Module offered by
holder of the Chair of Entrepreneurship and Management | Faculty of Business Management and Economics

<table>
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Duration | Module level | Other prerequisites
1 semester | graduate | --

Contents

Description:
This module introduces students to sustainability management. First, essential concepts such as sustainability and corporate social responsibility are explained, the role of businesses within society is discussed. Afterwards, the module addresses different aspects of corporate sustainability as well as environmental and social management with particular regard to the dimensions of corporate and economic performance and competitiveness.

Content:
1. Basic overview of sustainability and (legal) frameworks
2. Business and society
3. System theory
4. Sustainable as well as eco-innovation
5. Operational sustainability management (sustainable strategies, environmental performance indicators)
6. The impact of environmental and social management on corporate performance and competitiveness

Intended learning outcomes

After successfully completing the module "Sustainability Management", students will be able to
(i) explain and define the basic principles and concepts of Sustainability Management as well as to deal with the contributions and aspects of sustainable development in a critical way;
(ii) assess and analyse the complex problems and implementation strategies of Sustainability Management based on the gained knowledge and experiences of this course;
(iii) evaluate different strategic and operational approaches of Sustainability Management as well as to transfer these approaches onto various case studies.

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)
Language of assessment: German or English

Allocation of places
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Additional information
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Compulsory Electives
(10 ECTS credits)
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<td>Incentives in Organizations</td>
<td>12-M-AO-102-m01</td>
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<tbody>
<tr>
<td>holder of the Chair of Human Resource Management and Organisation</td>
<td>Faculty of Business Management and Economics</td>
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<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
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</table>

**Contents**

The lecture "Anreize in Organisationen" ("Incentives in Organisations") is based on the principal agent theory. This theory will be used to develop financial and economic solutions to help overcome the conflict of interests between employers and employees. In addition to the most widely used theories, estimation techniques and empirical results are also introduced and discussed. Reading list to be provided in class.

**Intended learning outcomes**

The aim of the lectures is to enable students to understand and apply advanced theories, estimation techniques and empirical results in organisation on the basis of scientific literature.

**Courses**

(V + Ü (no information on SWS (weekly contact hours) and course language available)

**Method of assessment**

written examination (approx. 60 minutes)

**Allocation of places**

--

**Additional information**

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**Referred to in LPO I**

(examination regulations for teaching-degree programmes)

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<table>
<thead>
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<tbody>
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<td>Advanced Microeconomics</td>
<td>12-M-AM-102-m01</td>
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<tbody>
<tr>
<td>holder of the Chair of Economics, Information and Contract Economics</td>
<td>Faculty of Business Management and Economics</td>
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</table>

**Contents**

This course deals with essential microeconomic methods and problems at an advanced level (e.g. Mas-Colell, Whinston, Green: Microeconomic Theory). As this is a huge field, the course will concentrate on two or three topics such as

1. Game theory
2. Principal-agent models
3. Theory of auctions
4. General equilibrium theory
5. Mechanism design

**Intended learning outcomes**

After completing the course students are able to

1. explain essential findings of microeconomic theory,
2. apply the involved methods to given simple examples on their own,
3. recognize, in which real life situations and how the results can be applied.

**Courses**

V + Ü (no information on SWS (weekly contact hours) and course language available)

**Method of assessment**

written examination (approx. 60 minutes) or term paper (approx. 20 pages)

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I**

(examination regulations for teaching-degree programmes)
Module title | Abbreviation
--- | ---
Empirical Research in Entrepreneurship and Management | 12-M-EGF2-102-m01

Module coordinator | Module offered by
--- | ---
holder of the Chair of Entrepreneurship and Management | Faculty of Business Management and Economics

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

| Duration | Module level | Other prerequisites |
--- | --- | ---
1 semester | graduate | -- |

Contents

Description:
The module will introduce students to qualitative / quantitative research paradigms, using, among others, the example of empirical studies in the area of founding and management research. During the course, participants will be required to present significant substantive and methodological findings of a recent empirical essay. In their presentations, students will address the following key questions: What contribution does the paper make? How are empirically testable hypotheses derived? What method of empirical data collection is used? What evaluation methodology is used? What are the implications for science and practice, what are the strengths and weaknesses of the paper?

Content (subject to change):
1. Introduction
2. Philosophy of science
3. Study design
4. Correlations
5. Methods of data collection
6. Simple linear regression
7. Specification problems and distributions
8. Time series analysis
9. Logistic regression
10. Factor and cluster analysis

Intended learning outcomes

Students acquire the ability to work purposefully in complex situations with empirical expertise on a practice-oriented solution.

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)
term paper (approx. 30 pages) and presentation (approx. 20 minutes) with sub-presentation and discussion, weighted 1:1
Language of assessment: English or German

Allocation of places
--

Additional information
--

Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module title
Strategic Networks in Industry

Abbreviation
12-M-MS-102-m01

Module coordinator
holder of the Chair of Business Management and Marketing

Module offered by
Faculty of Business Management and Economics

ECTS
5

Method of grading
numerical grade

Only after succ. compl. of module(s)
--

Duration
1 semester

Module level
graduate

Other prerequisites
--

Contents
The primary object of this course is to gain a detailed understanding of strategic networks and of the phenomenon of clustering in the industrial industry. The example of the international automotive industry is used for clarification of the theoretical contents. The focus is on marketing in industrial companies and also on CSR - CSR is considered the "driver" of sustainable innovations - as well as the different strategy types of sustainable innovations.

Outline of syllabus:
1. Strategic networks and clusters in industrial industries such as the automotive industry
2. Transaction types of Williamson as well as strategic cooperation between automobile manufacturers and suppliers
3. Management of business types, in particular the business of suppliers in the automotive industry
4. Cluster and entrepreneurship activities
5. Sustainable innovation strategies

Intended learning outcomes
By the end of the course, students gain a profound understanding above the basics of network research. Furthermore, students will acquire sectoral knowledge of the automotive industry as well as detailed cluster skills.

Courses
(V + Ü (no information on SWS (weekly contact hours) and course language available)

Method of assessment
written examination (approx. 60 minutes)

Allocation of places
--

Additional information
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Referred to in LPO I
(examination regulations for teaching-degree programmes)
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
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<tbody>
<tr>
<td>Employment Law</td>
<td>02-J6-102-m01</td>
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<table>
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<th>Module offered by</th>
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<tbody>
<tr>
<td>holder of the Chair of Civil Law, Employment and Labour Law and Civil Procedure</td>
<td>Faculty of Law</td>
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<tbody>
<tr>
<td>2 semester</td>
<td>undergraduate</td>
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</table>

### Contents

German contents available but not translated yet.

Grundlagen des Arbeitsrechts als Voraussetzung für berufliche Kontexte, die auch juristisches Hintergrundwissen benötigen.

### Intended learning outcomes

German intended learning outcomes available but not translated yet.

Die Studierenden haben gelernt, arbeitsrechtliche Grundlagen auf ein späteres berufliches Handlungsfeld zu applizieren.

### Courses

V + K (no information on SWS (weekly contact hours) and course language available)

### Method of assessment

methods of assessment: a) written examination (approx. 120 minutes), b) talk (approx. 30 minutes), c) presentation (approx. 15 minutes), d) written elaboration of presentation (approx. 10 pages); options a) and b) weighting: 3:2 or options a) and c) and d) weighting: 3:1:1

### Allocation of places

Number of places: maximum 30, up to 10 of which will be set aside for students of the Master’s degree programme Business Management. These places will be allocated in advance. Should the number of applications exceed the number of places available after deduction of the number of places mentioned above, places will be allocated by lot among all applicants who applied within the registration period. Should there be the need to take different specialisations among applicants into account, the above-mentioned maximum number of participants will be divided up into subject contingents according to the share of applications from students of the respective subjects in the total number of applications. Should the resulting numbers of places be fractional numbers, they will be rounded up (minimum: one place). The places available according to the subject contingents will be allocated by lot to applicants of the respective subject.

### Additional information

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### Referred to in LPO I

(examination regulations for teaching-degree programmes)
**Module title** | **Abbreviation**
---|---
Lead User Project | 12-M-LUP-102-m01

**Module coordinator**
holder of the Chair of Entrepreneurship and Management

**Module offered by**
Faculty of Business Management and Economics

<table>
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<th>ECTS</th>
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</table>

**Duration**
1 semester

**Module level**
graduate

**Other prerequisites**
--

**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 learning outcomes description is available because no courses are held for this module.

**Courses**

V (no information on SWS (weekly contact hours) and course language available)

**Method of assessment**

term paper (approx. 40 pages) and 3 talks (approx. 20 minutes each), weighted 2:1:1:1

Language of assessment: English or German

**Allocation of places**

--

**Additional information**

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**Referred to in LPO I**

(examination regulations for teaching-degree programmes)
## Module Catalogue for the Subject Business Management
### Master's with 1 major, 120 ECTS credits

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
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</thead>
<tbody>
<tr>
<td>Entrepreneurial Management in Science and Engineering</td>
<td>12-M-EMN-102-m01</td>
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<thead>
<tr>
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<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>holder of the Chair of Entrepreneurship and Management</td>
<td>Faculty of Business Management and Economics</td>
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<table>
<thead>
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<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
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<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
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</table>

### 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 learning outcomes description is available because no courses are held for this module.

### Courses

<table>
<thead>
<tr>
<th>type, number of weekly contact hours, language — if other than German</th>
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<td>S (no information on SWS (weekly contact hours) and course language available)</td>
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### Method of assessment

<table>
<thead>
<tr>
<th>type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus</th>
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</thead>
<tbody>
<tr>
<td>assessment during lecture period, grading of final report, extensive final report, several talks as part of the project (approx. 20 minutes) with subsequent discussion Language of assessment: English or German</td>
</tr>
</tbody>
</table>

### Allocation of places

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### Additional information

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

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Research Methods

(40 ECTS credits)
Compulsory Modules

(15 ECTS credits)
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
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<tbody>
<tr>
<td>Econometrics 1</td>
<td>12-M-OE1-102-m01</td>
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</table>

**Module coordinator**

holder of the Chair of Econometrics

**Module offered by**

Faculty of Business Management and Economics

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**Duration**

1 semester

**Module level**

graduate

**Contents**

Description:

This module deals with the basic concept and methodology of the ordinary least squares (OLS) regression model. In particular, model assumptions and properties are discussed and formally motivated. In addition, the module examines linear restrictions on the models explanatory variables as well as dummy variables and introduces tests to verify simple and multiple linear restrictions.

Linear algebra is used as formal aid.

Outline of syllabus:

1. Random variables
2. Important distributions
3. Point estimates
4. Simple linear regression model
5. Model assumptions
6. Model properties
7. Simple hypothesis tests
8. Multiple linear regression model
9. Linear restrictions
10. Dummy variables
11. Multiple hypothesis tests

**Intended learning outcomes**

The students acquire knowledge of the basics, concepts and methods used in the classical linear regression model and understand the role of econometrics in science and data analysis. In particular, they learn how to analytically derive, calculate and interpret the coefficients, standard errors and p-values of a classic regression output of the multiple regression model. Furthermore, they are able to state and motivate formally the assumptions and properties of OLS and know how to deal with transformed and dummy variables. Additionally, students are able to test multiple linear restrictions on the parameters and are able to apply these tests to real economic, business and social science questions.

The competences acquired in this course serve as a prerequisite for "Econometrics II", "Econometrics III", "Microeconometrics" und "Financial Econometrics".

**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)

**Allocation of places**

--

**Additional information**

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

--
### Module Catalogue for the Subject
### Business Management

**Master's with 1 major, 120 ECTS credits**

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
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<tbody>
<tr>
<td>Advanced Microeconomics</td>
<td>12-M-AM-102-m01</td>
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</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
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</thead>
<tbody>
<tr>
<td>holder of the Chair of Economics, Information and Contract Economics</td>
<td>Faculty of Business Management and Economics</td>
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<tr>
<th>Duration</th>
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<th>Other prerequisites</th>
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<tr>
<td>1 semester</td>
<td>graduate</td>
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</table>

**Contents**

This course deals with essential microeconomic methods and problems at an advanced level (e. g. Mas-Colell, Whinston, Green: Microeconomic Theory). As this is a huge field, the course will concentrate on two or three topics such as

1. Game theory
2. Principal-agent models
3. Theory of auctions
4. General equilibrium theory
5. Mechanism design

**Intended learning outcomes**

After completing the course students are able to

1. explain essential findings of microeconomic theory,
2. apply the involved methods to given simple examples on their own,
3. recognize, in which real life situations and how the results can be applied.

**Courses**

<table>
<thead>
<tr>
<th>(type, number of weekly contact hours, language — if other than German)</th>
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**Method of assessment**

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<tbody>
<tr>
<td>written examination (approx. 60 minutes) or term paper (approx. 20 pages)</td>
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**Allocation of places**

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**Additional information**

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**Referred to in LPO I**

(examination regulations for teaching-degree programmes)
Module title | Abbreviation
---|---
Advanced Macroeconomics | 12-M-AME-102-m01

Module coordinator | Module offered by
holder of the Chair of International Macroeconomics | Faculty of Business Management and Economics

<table>
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<tr>
<th>ECTS</th>
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<tr>
<td>1 semester</td>
<td>graduate</td>
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</table>

Contents
The course covers long-run aspects of macroeconomics. We start with a review of the facts of long-run growth and a review of the Solow growth model. The lecture then focuses on the infinite-horizon Ramsey-Cass-Koopmans model and on endogenous growth theory. Applications of this framework involving urban and regional growth, resources and the environment will be discussed, time permitting.

Outline of syllabus
I Facts and the Solow growth model
II Infinite-horizon Ramsey-Cass-Koopmans model
III Endogenous growth
IV Human capital, social infrastructure and beyond
V Applications (urban and regional growth; growth, resources and the environment)

Reading:
The course draws strongly on the following textbook:
We will also use journal articles and research papers at several points of the lecture.

Intended learning outcomes
Students acquire a working knowledge of the key models and analytical tools of advanced macroeconomics. This enables them to identify the key forces that determine the determinants of income levels and growth rates of incomes, to make informed policy analysis and statements and to critically evaluate current controversies and developments as well as to conduct their own research.

Courses (type, number of weekly contact hours, language — if other than German)
V (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)
Language of assessment: English

Allocation of places
--

Additional information
--

Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Compulsory Electives
(25 ECTS credits)
## Module Catalogue for the Subject
### Business Management
#### Master's with 1 major, 120 ECTS credits

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
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<tbody>
<tr>
<td>Optimal Tax Theory</td>
<td>12-M-OST-102-m01</td>
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<th>Module coordinator</th>
<th>Module offered by</th>
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<tbody>
<tr>
<td>holder of the Chair of Public Finance</td>
<td>Faculty of Business Management and Economics</td>
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<td>1 semester</td>
<td>graduate</td>
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</table>

### Contents

The course will deal with the design of an optimal tax system. First, students will become familiar with the criteria that characterise an optimal tax system. Lectures will introduce students to key rules for taxing commodities as well as income and capital. Examining specific taxation issues such as the eco-tax, family taxation and the taxation of international enterprises, the course will then provide students with more in-depth insights into these rules.

Outline of syllabus:
1. Optimal commodity taxation
2. Optimal income taxation
3. Optimal taxation of families
4. International tax competition

Reading: lecture notes to be provided

### Intended learning outcomes

After completing this module students have a basic understanding of what is meant with "optimal taxation". They are able to apply this concept to specific normative questions of tax policy in practice. Students also learn to prepare and present short papers where they discuss specific normative policy issues.

### Courses

V + Ü (no information on SWS (weekly contact hours) and course language available)

### Method of assessment

written examination (approx. 60 minutes)

### Allocation of places

--

### Additional information

--

### Referred to in LPO I

(examination regulations for teaching-degree programmes)

--
### Module title

**Econometrics 2**

| Abbreviation | 12-M-OE2-102-m01 |

### Module coordinator

holder of the Chair of Econometrics

### Module offered by

Faculty of Business Management and Economics

### ECTS

<table>
<thead>
<tr>
<th>Method of grading</th>
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### Duration

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<th>Other prerequisites</th>
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<tr>
<td>1 semester</td>
<td>graduate</td>
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</table>

### Contents

**Description:**
This module deals with the basics, concepts and methods of the generalised least squares (GLS) framework. Partly as a motivation for the GLS model and partly for its own right, different specification and data problems as well as violations of model assumptions of the OLS estimator (as introduced in "Ökonometrie I" ("Econometrics I")) are discussed. This includes multicollinearity, a test for structural breaks, heteroskedasticity and autocorrelation. Linear algebra is used as formal aid.

**Outline of syllabus:**
1. Specification analysis
2. Multicollinearity
3. Heteroskedasticity
4. Autocorrelated disruptive terms
5. Generalised least squares (GLS)

### Intended learning outcomes

Students acquire essential knowledge of the fundamentals, methods and concepts for estimating the generalised linear regression model (GLS) and can apply and interpret it. They are sensitized for specification problems, data problems and violations of the assumptions of the classical linear model (OLS) so that they are able to recognize, to assess and therefore adequately deal with these problems in theory and practice. This enables them to critically assess the use of the estimation methods in scientific work and to work independently on adequate implementation of empirical analyses to answer selected (economic) scientific issues if available data with the above-mentioned involve problems. The competences acquired in this course serve as a prerequisite for "Econometrics II", "Microeconometrics" und "Financial Econometrics".

### Courses

<table>
<thead>
<tr>
<th>(type, number of weekly contact hours, language — if other than German)</th>
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### Method of assessment

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<th>(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)</th>
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<td>written examination (approx. 60 minutes)</td>
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### Allocation of places

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### Additional information

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### Referred to in LPO I

(examination regulations for teaching-degree programmes)

**--**
Module title: Econometrics 3  
Abbreviation: 12-M-OE3-102-m01

Module coordinator: holder of the Chair of Econometrics
Module offered by: Faculty of Business Management and Economics

ECTS: 5  
Method of grading: numerical grade
Duration: 1 semester
Module level: graduate
Other prerequisites: --

Contents

Description: This module deals with advanced econometric methods and concepts based on the classical and the generalised least squares estimator discussed in Ökonometrie I and II (Econometrics I and II). In particular, this includes the instrumental variable (IV) estimator, the generalised method of moments (GMM) estimator, distributed lag models as well as basic methods and concepts used in univariate and multivariate econometric times series analysis, including (non)stationarity, integration, cointegration. Linear algebra is used as formal aid.

Outline of syllabus:
1. Error-in-variables  
2. IV estimation  
3. Generalised least squares estimation  
4. Distributed lag models  
5. Stationary uni and multivariate processes  
6. Deterministic and stochastic trends  
7. Integrated and cointegrated processes

Intended learning outcomes

The students acquire thorough understanding of advanced methods and concepts in econometrics. They are familiarized with diverse error-in-variables issues and capable of handling them appropriately. After the course, students understand the generalized method of moment (GMM) and the instrumental variable (IV) estimator to an extent that they can discuss their pros and cons, apply these to selected questions in quantitative economics, and understand scientific papers using these methods. Furthermore, they become acquainted with selected time series issues, such as distributed lag models, non-stationarity, spurious correlation, and cointegrated processes, enabling them to conduct a comprehensive time series analysis. In brief, the course enables students to apply the above mentioned methods and concepts to real life questions, assess their appropriateness, and address their theoretical and practical benefits and shortcomings.

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)

Allocation of places

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Additional information

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

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### Module title
Multinational Enterprises

### Abbreviation
12-M-MNE-102-m01

<table>
<thead>
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<th>Module coordinator</th>
<th>Module offered by</th>
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<tbody>
<tr>
<td>holder of the Chair of Public Finance</td>
<td>Faculty of Business Management and Economics</td>
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<th>Other prerequisites</th>
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</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
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### 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 learning outcomes description is available because no courses are held for this module.

### Courses
(V (no information on SWS (weekly contact hours) and course language available)

### Method of assessment
oral examination (approx. 30 minutes)
Language of assessment: English

### Allocation of places
Business Management Master’s and Economics Master’s: no restrictions. Applied Human Geography Master’s: 10 places. Places will be allocated by lot.

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

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<table>
<thead>
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<th>Abbreviation</th>
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<td>Empirical HR Research</td>
<td>12-M-EPF-102-m01</td>
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<tbody>
<tr>
<td>holder of the Chair of Human Resource Management and Organisation</td>
<td>Faculty of Business Management and Economics</td>
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<td>1 semester</td>
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**Contents**

The seminar "Empirische Personalforschung" ("Empirical Personnel Economics") introduces and discusses the most important estimation problems and their application in the software package STATA. In addition, students learn, with the help of basic problems of personnel economics, how estimation programs are programmed in STATA. Reading list to be provided in class.

**Intended learning outcomes**

The aim of the seminar is to enable students to understand and apply the most important estimation programs and their application in STATA with a focus on problems in personnel economics.

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

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)

term paper (10 pages) and presentation (30 minutes), weighted 2:1

**Allocation of places**

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**Additional information**

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

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<table>
<thead>
<tr>
<th>Module title</th>
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<tr>
<td>Empirical Research in Entrepreneurship and Management</td>
<td>12-M-EGF2-102-m01</td>
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<tbody>
<tr>
<td>holder of the Chair of Entrepreneurship and Management</td>
<td>Faculty of Business Management and Economics</td>
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**Contents**

**Description:**
The module will introduce students to qualitative / quantitative research paradigms, using, among others, the example of empirical studies in the area of founding and management research. During the course, participants will be required to present significant substantive and methodological findings of a recent empirical essay. In their presentations, students will address the following key questions: What contribution does the paper make? How are empirically testable hypotheses derived? What method of empirical data collection is used? What evaluation methodology is used? What are the implications for science and practice, what are the strengths and weaknesses of the paper?

**Content (subject to change):**
1. Introduction
2. Philosophy of science
3. Study design
4. Correlations
5. Methods of data collection
6. Simple linear regression
7. Specification problems and distributions
8. Time series analysis
9. Logistic regression
10. Factor and cluster analysis

**Intended learning outcomes**

Students acquire the ability to work purposefully in complex situations with empirical expertise on a practice-oriented solution.

**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)

term paper (approx. 30 pages) and presentation (approx. 20 minutes) with sub-presentation and discussion, weighted 1:1
Language of assessment: English or German

**Allocation of places**

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**Additional information**

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

--
Module title | Abbreviation
--- | ---
Strategic Production Management | 12-M-SPM-102-m01

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

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<td>1 semester</td>
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Contents

This module will discuss contents and procedures of strategic production management and, in particular, planning and control concepts. Students will become familiar with the essentials of strategic production management. Theoretical and analytical models will be used for analysing both economic and ecological issues. In addition, the module will discuss principles of value structure optimisation and will develop competences regarding the development of integrated mathematical models.

Intended learning outcomes

After completion of the module students are able to process, to analyze and answer questions of operations strategy structured and goal-oriented in a global context using appropriate methods. Furthermore, they know the main strategic tasks and objectives in production management and evaluate and apply planning and control concepts for the production in realistic application situations.

Courses

S (no information on SWS (weekly contact hours) and course language available)

Method of assessment

written examination (approx. 40 minutes) and presentation (approx. 20 minutes), weighted 2:1

Allocation of places

Additional information

Referred to in LPO I (examination regulations for teaching-degree programmes)
### Module title
Theory of Industrial Organization 2

### Abbreviation
12-M-TI2-102-m01

### Module coordinator
holder of the Chair of Industrial Economics

### Module offered by
Faculty of Business Management and Economics

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### Contents

**Description:**
This course discusses vertical contracts in supply chains and their impact on competition.

**Outline of syllabus:**
1. The classic problem of double marginalisation and its solution by nonstandard contracts (resale price maintenance, nonlinear pricing (rebates), exclusive territories, exclusive dealing etc.)
2. Contracts for service
3. Common agency
4. The delegation principle
5. The commitment problem
6. Interlocking relationships
7. Foreclosure by vertical contracts or mergers

### Intended learning outcomes
After completing the course students are able to
(i) explain the results of theoretical industrial economics on vertical contracts;
(ii) apply the involved methods to given simple examples on their own;
(iii) recognize, in which real life situations (and how) the results can be applied;
(iv) analyze the impact of certain vertical contracts on competition.

### Courses
(type, number of weekly contact hours, language — if other than German)
V (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) or term paper (approx. 20 pages)

### Allocation of places
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### Additional information
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### Referred to in LPO I
(examination regulations for teaching-degree programmes)
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**Module title**
Applied General Equilibrium Models

**Abbreviation**
12-M-NGM-102-m01

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<td>holder of the Chair of Public Finance</td>
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**Contents**

**Description:**
This course will mostly be concerned with the analysis of public policy (in areas such as taxation, social security etc.). Providing students with state-of-the-art techniques for quantitative macroeconomic research in this very field and familiarising them with the relevant literature, this course will teach students how such policies redistribute between different generations and also within generations, how they may improve risk sharing when markets are incomplete and how they can trigger distortions and therefore hurt the aggregate economy.

**Outline of syllabus:**
1. Programming with FORTRAN and application of numerical methods
2. Solution techniques for dynamic programming problems
3. The overlapping generations model (OLG) with uninsurable income risk
4. Policy analysis in the stochastic OLG model

**Reading:**
Lecture notes will be provided.

**Intended learning outcomes**
After completing the course "Computational Economics - Advanced Level" students will be able to
(i) edit and solve stochastic economic problems using advanced numerical techniques;
(ii) implement small scale economic models on the computer;
(iii) simulate tax and social security policy reforms and interpret the quantitative results in economic term.

**Courses**
(V + Ü (no information on SWS (weekly contact hours) and course language available)

**Method of assessment**
written examination (approx. 60 minutes)

**Allocation of places**
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**Additional information**
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**Referred to in LPO I**
(examination regulations for teaching-degree programmes)

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Module title                   Abbreviation
Theory of Industrial Organization 1  12-M-TI1-102-m01

Module coordinator
holder of the Chair of Industrial Economics

Module offered by
Faculty of Business Management and Economics

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

Duration  Module level  Other prerequisites
1 semester  graduate  --

Contents
Theory of industrial organisation:
1. Monopoly pricing
   - Nonlinear pricing and mechanism design
   - Dynamic pricing: experience goods, durable goods
2. Oligopoly pricing
   - Static price and quantity competition in homogeneous and differentiated goods markets
   - Comparative statics
   - Equilibrium market structure
3. Dynamic competition in oligopoly markets
   - Repeated games and collusion
   - Markov perfect equilibrium and models of dynamic competition
4. Strategic behaviour by incumbent firms
   - Entry deterrence and predation
   - Signalling and reputation
5. Auctions
   - Second price auctions
   - First price auctions
6. Advertising and product design

The course will be taught in English.

Intended learning outcomes
Students which complete this class will acquire a working knowledge of advanced theoretical models of competition in oligopoly markets as well as sophisticated pricing techniques in monopoly markets. They will learn the conditions under which the predictions of these models are valid. They will become familiar with applications of advanced game theoretic tools, such as dynamic models of competition and auction theory, for studying interactions between firms in markets. By means of comprehensive exercises, they will apply the methods they learn in class to practically relevant problems. They will be in a position to read academic papers on related topics, assess the strengths and weaknesses of approach, summarize and comment on these papers and suggest possible extensions.

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) or term paper (approx. 20 pages)

Allocation of places
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Additional information
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**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 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 (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)

presentation (approx. 60 minutes) and oral examination (approx. 20 minutes), weighted 2:1

Language of assessment: English

**Allocation of places**

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**Additional information**

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

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## Module Catalogue for the Subject Business Management

### Master's with 1 major, 120 ECTS credits

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- the contents are no longer taught and were substituted with comparable offers

For more information, please contact the Office of the Dean of Studies of the Faculty of Business Management and Economics.

### Intended learning outcomes

Due to the lack of relevance, no learning outcomes description is available because no courses are held for this module.

### Courses

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### Method of assessment

| written examination (approx. 180 minutes) |
| Language of assessment: English |

### Allocation of places

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### Additional information

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### Referred to in LPO I

( examination regulations for teaching-degree programmes)
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<tbody>
<tr>
<td>holder of the Chair of Econometrics</td>
<td>Faculty of Business Management and Economics</td>
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**Contents**

Outline of syllabus:
1. Dynamic systems and models in economic theory
2. Differential equations
3. Difference equations
4. Dynamic optimisation
5. Selected models in business cycle theory
6. Selected models in growth theory

**Intended learning outcomes**

Students acquire comprehension on the key methods of dynamic economic theory. They will be able to analyze linear and some basic non-linear difference and differential equations and apply those to economic applications.

**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)

**Allocation of places**

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**Additional information**

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

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Module title | Abbreviation
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Information Systems Research | 12-M-ISR-102-m01

Module coordinator
holder of the Chair of Information Systems Engineering

Module offered by
Faculty of Business Management and Economics

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Duration
1 semester

Module level
graduate

Other prerequisites
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Contents
The course provides an overview of theoretical scientific foundations, theories, research topics and methods of international research in business informatics.

Intended learning outcomes
The module provides students with knowledge of:
(i) Exploration of classical themes of WI / IS research;
(ii) Getting to know the relevant paradigms, theories and methods;
(iii) Recognition of the interfaces to other areas of business administration and management practice;
(iv) Gain experience in finding and evaluation of scientific literature.

Courses (type, number of weekly contact hours, language — if other than German)
V + 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)
The method of assessment will be specified at the beginning of each exercise. a) written examination (approx. 60 minutes) or b) presentation (approx. 20 minutes) with written elaboration (approx. 15 to 20 pages), weighted 1:2 or c) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or c) completion of programming exercises (as specified)

Allocation of places
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Additional information
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Referred to in LPO I (examination regulations for teaching-degree programmes)
--
### Module title
Selected Studies of Empirical Accounting Research

### Abbreviation
12-M-AFER-102-m01

### Module coordinator
Managing Director of the Institute of Business Management

### Module offered by
Faculty of Business Management and Economics

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### Duration
1 semester

### Module level
undergraduate

### Other prerequisites
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### 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 learning outcomes description is available because no courses are held for this module.

### Courses
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**Method of assessment**
- written examination (approx. 60 minutes)

### Allocation of places
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### Additional information
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### Referred to in LPO I
(examination regulations for teaching-degree programmes)

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### Module title
Accounting and Capital Markets

### Abbreviation
12-M-REKA-102-m01

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

### Module offered by
Faculty of Business Management and Economics

### ECTS
5

### Method of grading
numerical grade

### Only after succ. compl. of module(s)
--

### Duration
1 semester

### Module level
graduate

### Other prerequisites
--

### Contents
The module focuses on financial and management accounting, their functions, possible configurations as well as their impact on internal and external recipients under consideration of the institutional setting. In this context, an economic perspective has priority over detailed legal arrangements and regulations by the standard setters. Based on the theoretical foundations of information economics as well as decision-making and balance sheet theories, typical issues concerning cost accounting and controlling as well as financial accounting and publicity are discussed.

### Intended learning outcomes
Initially a fundamental knowledge about the conception and impact of management and financial accounting as information systems is acquired. In the following, the module mainly sharpens the understanding of the economic impacts of the configuration of management and financial accounting. What is more, extensive knowledge about possible impacts of changes in institutional general frameworks is conveyed. For example changes in valuation standards, publicity rules or regulations about the distribution of profits in enterprises and on capital markets are considered.

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

### Allocation of places
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### Additional information
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### Referred to in LPO I
(examination regulations for teaching-degree programmes)
--
Interdisciplinary Part

(30 ECTS credits)
Seminars

(20 ECTS credits)
### Module title
- Advanced Seminar: Monetary policy

### Abbreviation
- 12-M-SV1-102-m01

### Module coordinator
- holder of the Chair of Monetary Policy and International Economics

### Module offered by
- Faculty of Business Management and Economics

### ECTS
- 10

### Method of grading
- numerical grade

### Only after succ. compl. of module(s)
- --

### Duration
- 1 semester

### Module level
- graduate

### Other prerequisites
- --

### Contents

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

### Intended learning outcomes

After the seminar, students can
(i) consolidate acquired knowledge and if necessary apply additional techniques of scientific work;
(ii) create, present and defend a scientific paper;
(iii) deal with the working papers of other participants;
(iv) prepare better for the processing of the master’s thesis.

### Courses

S (no information on SWS (weekly contact hours) and course language available)

### Method of assessment

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

### Allocation of places
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### Additional information
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### Referred to in LPO 1

(examination regulations for teaching-degree programmes)
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<td>Advanced Seminar: Trade Theory and Policy</td>
<td>12-M-STT-102-m01</td>
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**Module coordinator**
holder of the Chair of International Macroeconomics

**Module offered by**
Faculty of Business Management and Economics

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<td>1 semester</td>
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**Contents**

Content:
Current topics in international economics [e. g. outsourcing, offshoring and multinational firms; competition of locations, jurisdictions and systems; globalisation and the environment; trade, multinational firms and labour markets; Triumph of the City].

Reading:
peer-reviewed articles from international journals and/or monographs.

**Intended learning outcomes**

Students are based on current research literature introduced to demanding questions and methods. About seminaristic methods they learn to analyze issues critically and independently. Both in writing and orally, the results are presented and the students are enabled to critically analyze and discuss the work of their peers.

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

S (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)

term paper (approx. 20 pages) and presentation (approx. 30 minutes), weighted 2:1

Language of assessment: English

**Allocation of places**

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**Additional information**

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

--
Module title
Advanced Seminar: Business Cycles and Economic Growth

Abbreviation
12-M-SEWF-102-m01

Module coordinator
holder of the Chair of International Macroeconomics

Module offered by
Faculty of Business Management and Economics

ECTS
10

Method of grading
numerical grade

Only after succ. compl. of module(s)
--

Duration
1 semester

Module level
graduate

Other prerequisites
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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 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)
S (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)
term paper (approx. 20 pages)

Allocation of places
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Additional information
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title | Abbreviation
--- | ---
Advanced Seminar: Industrial Organization | 12-M-SIO-102-m01

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<tbody>
<tr>
<td>holder of the Chair of Industrial Economics</td>
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<td>1 semester</td>
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### Contents

Content:
In this course, students will acquire important knowledge and skills that will enable them to prepare a well-structured paper and to present the results of their work with the help of relevant topics in the field of industrial economics.

### Intended learning outcomes

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

### Courses

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

S (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)

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

### Allocation of places

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### Additional information

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### Referred to in LPO I

(examination regulations for teaching-degree programmes)

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<td>Advanced Seminar: Economic Order and Social Policy</td>
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</table>

**Contents**

The seminar covers various topics in the field of economic policy and provides students with more in-depth insights into certain aspects addressed in other lectures offered by the Chair.

**Intended learning outcomes**

The seminar gives a better understanding of certain aspects in economic policy and strengthens students' research skills.

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

S (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)

term paper (approx. 25 pages) and presentation (approx. 20 minutes), weighted 2:1

**Allocation of places**

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**Additional information**

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

--
### Module title
**Advanced Seminar: Public Finance**

### Abbreviation
12-M-SV5-102-m01

### Module coordinator
holder of the Chair of Public Finance

### Module offered by
Faculty of Business Management and Economics

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### Duration
1 semester

### Module level
graduate

### Other prerequisites
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### Contents
Gaining a more in-depth understanding of specific problems discussed in lectures on public finance using scientific economic journal articles in German and English language.

### Intended learning outcomes
After the seminar, students can
(i) consolidate acquired knowledge and if necessary apply additional techniques of scientific work;
(ii) create, present and defend a scientific paper;
(iii) deal with the working papers of other participants;
(iv) prepare better for the processing of the master’s thesis.

### Courses
S (no information on SWS (weekly contact hours) and course language available)

### Method of assessment
(term paper (20 pages) and presentation (20 minutes), weighted 2:1)

### Allocation of places
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### Additional information
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### Referred to in LPO I
(examination regulations for teaching-degree programmes)

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<td>Advanced Seminar: Econometrics</td>
<td>12-M-SOE-102-m01</td>
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**Contents**

This module will take the form of a seminar and will cover advanced topics in econometrics. Students will be required to independently familiarise themselves with the respective topics and to present the results of their work both in a seminar paper and orally during a seminar session.

**Intended learning outcomes**

Students are able to analyze independently academic publications on their relevance for a given theme. They can present the results orally and in writing by conventional scientific standards.

**Courses**

S (no information on SWS (weekly contact hours) and course language available)

**Method of assessment**

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

**Allocation of places**

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**Additional information**

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**Referred to in LPO I**

(examination regulations for teaching-degree programmes)

--
**Module title**
Advanced Seminar: Marketing Strategy

**Abbreviation**
12-M-MSS-102-m01

**Module coordinator**
holder of the Chair of Business Management and Marketing

**Module offered by**
Faculty of Business Management and Economics

**ECTS**
10

**Method of grading**
numerical grade

**Only after succ. compl. of module(s)**
--

**Duration**
1 semester

**Module level**
graduate

**Other prerequisites**
--

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

Reading:
will vary according to topic

**Intended learning outcomes**
After completing the course "Marketing Strategie", students will be able to
1. understand the fundamentals of scientific literature reviews;
2. integrate elaborated content in a scientific thesis;
3. create presentations independently.

**Courses**
(type, number of weekly contact hours, language — if other than German)
S (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)
term paper (approx. 20 pages) and presentation (approx. 20 minutes), weighted 2:1

**Allocation of places**
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**Additional information**
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**Referred to in LPO I**
(examination regulations for teaching-degree programmes)
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## Module title
Advanced Seminar: Productions and Operations Management

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## Module coordinator
holder of the Chair of Business Management and Industrial Management

## Module offered by
Faculty of Business Management and Economics

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## Contents
In the seminar, students will write seminar papers on selected topics in the field of industrial management. The central issues and findings of these papers will have to be presented in class.

### Intended learning outcomes
The students have acquired in-depth knowledge in key application areas of industrial management and learned by taking care of the seminar to deepen their knowledge for making scientific work, to research literature necessary, to filter, to evaluate, to critically analyze and to ask each other. On this basis, and, where appropriate, with introduction of own scientifically based further developments, the participants will learn to prepare a written contribution to the topic of Industrial Management, which complies with the principles of scientific work. Through the lecture, students learn to present selected content of their housework in a suitable form and a predetermined time frame and to defend the findings in the course of a critical, scientific discussion.

### Courses
(no information on SWS (weekly contact hours) and course language available)

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### Method of assessment
(term paper (approx. 20 pages) and presentation (approx. 20 minutes), weighted 2:1)

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### Allocation of places
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### Additional information
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( examination regulations for teaching-degree programmes)

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<tr>
<td>Module title: Advanced Seminar: Financial Accounting and Auditing</td>
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<td><strong>ECTS</strong>: 10</td>
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<td><strong>Duration</strong>: 1 semester</td>
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</table>

**Contents**

The module provides students with more in-depth insights into current problems of external accounting and auditing, usually using scientific primary literature in English or German language.

**Intended learning outcomes**

After completion of the module, participants have
(i) consolidated the learned issues and possibly applied additional techniques of scientific work;
(ii) created and defended a qualifying level relevant scientific work;
(iii) conducted a scientific examination of the work results of other seminar participants;
(iv) the ability to present and develop solution-oriented their own performance adequately considering communicative aspects.

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

S (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)

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

**Allocation of places**

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**Additional information**

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**Referred to in LPO 1** (examination regulations for teaching-degree programmes)

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<table>
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<td>Advanced Seminar: Banking</td>
<td>12-M-SBL-102-m01</td>
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**Module coordinator**
holder of the Chair of Business Management, Banking and Finance

**Module offered by**
Faculty of Business Management and Economics

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<td>1 semester</td>
<td>graduate</td>
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**Contents**
This course will take the form of a seminar. It will deal with current topics of banking. Students will be required to independently analyse a selected topic and to write a term paper. This term paper may be largely literature-based or empirical or may be based on independent work with formal models. In addition, students will be required to deliver a talk on the topic.

**Intended learning outcomes**
Students will gain in-depth knowledge in key application areas of banking management. The students are able to process independently deeper problems within the topics, to work up these structured in writing and present it in a lecture.

**Courses**
(type, number of weekly contact hours, language — if other than German)
S (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)
term paper (approx. 20 pages) and presentation (approx. 20 minutes), weighted 2:1

**Allocation of places**
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**Additional information**
--

**Referred to in LPO I**
(examination regulations for teaching-degree programmes)
--
Module title: Advanced Seminar: Selected Problems in Analytical Tax Research

Abbreviation: 12-M-SSL-102-m01

Module coordinator: holder of the Chair of Business Taxation

Module offered by: Faculty of Business Management and Economics

ECTS: 10

Method of grading: numerical grade

Duration: 1 semester

Module level: graduate

Other prerequisites: --

Contents:
In this seminar, current problems of tax research will be analysed. Usually, students will read and discuss research papers in German and/or English language. Although the seminar will be held in German, individual seminar papers may be written and discussed in English if a participant prefers this to German.

Intended learning outcomes:
After the seminar, students are able:
- to analyze a complex issue in taxation using research methods,
- to identify problems and to suggest solutions,
- to formulate and to defend their analysis and suggested solutions.

Courses:
S (no information on SWS (weekly contact hours) and course language available)

Method of assessment:
term paper (approx. 20 pages) and presentation (approx. 20 minutes), weighted 2:1

Allocation of places:
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Additional information:
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Referred to in LPO I: (examination regulations for teaching-degree programmes)
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<td>Advanced Seminar: Topics in Personnel Economics and Organizational Theory</td>
<td>12-M-SPO-102-m01</td>
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<tr>
<td>holder of the Chair of Human Resource Management and Organisation</td>
<td>Faculty of Business Management and Economics</td>
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### Contents

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

### Intended learning outcomes

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

### Courses

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### Method of assessment

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### Allocation of places

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### Additional information

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

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<td>Advanced Seminar: Entrepreneurship and Management</td>
<td>12-M-SAS-102-m01</td>
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<td>Faculty of Business Management and Economics</td>
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**Contents**

This seminar deals with current topics of entrepreneurship, innovation and corporate sustainability. Students are required to independently analyse a selected topic and to write a term paper. The term paper may be based on literature, empirical analysis or independent work with formal models. In addition, students are required to deliver a talk.

**Intended learning outcomes**

After completing the seminar, the students acquired detailed knowledge of important fields of entrepreneurship, innovation or corporate sustainability. They are also able to process and to structure their research findings in a written assignment and to present it in a lecture.

**Courses**

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

S (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)

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

Language of assessment: English or German

**Allocation of places**

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**Additional information**

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

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### Module title

**Advanced Seminar: Business Information Systems**

### Abbreviation

12-M-S11-102-m01

### Module coordinator

holder of the Chair of Information Systems Engineering

### Module offered by

Faculty of Business Management and Economics

### ECTS

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### Duration

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### 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 learning outcomes description is available because no courses are held for this module.

### Courses

S (no information on SWS (weekly contact hours) and course language available)

### Method of assessment

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

### Allocation of places

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### Additional information

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### Referred to in LPO I

(examination regulations for teaching-degree programmes)
### Module title

**Advanced Seminar: Logistics and Quantitative Methods**

### Abbreviation

12-M-S10-102-m01

### Module coordinator

holder of the Chair of Logistics and Quantitative Methods in Business Administration

### Module offered by

Faculty of Business Management and Economics

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### Contents

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- the contents are no longer taught and were substituted with comparable offers

For more information, please contact the Office of the Dean of Studies of the Faculty of Business Management and Economics.

### Intended learning outcomes

Due to the lack of relevance, no learning outcomes description is available because no courses are held for this module.

### Courses

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

S (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)

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

### Allocation of places

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### Additional information

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### Referred to in LPO I

(examination regulations for teaching-degree programmes)

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## Advanced Seminar: Business Information Systems

**Module title**
Advanced Seminar: Business Information Systems

**Abbreviation**
12-WI-Sem-092-m01

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### Contents

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

**Reading:**
will vary according to topic

### Intended learning outcomes

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

### Courses

S (no information on SWS (weekly contact hours) and course language available)

### Method of assessment

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

### Allocation of places

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### Additional information

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### Referred to in LPO

(examination regulations for teaching-degree programmes)

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<tbody>
<tr>
<td>holder of the Chair of Logistics and Quantitative Methods in Business Administration</td>
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**Contents**

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

**Intended learning outcomes**

After the seminar, students
(i) recognize complex problems of logistics and understand mathematical model formulation to solve practical problems;
(ii) understand, evaluate and scrutinize critically the results of such models;
(iii) recognize, describe and assess the limitations of formal models in a practical context.

**Courses**

S (no information on SWS (weekly contact hours) and course language available)

**Method of assessment**

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

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I**

(examination regulations for teaching-degree programmes)

--
### Module title

**Advanced Seminar: Selected Aspects of Managerial Accounting**

### Abbreviation

12-M-AUAS-102-m01

### Module coordinator

holder of the Chair of Chair of Business Management, Controlling and Accounting

### Module offered by

Faculty of Business Management and Economics

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### Contents

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

### Intended learning outcomes

After completing the controlling master seminar, students will be able to

(i) understand and apply scientific literature reviews;
(ii) use elaborated contents to write scientific papers;
(iii) create presentations and speeches independently.

### Courses

S (no information on SWS (weekly contact hours) and course language available)

### Method of assessment

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

### Allocation of places

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### Additional information

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### Referred to in LPO I

(examination regulations for teaching-degree programmes)

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Other Courses

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<td>Policy of Taxation</td>
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### Contents

**Description:**

In this module, students will acquire a basic understanding of the tax system and structure applied to households in Germany. In addition, the course will include simple tax incidence analyses of specific tax policies. Reading: lecture notes provided by Chair.

Contents:

1. Fiscal harmonisation system in Germany
2. Mechanics and problems of the VAT system
3. Tax incidence analysis
4. Income tax code
5. Taxation of married couples and families
6. Progressive taxation and income leveling
7. Taxation and household decisions

### Intended learning outcomes

After completing the course "Tax Policy" students know the most important tax revenues in Germany and how they are divided between the Federation and the federal provinces. They are able to explain the incidence of specific taxes using simple case studies. Finally they can discuss tax induced distortions of individual decisions using simple partial equilibrium models.

### 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)

### Allocation of places

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### Additional information

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### Referred to in LPO I

(examination regulations for teaching-degree programmes)

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<thead>
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<th>Module title</th>
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<td>Portfolio Selection and Capital Market Theory</td>
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**Contents**

Content:
This course deals with the fundamentals of individual investment decisions (portfolio selection), the capital market equilibrium and the resulting CAPM.

Outline of syllabus:
1. Fundamentals of decision theory
2. Portfolio selection
3. CAPM
4. Information efficiency and event analysis

**Intended learning outcomes**

After completing the course "Portfolio Selection and Capital Market Theory", the students will be able
(i) to explain the optimal capital market position of an investor given the different investment opportunities and its individual utility function in theory and calculate it;
(ii) to understand the central propositions made by the CAPM and use the CAPM for valuating assets and firms.

**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)

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**Allocation of places**

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**Additional information**

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

--
Module title: Economics of Tax Planning
Abbreviation: 12-M-SP-102-m01

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

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

Duration: 1 semester
Module level: graduate
Other prerequisites: --

Contents:
This course deals with tax effects on fundamental economic decisions. Taxes are integrated into standard models for investment decisions, financing decisions, firm valuation, dividend policy and remuneration of employees. Therefore, the interaction of corporate and personal income taxes is analysed. A reading list in English is available on request.

Intended learning outcomes:
This course enables students to
(i) combine their knowledge of tax law with microeconomic analyses in the areas of corporate and personal finance;
(ii) understand the effect of taxes on fundamental economic decisions, e.g. investment and financing decisions, evaluation of investment, financial assets, forms of remuneration for employees including managing and assessing;
(iii) read and discuss primary scientific literature.

Courses:
This module has 2 components; information on courses listed separately for each component.
- 12-M-SP-1-102: V (no information on language and number of weekly contact hours available)
- 12-M-SP-2-102: V (no information on language and number of weekly contact hours available)

Method of assessment:
This module has the following 2 assessment components. To pass the module as a whole students must pass one of the two assessment components.

Assessment component to module component 12-M-SP-1-102: Steuerplanung
- 5 ECTS credits, method of grading: numerical grade
- written examination (approx. 60 minutes)

Assessment component to module component 12-M-SP-2-102: Taxes and Business Strategy
- 5 ECTS credits, method of grading: numerical grade
- written examination (approx. 60 minutes)
- Language of assessment: English

Allocation of places:
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Additional information:
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Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module title: Social Insurance and the Welfare State

Abbreviation: 12-M-F3-102-m01

Module coordinator: holder of the Chair of Public Finance

Module offered by: Faculty of Business Management and Economics

ECTS: 5

Method of grading: numerical grade

Duration: 1 semester

Module level: graduate

Other prerequisites: --

Contents:

Description: This module discusses the economic justification for implementing social security systems in a market economy and provides students with deeper insights into this topic with the help of specific issues of public health and retirement policy.

Reading: lecture notes provided by Chair.

Contents:
1. Public intervention in insurance markets
2. The insurance function of social security
3. Social security and social morale
4. The optimal health insurance contract
5. Alternative financing schemes for public health in Germany
6. Why do we need a public pension system?
7. Funding vs pay-as-you-go financing of public pensions

Intended learning outcomes:

After completing the module "Theorie der Sozialversicherung" students are able to explain the theoretical foundation of the social security system in a market economy. Using simple partial equilibrium models they can discuss the financing and contract structure of the public health and pension system. Finally they are able to analyze the consequences of policy reforms.

Courses:

(V + Ü) (no information on SWS (weekly contact hours) and course language available)

Method of assessment: written examination (approx. 60 minutes)

Allocation of places: --

Additional information: --

Referred to in LPO I (examination regulations for teaching-degree programmes): --
Module title
Econometrics 1

Abbreviation
12-M-OE1-102-m01

Module coordinator
holder of the Chair of Econometrics

Module offered by
Faculty of Business Management and Economics

ECTS | Method of grading | Other prerequisites
---|---|---
5 | numerical grade | --

Duration | Module level |
---|---|
1 semester | graduate |

Contents

Description:
This module deals with the basic concept and methodology of the ordinary least squares (OLS) regression model. In particular, model assumptions and properties are discussed and formally motivated. In addition, the module examines linear restrictions on the model's explanatory variables as well as dummy variables and introduces tests to verify simple and multiple linear restrictions.

Linear algebra is used as formal aid.

Outline of syllabus:
1. Random variables
2. Important distributions
3. Point estimates
4. Simple linear regression model
5. Model assumptions
6. Model properties
7. Simple hypothesis tests
8. Multiple linear regression model
9. Linear restrictions
10. Dummy variables
11. Multiple hypothesis tests

Intended learning outcomes

The students acquire knowledge of the basics, concepts and methods used in the classical linear regression model and understand the role of econometrics in science and data analysis. In particular, they learn how to analytically derive, calculate and interpret the coefficients, standard errors and p-values of a classic regression output of the multiple regression model. Furthermore, they are able to state and motivate formally the assumptions and properties of OLS and know how to deal with transformed and dummy variables. Additionally, students are able to test multiple linear restrictions on the parameters and are able to apply these tests to real economic, business and social science questions.

The competences acquired in this course serve as a prerequisite for "Econometrics II", "Econometrics III", "Microeconometrics" und "Financial Econometrics".

Courses

No information on SWS (weekly contact hours) and course language available

V + Ü

Method of assessment

No information on whether module is creditable for bonus

written examination (approx. 60 minutes)

Allocation of places

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Additional information

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Referred to in LPO I (examination regulations for teaching-degree programmes)
Module title | Abbreviation
---|---
Financial Statement Analysis and Business Valuation | 12-M-UA-102-m01

Module coordinator
holder of the Chair of Business Management and Accounting

Module offered by
Faculty of Business Management and Economics

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Duration 1 semester
Module level graduate
Other prerequisites --

Contents

Content:
Underlying value is referred to as fundamental value, the analysis of information about fundamental value is referred to as fundamental analysis. This module discusses fundamental analysis. Fundamental analysis was developed as a matter of appropriate financial statement analysis.

Outline of syllabus:
1. Introduction: investing, valuation and financial statements
2. How financial statements are used in valuation
4. Viewing business through the financial statement lens
5. Analysis of the balance sheet and income statement
6. Analysis of the cash flow statement
7. Analysis of profitability
8. The value of operations and the evaluation of enterprise price-to-book-ratios and price-earnings-ratios

Reading:

Intended learning outcomes

The students should be able to analyze financial statements and to value businesses and business strategies using the best technologies available. They should be able to sort out what are good methods, i.e. practical as well as conceptually sound, and what are poor ones. They should demonstrate their knowledge in applying the methods on real cases.

Courses

V + Ü (no information on SWS (weekly contact hours) and course language available)

Method of assessment
written examination (approx. 60 minutes)

Allocation of places
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Additional information
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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**Contents**

Content:
This course deals with the fundamentals of agency theory and financial contracting with information symmetric and information asymmetric.

Outline of syllabus:
1. Agency theory
2. Financial contracting

**Intended learning outcomes**

After completing the course "Agency Theory and Financial contracting", the students will be able
(i) to understand the fundamentals of agency theory and solve problems concerning optimal financial contracting given e.g. different capital endowments;
(ii) to understand the central problems of controlling work assignments in theory and solve basic case studies;
(iii) to generate and evaluate financial contracting given a non-trivial risk allocation and the resulting agency problems.

**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)

**Allocation of places**

--

**Additional information**

--

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

--
### Module Catalogue for the Subject Business Management

**Master’s with 1 major, 120 ECTS credits**

#### Module title

**Theory of Social Policy**

#### Abbreviation

12-M-TSP-102-m01

#### Module coordinator

holder of the Chair of Economic Order and Social Policy

#### Module offered by

Faculty of Business Management and Economics

#### ECTS

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#### Method of grading

Only after succ. compl. of module(s)

#### Method of grading

Numerical grade

#### Duration

1 semester

#### Module level

Graduate

#### Other prerequisites

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#### Contents

The lecture "Theorie der Sozialpolitik" ("Theory of Social Policy") discusses the concept of social security and the concept of social justice. In the first part of the course, which will deal with social security, students will acquire a general overview of possible market failures in an insurance market. One chapter will then each be devoted to the introduction and characterisation of the three main branches of social insurance (pension, health and unemployment insurance). Subsequently, different options for a reform of the individual branches of social insurance will be introduced and evaluated in terms of efficiency. In the second part of the course, which will deal with social justice, different definitions of the concept of justice will be discussed in more detail. Here, the main focus will be on identifying and critically examining different criteria for the measurement of inequality in a society. In addition, efficiency-oriented justifications for redistributive policies by the government will be addressed and discussed with students.

#### Intended learning outcomes

The graduate student has acquired following skills and abilities after completion of the module:

(i) Detailed knowledge of institutional foundations of the German social security system

(ii) Mechanics of an insurance market

(iii) Emergence and problems of adverse selection and moral hazard in the context of social insurances

(iv) Measurement and interpretation of inequality measures, particularly of income inequality

(v) Mechanics and welfare effects of state redistribution

(vi) The impact of state redistribution on macroeconomic variables

#### 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)

#### Allocation of places

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#### Additional information

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

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<table>
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<td>Incentives in Organizations</td>
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<tr>
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<td>Faculty of Business Management and Economics</td>
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**Contents**

The lecture "Anreize in Organisationen" ("Incentives in Organisations") is based on the principal agent theory. This theory will be used to develop financial and economic solutions to help overcome the conflict of interests between employers and employees. In addition to the most widely used theories, estimation techniques and empirical results are also introduced and discussed. Reading list to be provided in class.

**Intended learning outcomes**

The aim of the lectures is to enable students to understand and apply advanced theories, estimation techniques and empirical results in the area incentives in organisation on the basis of scientific literature.

**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)

**Allocation of places**

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**Additional information**

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

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### 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 learning outcomes description is available because no courses are held for this module.

### Courses

- V (no information on SWS (weekly contact hours) and course language available)

### Method of assessment

- oral examination (approx. 30 minutes)
- Language of assessment: English

### Allocation of places

- Business Management Master’s and Economics Master’s: no restrictions. Applied Human Geography Master’s: 10 places. Places will be allocated by lot.

### Additional information

- --

### Referred to in LPO I

- (examination regulations for teaching-degree programmes)
Module Catalogue for the Subject
Business Management
Master's with 1 major, 120 ECTS credits

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
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<tbody>
<tr>
<td>Advanced Microeconomics</td>
<td>12-M-AM-102-m01</td>
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**Module coordinator**
holder of the Chair of Economics, Information and Contract Economics

**Module offered by**
Faculty of Business Management and Economics

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**Contents**

This course deals with essential microeconomic methods and problems at an advanced level (e.g. Mas-Colell, Whinston, Green: Microeconomic Theory). As this is a huge field, the course will concentrate on two or three topics such as

1. Game theory
2. Principal-agent models
3. Theory of auctions
4. General equilibrium theory
5. Mechanism design

**Intended learning outcomes**

After completing the course students are able to

1. explain essential findings of microeconomic theory,
2. apply the involved methods to given simple examples on their own,
3. recognize, in which real life situations and how the results can be applied.

**Courses** (type, number of weekly contact hours, language — if other than German)
V + 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) or term paper (approx. 20 pages)

**Allocation of places**
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**Additional information**
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**Referred to in LPO I** (examination regulations for teaching-degree programmes)
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<table>
<thead>
<tr>
<th>Module title</th>
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<tr>
<td>Common European Labor Market</td>
<td>12-M-EW-102-m01</td>
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<tr>
<td>holder of the Chair of Economic Order and Social Policy</td>
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### Contents

**Description:**
This course provides an overview of the current situation on the European labour markets, their institutions as well as common and country-specific regulations in the area of structural and social policy. In addition, students are introduced to economic theories that can explain the concentration of economic activity.

**Outline of syllabus:**
1. European integration - an introduction
2. European labour markets - overview and explanations
3. The common European labour market - European regulations
4. The impact of European structural funds
5. Public cluster policy - a new miracle solution?

**Basic reading:**

**Intended learning outcomes**

The students gain knowledge about the impact of the process of the European Integration on the national labour markets. They receive an overview of the possible labour market measures and they can discuss approaches aimed to reduce income disparities within the European Union. Additionally the students will be enabled to understand the emergence of geographically and economically concentrated areas. Subsequently possible public policies to intervene in the process of concentration are evaluated.

**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)

**Allocation of places**

Business Management Master’s and Economics Master’s: no restrictions. Applied Human Geography Master’s and Political and Social Sciences Master’s: 10 places. Places will be allocated by lot.

**Additional information**

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

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### Module title
Strategic Supply Management
### Abbreviation
12-M-SBM-102-m01

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### Contents
The course addresses central issues of strategic supply management. The supply function of the company (purchasing, materials management, procurement logistics) and its strategic importance is analysed and basic methods are developed that are relevant in this area.

### Intended learning outcomes
Students learn the principles of performance-oriented optimization of all procurement activities to develop long-term, competitively sensitive potential for success. After completion of the module students are able to prepare structured, to goal-oriented analyze and to respond to performance-oriented issues of strategic procurement based on key instruments. Students are able to accurately classify the tasks of the procurement and to describe and discuss their strategic importance and dominate essential methods and procedures used in this area to apply.

### Courses
(V (no information on SWS (weekly contact hours) and course language available)

### Method of assessment
written examination (approx. 40 minutes) and presentation (approx. 20 minutes), weighted 2:1

### Allocation of places
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### Additional information
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### Referred to in LPO I
(examination regulations for teaching-degree programmes)

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Module title | Abbreviation
---|---
Strategic Production Management | 12-M-SPM-102-m01

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

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Contents

This module will discuss contents and procedures of strategic production management and, in particular, planning and control concepts. Students will become familiar with the essentials of strategic production management. Theoretical and analytical models will be used for analysing both economic and ecological issues. In addition, the module will discuss principles of value structure optimisation and will develop competences regarding the development of integrated mathematical models.

Intended learning outcomes

After completion of the module students are able to process, to analyze and answer questions of operations strategy structured and goal-oriented in a global context using appropriate methods. Furthermore, they know the main strategic tasks and objectives in production management and evaluate and apply planning and control concepts for the production in realistic application situations.

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

S (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. 40 minutes) and presentation (approx. 20 minutes), weighted 2:1

Allocation of places

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Additional information

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

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Module Catalogue for the Subject
Business Management
Master’s with 1 major, 120 ECTS credits

<table>
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<tr>
<td>International Marketing</td>
<td>12-M-IIM-102-m01</td>
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**Contents**

**Description:**
The module builds on the knowledge acquired during the Bachelor’s degree programme or the Grundstudium (stage I studies). It provides a systematic introduction to strategic marketing decisions in global and international contexts. These are explained mainly by Porter’s diamond and cluster models. Another focus is on internationalisation strategies, which require country analyses and decisions on the selection of national markets as well as a timing of the countries market development. In addition, the module discusses different strategies for market entry and market development.

**Outline of syllabus:**
1. Internationalisation of the economy and regional integration processes
   - Globalisation
   - Competitiveness of countries, industries and companies in an international context
2. International strategic marketing decisions
   - Market entry forms
   - Market development strategies
   - Timing strategies
   - International organisation structures
3. Theories and strategies of internationalisation
   - Foreign trade theory
   - Multinational enterprise
   - Internationalisation strategies

**Reading:**

**Intended learning outcomes**
Students acquire in-depth skills in the field of strategic and operational management with particular attention to the international context. Students achieve particular expertise in the analysis, assessment and implementation of international business decisions and gain skills thus guiding the execution of marketing and management positions in globally-active companies.

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

**Allocation of places**
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## Marketing & Brand Management

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<td>Marketing &amp; Brand Management</td>
<td>12-M-MM-102-m01</td>
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### Module coordinator

holder of the Chair of Business Management and Marketing

### Module offered by

Faculty of Business Management and Economics

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### Duration

1 semester

### Module level

graduate

### Other prerequisites

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### Contents

**Description:**

At the beginning of the 21st century, marketing - until then interpreted as a market-oriented corporate management approach - was further developed to be seen as the entrepreneurial task of creating "shared value" for the organisation on the one hand and - broadly speaking - for society on the other hand. This idea leads to high requirements regarding the strategic sustainable positioning of the brand as well as brand management itself.

**Outline of syllabus:**

1. Brand leadership and brand assessment
2. Brand leadership, identity and relevance according to David Aaker’s approach
3. Brand strategies
4. Consumer behaviour
5. Market research methods and the development of brand strategies
6. Market research methods

### Intended learning outcomes

Based on the theories of Meffert and Aaker, students will gain a profound understanding for brand leadership, which will be deepened by many practical implications and examples. Provided by cases studies and market research tools, it’s the defined goal of this lecture to convey an in-depth knowledge for consumer behavior and sustainable brand management.

### Courses

(V + Ü: no information on SWS (weekly contact hours) and course language available)

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### Method of assessment

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### Allocation of places

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### Additional information

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### Referred to in LPO I

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<tr>
<td>Strategic Management of Innovation and Growth</td>
<td>12-M-MWT-102-m01</td>
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<tbody>
<tr>
<td>holder of the Chair of Entrepreneurship and Management</td>
<td>Faculty of Business Management and Economics</td>
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**Contents**

In this course, students will acquire an overview of the strategic aspects of innovation management. They will acquire the knowledge necessary to understand the range, scope and complexity of the issues and problems related to the strategic management of innovations. The lecture will focus on innovation teams and the different roles in the innovation process. It will also discuss how users can be involved in the innovation process. In addition, the course will address the concepts of open innovation, lean innovation and crowdsourcing and will discuss how platform strategies can be used for the new product development process as well as what market entry strategies and patent management strategies are currently used. Practical examples and case studies will be used to provide students with a better understanding of the theoretical concepts.

**Intended learning outcomes**

At the end of the module students are able to understand:

- The tasks of the strategic innovation management
- The state of the art and importance of innovations
- The current trends in strategic innovation management
- The importance of patent strategies
- The market entry strategies
- Concepts of the marketing mix

**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)

term paper (approx. 10 pages), discussion (approx. 60 minutes) and 2 presentations (approx. 10 minutes each), weighted 3:5:1:1
Language of assessment: German or English

**Allocation of places**

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**Additional information**

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

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Module title | Abbreviation
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Public Debt | 12-M-F2-102-m01

Module coordinator | Module offered by
holder of the Chair of Public Finance | Faculty of Business Management and Economics

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**Contents**

**Description:**
The module provides an introduction to some specific issues of public debt that are in the focus of the public and scientific debate.

**Reading:** lecture notes provided by Chair.

**Outline of syllabus:**
1. Measurement of public debt
2. Growth effects of public debt
3. Intergenerational effects of public debt
4. Public debt in open economies
5. Neutrality of public debt
6. Political economy of public debt
7. Theory of sovereign debtors

**Intended learning outcomes**

After completing the course "National Debt" students are able to distinguish and discuss the most important measurement concepts and problems of public debt. They can discuss the growth and distributional consequences using simple equilibrium models of closed and open economies. They can evaluate the relevance of Ricardian neutrality and know the political economy explanations of rising debt levels and debt overhangs in specific countries.

**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)

**Allocation of places**

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**Additional information**

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

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<td>Principles of European Regulation</td>
<td>12-M-PRE-102-m01</td>
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**Contents**

**Description:**
This module examines the regulation of traditional network industries (railroads, electricity, telecommunications) in Europe: theory and practice.

**Outline of syllabus:**
1. Overview of the regulation of railroads in Germany and Europe in practice
2. Overview of the regulation of the electricity industry in Germany and Europe in practice
3. Overview of the regulation of the telecommunications industry in Germany and Europe in practice
4. Political economy of regulation
5. Natural monopoly and price regulation under ideal conditions
6. Price regulation under realistic circumstances
7. Procurement: advantages and disadvantages
8. Network access regulation

**Intended learning outcomes**
After successfully completing this module, students will be able to
(i) describe central problems in regulation of the traditional network industries;
(ii) identify and apply the appropriate results from Industrial Organization;
(iii) assess the advantages and disadvantages of existing regulatory mechanisms by using results from the industrial organization theory.

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

V (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) or term paper (approx. 20 pages)

**Allocation of places**
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**Additional information**
--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)
--
Module title: European Public Finance  
Abbreviation: 12-M-EFP-102-m01

Module coordinator: holder of the Chair of Public Finance
Module offered by: Faculty of Business Management and Economics

ECTS: 5  
Method of grading: numerical grade  
Duration: 1 semester  
Module level: graduate

Contents:
Description: In this course, students will acquire a basic understanding of the financial system of the European Union as well as selected aspects of European agricultural, tax and climate policy.
Reading: lecture notes provided by Chair.

Outline of syllabus:
1. The budget of the European Union
2. The Common Agricultural Policy (CAP)
3. The Stability and Growth Pact (SGP)
4. Tax competition or tax coordination in Europe?
5. Emissions trading and European climate policy

Intended learning outcomes
After completing the course “Europäische Finanzpolitik” students know the central revenues and expenditures of the budget of the European Union. They also know the most important instruments of the agricultural policy and the debt problem within the European currency union. Finally they will be able to discuss international tax policy and climate issues using simple partial equilibrium models.

Courses
V + Ü (no information on SWS (weekly contact hours) and course language available)

Method of assessment
written examination (approx. 60 minutes)

Allocation of places
Business Management Master’s and Economics Master’s: no restrictions. Applied Human Geography Master’s and Political and Social Sciences Master’s: 10 places. Places will be allocated by lot.

Additional information
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title | Abbreviation
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Theory of Industrial Organization 1 | 12-M-TI1-102-m01

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

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Contents

Theory of industrial organisation:
1. Monopoly pricing
   - Nonlinear pricing and mechanism design
   - Dynamic pricing: experience goods, durable goods
2. Oligopoly pricing
   - Static price and quantity competition in homogeneous and differentiated goods markets
   - Comparative statics
   - Equilibrium market structure
3. Dynamic competition in oligopoly markets
   - Repeated games and collusion
   - Markov perfect equilibrium and models of dynamic competition
4. Strategic behaviour by incumbent firms
   - Entry deterrence and predation
   - Signalling and reputation
5. Auctions
   - Second price auctions
   - First price auctions
6. Advertising and product design

The course will be taught in English.

Intended learning outcomes

Students which complete this class will acquire a working knowledge of advanced theoretical models of competition in oligopoly markets as well as sophisticated pricing techniques in monopoly markets. They will learn the conditions under which the predictions of these models are valid. They will become familiar with applications of advanced game theoretic tools, such as dynamic models of competition and auction theory, for studying interactions between firms in markets. By means of comprehensive exercises, they will apply the methods they learn in class to practically relevant problems. They will be in a position to read academic papers on related topics, assess the strengths and weaknesses of approach, summarize and comment on these papers and suggest possible extensions.

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) or term paper (approx. 20 pages)

Allocation of places

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Additional information

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

--
Module title: European Competition Policy
Abbreviation: 12-M-WPE-102-m01

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

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

Duration: 1 semester
Module level: graduate
Other prerequisites: --

Contents:

Outline of syllabus:
1. Legal environment, competition laws
2. Market definition
   - Qualitative methods
   - Simple quantitative methods
   - Hypothetical monopoly test
3. Horizontal agreements and collusion: repeated games and factors affecting likelihood of collusion
4. Horizontal mergers and collusion
   - Economic theory
   - Efficiency effects
   - Coordinated effects
5. Vertical relations and contracts
   - Economic analysis of contracts
   - "More economic approach"
6. Abuse of dominant position
   - Classification of abusive conduct
   - Economic analysis of abusive conduct and theory of harm

The course will be taught in English.

Intended learning outcomes:

After completion of the module students can use the advanced concepts introduced in the lecture of competition policy, including the legal framework, the trace models and methods for the study of competition policy issues, as well as understand the approach of European competition policy in high profile cases. When they are confronted with practical problems, they can refer to these cases, and the same logic to practical examples apply by draining the relevant economic theories that identify variables to be measured and methodologies for assessing, and based on that adequate conclusions for appropriate cases. They will sufficiently understand the subject in order to open up that build upon literature in journals and being able to think critically.

Courses: (type, number of weekly contact hours, language — if other than German)
V (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) or term paper (approx. 20 pages)

Allocation of places:
Business Management Master's and Economics Master's: no restrictions. Applied Human Geography Master's and Political and Social Sciences Master's: 10 places. Places will be allocated by lot.

Additional information:
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Referred to in LPO I: (examination regulations for teaching-degree programmes)
--
Module title | European Macroeconomic Policy
---|---
Abbreviation | 12-M-EMP-102-m01

**Module coordinator**
holder of the Chair of Monetary Policy and International Economics

**Module offered by**
Faculty of Business Management and Economics

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<th>ECTS</th>
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**Contents**

**Description:**
The course provides students with an overview of the macroeconomic conditions and consequences of European integration and monetary union. The course thus helps students gain a deeper understanding of the current crisis in the euro area as well as the debate on the future of European economic integration.

**Content:**
The first part of the course provides students with an overview of the history of European integration with a focus on economic and monetary integration. We then discuss the institutional framework of the European Monetary System, the predecessor of the euro area in the period from 1979 to 1998. Next, the criteria for admission to the European Monetary Union (EMU) and the monetary policy strategy of the European Central Bank will be presented and discussed. Building on the traditional Mundell-Fleming model, the course will make students familiar with the theory of the optimum monetary area and will then provide them with deeper insights into this theory on the basis of a simple New Keynesian model. Students will thus be able to make a well-founded assessment of the advantages and disadvantages of monetary union as well as the conditions under which monetary union can be successful. In the final part of the course, we analyse the coordination and incentive problems that arise for fiscal policy in a monetary union. In particular, we deal with the question of how these issues are addressed within the European Monetary Union. Current macroeconomic developments within the euro area as well as the causes and consequences of the euro crisis are discussed at various points in the course.

**Intended learning outcomes**

After completing this course students will have gained a profound understanding of the costs and benefits of monetary integration in general and specifically in the EMU. Thus, they will enhance their general macroeconomic understanding by applying it to real world problems. In addition, students will have knowledge of the institutions of common fiscal and monetary policy in Europe.

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

**Allocation of places**
Business Management Master’s and Economics Master’s: no restrictions. Applied Human Geography Master’s and Political and Social Sciences Master’s: 10 places. Places will be allocated by lot.

**Additional information**
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**Referred to in LPO I** (examination regulations for teaching-degree programmes)
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<table>
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<tr>
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<tbody>
<tr>
<td>European Economic Statistics</td>
<td>12-M-EWS-102-m01</td>
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<tbody>
<tr>
<td>holder of the Chair of Econometrics</td>
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**Contents**

Outline of syllabus:
1. Subject and tasks of business and economic statistics
2. The European system of national accounting
3. The harmonised consumer price index
4. Structural indicators
5. Money and loans in the European monetary union
6. Data bases of EuroStat

**Intended learning outcomes**

Students acquire comprehension on the most important indicators and accounting systems of the European and German business and economic statistics. They will be able to use these reporting systems for different macroeconomic questions.

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

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)

**Allocation of places**

--

**Additional information**

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

--
Module title: Business Processes in different Lines of Business

Abbreviation: 12-GPU-072-m01

Module coordinator: holder of the Chair of Business Management and Business Information Systems

Module offered by: Faculty of Business Management and Economics

ECTS: 5

Method of grading: numerical grade

Only after succ. compl. of module(s): --

Duration: 1 semester

Module level: graduate

Other prerequisites: --

Contents:

Content:
This module provides students with an overview of the structure of a business information system (SAP Business ByDesign) in depth.

Outline of syllabus:
1. Integrated information systems: integration, standard software, system architecture
2. Working with standard business software
3. Consulting in integrated information systems: project management, project organisation, presentation skills

Description:
The lecture will be accompanied by an exercise that will present students with an opportunity to access, in small groups, the enterprise resource planning system operated by the Chair in its ERP laboratory and to work with the software, dealing with a wide variety of business processes.

If you would like to register for this course, please submit an application to the consultants (cover letter, CV, certificates; please also specify your degree programme and student ID number).

Intended learning outcomes:

After completing the course "Business Software 1", students will be able to
(i) understand an ERP system in its depth;
(ii) understand the interaction of business processes;
(iii) execute business tasks and processes in an ERP system independently (after participation in the practice lessons).

Courses:

V + Ü (no information on SWS (weekly contact hours) and course language available)

Method of assessment:
term paper (approx. 20 pages) and presentation (approx. 20 minutes), weighted 2:1

Allocation of places: --

Additional information: --

Referred to in LPO I (examination regulations for teaching-degree programmes): --
Module title | Abbreviation
---|---
Management Methods | 12-MM-092-m01

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

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

Duration | Module level | Other prerequisites
---|---|---
1 semester | graduate | --

Contents

Description:
The module familiarises students with relevant management methods.

Content:
- Principles of Management
- Corporate strategy and processes
- Determination of strategy
- Performance tasks within the company

Intended learning outcomes

After completing the course "Management methods", students
(i) have substantial knowledge in the application of relevant management methods and
(ii) recognize their economic importance and consequences;
(iii) succumbed to an idea of the scope of managers’ activities;
(iv) recognize the challenges businesses to deal with and
(v) understand processes of an industrial company.

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 (60 minutes)

Allocation of places
--

Additional information
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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# Module Catalogue for the Subject

## Business Management

### Master's with 1 major, 120 ECTS credits

<table>
<thead>
<tr>
<th>Module title</th>
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<tbody>
<tr>
<td>Coordination, Budgeting and Incentives in Enterprises</td>
<td>12-M-KOBO-102-m01</td>
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<td>holder of the Chair of Business Management, Controlling and Accounting</td>
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## Contents

This module focuses on accounting-based instruments to control behaviour in decentralised enterprises. The course first discusses the role of accounting in the context of decision making and behavioural controlling as well as informational analyses. Afterwards, the most common instruments of behavioural controlling (budgeting, value-oriented management, transfer prices) are discussed with regard to theory and practice.

## Intended learning outcomes

This module aims to provide knowledge in the context of behavioral controlling in enterprises. Knowledge about Requirements on instruments used for behavioral controlling are discussed and competencies for deployment, structure and development of coordination tools are provided.

## Courses

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## Method of assessment

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<td>written examination (approx. 60 minutes)</td>
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## Allocation of places

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## Additional information

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## Referred to in LPO I

(examination regulations for teaching-degree programmes)

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Thesis
(30 ECTS credits)
Module title | Abbreviation
--- | ---
Master Thesis Business Management | 12-M-THB-102-m01

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

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Contents

Students will complete their degree with a Master's thesis in which they will be required to independently research and write on a topic in the area of business management and economics, drawing on the subject-specific knowledge they have acquired and adhering to the principles of good scientific practice. This thesis may either take the form of an analysis and structured presentation of the existing literature on a certain topic or may, as is often the case, also include a presentation of the students' own original achievements, e.g. new algorithms developed by students or the (further) development of a theoretical model.

Intended learning outcomes

In the master thesis students prove that they can plan and carry out a science-based work to solve a particular problem within a specified period autonomously and to document the results in accordance with the professional scientific standards in writing. Students are able to understand relevant contributions to research and professional practice, critically analyze and assess the relevance to their own specific questions. They can assess and recognize major lines of development and dynamics of the subject and therefore also the need to retrain continuously.

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

This module comprises 2 module components. Information on courses will be listed separately for each module component.
- 12-M-THB-1-102: no courses assigned
- 12-M-THB-2-102: no courses assigned

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

Assessment in this module comprises the assessments in the individual module components as specified below. Unless stated otherwise, successful completion of the module will require successful completion of all individual assessments.

Assessment in module component 12-M-THB-1-102: Master Thesis Business Management
- 30 ECTS, Method of grading: numerical grade
- written thesis (approx. 60 to 80 pages)
- Assessment offered: on a continuous basis after consultation with supervisor and after registration
- Language of assessment: German, English

Assessment in module component 12-M-THB-2-102: Master Thesis Business Management
- 30 ECTS, Method of grading: numerical grade
- written thesis (approx. 50 to 70 pages) and colloquium (approx. 30 minutes), weighted 5:1
- Assessment offered: on a continuous basis after consultation with supervisor and after registration
- Language of assessment: German, English

Allocation of places

Additional information

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

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