Julius-Maximilians-
UNIVERSITÄT
WÜRZBURG

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: 2014
Responsible: Faculty of Business Management and Economics

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Content and Objectives of the Programme

No translation available.

Abbreviations used

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

Term: **SS** = summer semester, **WS** = winter semester

Methods of grading: **NUM** = numerical grade, **B/NB** = (not) successfully completed

Regulations: **(L)ASPO** = general academic and examination regulations (for teaching-degree programmes), **FSB** = subject-specific provisions, **SFB** = list of modules

Other: **A** = thesis, **LV** = course(s), **PL** = assessment(s), **TN** = participants, **VL** = prerequisite(s)

Conventions

Unless otherwise stated, courses and assessments will be held in German, assessments will be offered every semester and modules are not creditable for bonus.

Notes

Should there be the option to choose between several methods of assessment, the lecturer will agree with the module coordinator on the method of assessment to be used in the current semester by two weeks after the start of the course at the latest and will communicate this in the customary manner.

Should the module comprise more than one graded assessment, all assessments will be equally weighted, unless otherwise stated below.

Should the assessment comprise several individual assessments, successful completion of the module will require successful completion of all individual assessments.

In accordance with

the general regulations governing the degree subject described in this module catalogue:

ASPO2009

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

26-Mar-2014 (2014-16)

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)

Variant 1: one specialisation with 60 ECTS credits Variant 2: three focuses with 60 ECTS credits each, minimum two focuses in BWL (Business Management) and maximum one focus in VWL (Economics).

Specialisation Areas

(60 ECTS credits)

Business Information Systems

(60 ECTS credits)

Compulsory Courses

(15 ECTS credits)

Module title	Abbreviation
IT-Management	12-M-ITM-141-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 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:
- Hofmann/Schmidt: Masterkurs IT-Management, Wiesbaden.
- 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)

a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) or c) oral examination (one candidate each: approx. 15 to 20 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or d) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload
--
Teaching cycle
--
Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module appears in
Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2011) Master's degree (1 major) Economics (2010) Master's degree (1 major) Economics (2014) Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Information Processing within Organizations	12-IV-141-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 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)

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

Allocation of places

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Additional information

--

Workload

--

Teaching cycle

--

Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module appears in
Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title			Abbreviation
E-Business Strategies			12-M-IBS-141-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)

a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) 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 d) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German, English
creditable for bonus

Allocation of places

Number of places: 30. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Compulsory Electives

(45 ECTS credits)

Module title			Abbreviation
Business Software 1: IS-based Enterprise Management			12-GPU-141-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)

a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) 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 d) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German, English
creditable for bonus

Allocation of places

Number of places: 20, thereof 15 places for Master's students of Business Information Systems and Master's students of Business Management with specialization BIS, if the number of applicatoins exceeds the number of available places. (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 proce-

dure, applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. (2) Places 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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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Business Software 2: Enterprise-Resource-Planning-Systems	12-M-ERP-141-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 business information systems in width as well as the selection and implementation of business information systems in organisations.

Outline of syllabus:
1. Integrated information systems: integration, standard software, system architectures, operating models
2. Selection of integrated information systems: methods, cost-benefit analysis
3. Implementation of integrated information systems: project management, project organisation, project marketing

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.

Intended learning outcomes

After completing the course "Business Software 2", students will be able to
1. differentiate between system architectures and -philosophies;
2. understand the interaction of business processes;
3. come to a selection decision for an ERP system using a structured approach and compare different ERP systems;
4. 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)

a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) 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 d) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German, English
creditable for bonus

Allocation of places

Number of places: 20, thereof 15 places for Master's students of Business Information Systems and Master's students of Business Management with specialization BIS, if the number of applicatoins exceeds the number of available places. (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 mo-

dule will be given preferential consideration. (2) Places 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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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Decision Support Systems	12-M-DSS-141-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 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)

a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) 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 d) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German, English
creditable for bonus

Allocation of places

Number of places: 30. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Information systems research	12-M-ISR-141-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)

a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) 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 d) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German, English
creditable for bonus

Allocation of places

Number of places: 30. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Mobile and Ubiquitious Systems	12-M-MUS-141-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 will provide students with an overview of basic technologies and business applications of mobile and ubiquitous computing. Exercises running in parallel to lectures will present students with an opportunity to gain experience with mobile development platforms.
Prerequisite for participation in this module: knowledge of the basics of e-business; basic experience with software development tools would be an asset for exercises.

Intended learning outcomes

The module provides students with knowledge of:
(i) Mobile Infrastructure
(ii) Mobile Business
(iii) The Auto-ID technologies
(iv) Smart Metering
(v) Sensor networks and localization 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)

a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) 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 d) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Project Management and Controlling	12-M-PROM-132-m01

Module coordinator	Module offered by
holder of the 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 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 therewith fields of application and limits of commonly used instruments and methods of practitioners. Competences within the configuration and development of the project management and -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)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Supply Network Information Management	12-M-SCIM-141-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

Since mass production on the assembly line with continuous deliveries (supply chain) revolutionised the procurement process in the 19th century, the usage of information processing has made more flexible operations possible and the demand of customers for individualised products has made more flexible operations necessary. It has become possible to adopt a much more differentiated and sophisticated approach to the electronic supply chain and the planning of the same so that the challenge we are facing today is designing procurement networks (supply networks) that also take into account the delivery sequence for all deterministically procured parts of all suppliers. This module will discuss these conceptual fundamentals of supply management and, in particular, how the managing of procurement activities can be supported by information processing. The module will look at how well ERP systems can support these activities, how new hardware and software technologies can be used to accelerate the currently time-consuming procurement processes and how formerly isolated information systems of individual firms can be integrated into a network of supply management.

Intended learning outcomes

Students will earn an overall understanding of the complex structure of supply relationships for individual products and their dependencies for a variety of products. Student will also be trained to recognize (from the perspective of the parties involved into the production process) opportunities and to make decisions in these regards. These relations will be of crucial importance for all production-oriented managers because only a solid understanding of these relationships will help to be successful in the marketplace.

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

V + 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)

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

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)

Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Work and Information	12-ITA-141-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

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

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

a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) or c) oral examination (one candidate each: approx. 15 to 20 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or d) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Adaption and Continuous System Engineering	12-ACSE-141-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

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)

This module has 2 components; information on courses listed separately for each component.
- 12-ACSE-1-141: V + Ü (no information on language and number of weekly contact hours available)
- 12-ACSE-2-141: V + Ü (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-ACSE-1-141: Adaption and Continuous System Engineering - Business Suite
- 5 ECTS credits, method of grading: numerical grade
- a) written examination (approx. 60 minutes) or b) written examination conisting entirely or partly of multiple/single choice questions (approx. 60 minutes) or c) schriftliche Ausarbeitung (approx. 20 pages) or d) oral examination (one candidate approx. 10 bis 15 minutes, groups of two, approx. 20 minutes, groups of three, approx. 30 minutes) or e) entirely or partly computerised written examination (approx. 60 minutes).
- Language of assessment: German, English

- creditable for bonus

Assessment component to module component 12-ACSE-2-141: Adaption and Continuous System Engineering - Business Apps

- 5 ECTS credits, method of grading: numerical grade
- a) written examination (approx. 60 minutes) or b) written examination conisting entirely or partly of multiple/single choice questions (approx. 60 minutes) or c) schriftliche Ausarbeitung (approx. 20 pages) or d) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or e) entirely or partly computerised written examination (approx. 60 minutes)
- Language of assessment: German, English
- creditable for bonus

Allocation of places

Inforamtion on the allocation of places listed separately for each module component.

- 12-ACSE-2-141: Number of places: 10. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.
- 12-ACSE-1-141: Number of places: 20, thereof 15 places für 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) Places 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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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Risk Management - Concepts and Systems	12-RM-KS-141-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-1-141: V (no information on SWS (weekly contact hours) and course language available)
- 12-RM-KS-2-141: 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-1-141: Risk Management Concepts

- 3 ECTS, Method of grading: numerical grade
- a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) 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 d) entirely or partly computerised written examination (approx. 60 minutes)
- Language of assessment: German, English
- creditable for bonus

Assessment in module component 12-RM-KS-2-141: Risk Management

- 2 ECTS, Method of grading: numerical grade
- a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) 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 d) entirely or partly computerised written examination (approx. 60 minutes)
- Language of assessment: German, English

- creditable for bonus

Allocation of places

Number of places: 25, thereof 15 places for Master's students of Business Management with specialization Risk Management, if the number of applications exceeds the number of available places. Proof of the specialization has to given. (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) Places 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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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)

Module title	Abbreviation
Process and System Modelling	12-PSM-141-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)

a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) or c) presentation (15 to 20 minutes) with written elaboration (approx. 20 pages), weighted 1:2 or d) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or e) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German, English

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) Places 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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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Management (2014)

Module title			Abbreviation
Business Processes Organisation, Business Software and Process Industries			12-GLP-141-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

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 businesss 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)

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

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) Places 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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Workload

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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Adaptive Business Platforms 1	12-BSA-141-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)

a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) or c) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German, English
creditable for bonus

Allocation of places

Number of places: 30. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Procurement Management			12-M-BE-141-m01
Module coordinator		**Module offered by**	
holder of the Chair of Business Management and Industrial 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

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 systens 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)

a) written examination (approx. 40 to 60 minutes) or b) presentation (approx. 20 minutes) with written elaboration (approx. 15 to 20 pages), weighted 1:1 or c) written elaboration (approx. 30 to 40 pages) or d) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German, English
creditable for bonus

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 Management and Economics and 5 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) Places 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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Workload

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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Global Logistics & Supply Chain Management			12-M-GLSC-141-m01

Module coordinator	Module offered by
holder of the Chair of Logistics and Quantitative Methods	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 "Global Logistics & Supply Chain Management" acquaints students with advanced methods for the planning of global production networks and demonstrates the application of these with the help of multiple case studies.

Intended learning outcomes

After completing this course students can
(i) analyze and evaluate global production networks;
(ii) develop and apply appropriate methods to plan production networks;
(iii) evaluate the consequences of uncertainties in processes and apply concepts and methods to plan uncertain processes.

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

V + 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)

a) written examination (approx. 60 minutes) or b) written elaboration (approx. 15 to 20 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Managerial Analytics & Decision Making			12-M-MADM-141-m01
Module coordinator		**Module offered by**	
holder of the Chair of Logistics and Quantitative Methods		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 "Managerial Analytics & Decision Making" discusses quantitative methods to structure and solve a diverse set of management problems and demonstrates the application of modern methods with the help of multiple case studies.

Intended learning outcomes

After completing this course students can
(i) better understand and structure problems;
(ii) apply important theoretical and empirical frameworks to practical problems that evaluate good and bad decision making;
(iii) implement advanced analytical methods to support decision making under risk.

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

V + 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)

a) written examination (approx. 60 minutes) or b) written elaboration (approx. 15 to 20 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Sustainability in logistics and information processing	12-M-NLI-141-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

Ecological, social and ethical factors play an increasingly important role in today's (business) world - not only for private households and enterprises but also for the national economy as a whole. This course will therefore discuss relevant issues from both points of view.

Part A: Environmental economics and environmental policy
1 Environment and endangerment of the environment
2 Environmental protection and environmental policy
3 Fundamental principles of environmental economics
4 Market economy instruments
5 State economy instruments
6 Example of application: promotion of innovation
7 Example of application: ecological tax and financial reform
8 Alternative economic growth **Part B: Green Logistics and Green IT**
1 Intra and inter-corporate division of labour
2 Fundamental principles of ecologically and economically oriented production
3 Typical changes in a globalised world concerning the environment
4 Corporate environmental information systems
5 Green IT measures
6 Role of personal logistics for economising

Intended learning outcomes

Goals Part A: Environmental economics and environmental policy
- Creation of environmental- and energy-political rudiments
- Explanation of economical connections based on economical questions
- Presentation of different instruments of implementation along with practical examples Goals Part B: Green Logistics and Green IT
- Creation of logistical and information-technological rudiments
- Explanation of economic connections based on economical questions
- Presentation of different ways of implementation along with selected practical examples

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

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

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

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

Allocation of places

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Additional information

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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2014)

Module title	Abbreviation
Analytical Information Systems	12-BI-141-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 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)

a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) 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 d) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German, English
creditable for bonus

Allocation of places

Number of places: 30. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Adaptive Business Platforms 2	12-AGP2-141-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 next generation of business service platforms leads to a transformation of traditional industrial enterprises into service businesses that generate a large proportion of value in developed economies. New ICT technologies such as cloud computing, the Internet of Things and semantic technologies will contribute to the success of these businesses in a similar way as ERP contributed to the success of industrial enterprises. But we are still at the beginning of the evolution of business service platforms, which will have to become more adaptable to support special business models and allow differentiating customer service processes.
The course will discuss different case studies on services businesses. The digital transformation of the software industry into a service industry is the most prominent of these case.

Intended learning outcomes

Be aware of the growing economic importance of the service sector. Understand that services businesses in are facing a special productivity problem, which could not be adressed by the same processes applied in the manufacturing industries. Understand the new ICT technologies we have at hand today to deliver smart solutions for this problem. Be aware of the diversity of services business today where we have no evidence that a general standard can be found applicable to most subsectors similar to the standardization achieved for the manufacturing industries after twenty years of research.

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)

a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) or c) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German, English
creditable for bonus

Allocation of places

Number of places: 30. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Aspects of Business Information Systems 1			12-AWI1-141-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

This course is a dummy module, e. g. for courses in the area of business informatics taken abroad.

Intended learning outcomes

The competences depend on the individual module, which has been taken to transfer these credits to the University of Wuerzburg.

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)

a) written examination (approx. 60 minutes) or
b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) or
c) presentation (15 to 20 minutes) with written elaboration (approx. 20 pages), weighted 1:2 or
d) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or
e) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German, English
Assessment offered: in the semester in which the course is offered and in the subsequent semester
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Aspects of Business Information Systems 2			12-AWI2-141-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

This course is a dummy module, e. g. for courses in the area of business informatics taken abroad.

Intended learning outcomes

The competences depend on the individual module, which has been taken to transfer these credits to the University of Wuerzburg.

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)

a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) or c) presentation (15 to 20 minutes) with written elaboration (approx. 20 pages), weighted 1:2 or d) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or e) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Management and Leadership in Organizations	12-MFO-132-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

Part I:
The complexity of the modern work environment and the constantly changing organisational structures of companies lead to a demand for young mangers with a high diversity of expertise that are able to play their part in managing the organisational world. The lecture will provide students with an insight into the characteristics, tasks and instruments as well as the challenges of management in organisations and situations that are becoming ever more complex.

Outline of syllabus:
- Introduction -- Power in the daily management routine
- Fundamentals of management in complex organisations
- Tasks and instruments of management
- Leadership in an intercultural context
- Assurance of employability
- Conclusion -- Management of supervisors and colleagues **Part II:** Today's world of work is characterised by continuous change in a global context. Mergers, integrations and acquisitions - these are key terms in this context. The majority of change processes does not have the desired effect or even fails. This is not least due to the fact that not enough attention is paid to the complexity of these processes and to employees.
The support and integration of successful change processes is a central responsibility of managers as well as a complex and central task that requires sound preparation.

Outline of syllabus:
- Introduction - typical change scenarios
- Psychological basics and concepts
- Approaches and control in change projects
- Measures and instruments of change management
- The role of management
- Conclusion - example of application acquisitions and cases

Intended learning outcomes

Part I: Course objectives:
- Provide a widespread insight into the current status of theory and practice regarding management in complex organizations
- Introduction of essential tasks and instruments of managers and their apply to authentic cases.
- To illustrate and reflect the tensions of management in complex situations and international context Part II: Course objectives:
- Provide a widespread insight into the current status of theory and practice regarding changes
- Introduction, suitability of daily use and critical reflection of essential concepts, models and methods
- Foster the understanding for the necessity, complexity of changes as well as their constraints and barriers.

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

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

- 12-MFO-1-132: V (no information on SWS (weekly contact hours) and course language available)
- 12-MFO-2-132: 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-MFO-1-132: General Management - Key Skills for Young Professionals
- 3 ECTS, Method of grading: numerical grade
- written examination (approx. 60 minutes)
- Language of assessment: German, English

Assessment in module component 12-MFO-2-132: Managing Change
- 2 ECTS, Method of grading: numerical grade
- written examination (approx. 60 minutes)
- Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title			Abbreviation
Work Order Planning for Automated Manufacturing			12-M-AGAF-141-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 idea of integration of business information systems is primarily practiced and developed as an ERP system in terms of business application areas, their temporal overlap (data warehouse), their spatial relationship (supply network) and connection of legal tasks (eGovernment). However, linking the commercial view of incoming customer orders with the logistic or more technical view of the scheduling of production orders and the resulting consequences for the processes is a critical success factor.

Intended learning outcomes

Linking research and lectures of the Institute of Robotics and Telematics as well as the orientation of the Chair of Business Integration allows students a conceptual as well as practical insight into the challenges of this in the future essential part of the operational automation development.

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

V + 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)

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

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Finance, Accounting and Taxation

(60 ECTS credits)

Compulsory Electives I

(ECTS credits)

Module title	Abbreviation
Advanced Financial Accounting (German GAAP, IFRS)	12-M-ER-141-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

Content: This course deals with seleceted 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 impairmant 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)

Ü + 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 to 90 minutes)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Portfolio Selection and Capital Market Theory	12-M-B1a-132-m01

Module coordinator	Module offered by
holder of the Chair of Business Management, Banking and Finance	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)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title			Abbreviation
Coordination, Budgeting and Incentives in Enterprises			12-M-KOBO-132-m01
Module coordinator		**Module offered by**	
holder of the 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

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 (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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Economics of Tax Planning	12-M-SP-141-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Business Taxation	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 deals with tax effects on fundamental economic decisions. Taxes are integrated into standard models for investment decisions, financing decisions, firm valuation, divident policy and remunaration 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)

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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) or c) oral examination
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Policy of Taxation	12-M-F1-132-m01

Module coordinator	Module offered by
holder of the Chair of Public Finance	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:
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 induiced 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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2013)

Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Compulsory Electives II

(ECTS credits)

Module title			Abbreviation
Social Insurance and the Welfare State			12-M-F3-132-m01

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

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)

Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Optimal Tax Theory	12-M-F4-132-m01

Module coordinator	Module offered by
holder of the Chair of Public Finance	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 will discuss the design of an optimal tax system. First, students will learn what criteria have to be met for a tax system to be optimal. Lectures will introduce key rules for taxing commodities as well as income and capital.
Examining specific taxation issues such as eco-tax, family taxation and the taxation of international enterprises, students will then gain more in-depth insights into these rules.
Reading: Lecture notes will be provided.

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

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 in groups.

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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title			Abbreviation
Analysis of Financial Market Data			12-M-FMO-141-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:
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:
Alexander, C.: A Guide to Financial Data Analysis, Wiley.
Campbell, JY, Lo, AW, MacKinley, AC: The Econometrics of Financial Markets, Princeton University Press.
Geyer, A.: Information, Erwartung und Risiko. Aspekte der Verteilung, Abhängigkeit und Varianz von finanzwirtschaftlichen Zeitreihen, Verlag V. Florentz.
Hamilton, JD: Time Series Analysis, Princeton University Press.
Mills, T.: Econometric Modelling of Financial Time Series, Cambridge University Press.
Taylor, S.: Modelling Financial Time Series, Wiley.

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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places
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Additional information
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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Microeconometrics			12-M-MIK-141-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 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 micoreconometric 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)

Ü + 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)

a) written examination (60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information
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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Econometrics 1	12-M-OE1-141-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 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)

a) written examination (60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Econometrics 2			12-M-OE2-141-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 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, heteroskedastiticy and autocorrelation.
Linear algebra is used as formal aid.

Outline of syllabus:
1. Specification analysis
2. Multicollinearity
3. Heteroskedastiticy
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 (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)

a) written examination (60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle

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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Econometrics 3			12-M-OE3-141-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 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)

a) written examination (60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Financial Statement Analysis and Business Valuation	12-M-UA-141-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

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
3. Cash accounting, accural accounting and discounted cash flow valuation: pricing book values
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:
Penman, Stephen H.: Financial Statement Analysis and Security Valuation (most recent edition).

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 to 90 minutes)

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Advanced Auditing	12-M-WPF-141-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

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:
Marten, K.-U. / Quick, R. / Ruhnke, K.: Wirtschaftsprüfung, Stuttgart (most recent edition).
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 to 90 minutes)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Agency Theory	12-M-B1b-132-m01

Module coordinator	Module offered by
holder of the Chair of Business Management, Banking and Finance	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)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title			Abbreviation
Financial Markets: Institutions and Regulation			12-M-B3-132-m01
Module coordinator		**Module offered by**	
holder of the Chair of Business Management, Banking and Finance		Faculty of Business Management and Economics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
10	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	graduate	--	

Contents

Content:
This course deals with the fundamentals of the organisation and functioning of the German commerical 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 commerical banking system
2. Aims and restrictions of operating decisions
3. Equity and balance sheet analysis of commerial banks
4. Financial innovations

Reading:
Hartmann-Wendels, Pfingsten, Weber: Bankbetriebslehre, Berlin [etc.], Springer, 2007, 4th revised ed.
Hull: Riskmanagement and Financial Institutions, Boston, Mass. ; Munich [etc.], Pearson, 2010, 2nd ed., internat. ed.

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 commerical 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. 120 minutes)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title			Abbreviation
Case Studies on Business Taxation			12-M-FER-141-m01
Module coordinator		**Module offered by**	
holder of the Chair of Business Management and Business Taxation		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 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 knowlegde of the German tax law. They are enabled to solve complex tax problems on their own.

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. 120 minutes)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2014)

Module title	Abbreviation
International Taxation	12-M-IB-141-m01

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

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)

a) written examination (approx. 60 minutes) or
b) term paper (approx. 15 pages) and presentation of term paper (approx. 20 minutes), weighted 3:2
Language of assessment: German, English
Assessment offered: every fourth semester
creditable for bonus

Allocation of places

Number of places: 12. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Management (2014)

Module title			Abbreviation
Tax-Optimized Business Organization			12-M-RFW-141-m01
Module coordinator			**Module offered by**
holder of the Chair of Business Management and Business Taxation			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 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)

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)

a) written examination (approx. 60 minutes) or
b) term paper (approx. 15 pages) and presentation of term paper (approx. 20 minutes), weighted 3:2
Language of assessment: German, English
Assessment offered: every fourth semester
creditable for bonus

Allocation of places

Number of places: 12. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Management (2014)

Module title	Abbreviation
Labor Market Economics	12-M-OEA-132-m01

Module coordinator	Module offered by
holder of the Chair of Economic Order and Social Policy	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:
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:
BORJAS, G. J. (2010): Labor Economics. 5th ed., Boston etc.
EHRENBERG, R.G./SMITH, R.S. (1996): Modern Labor Economics, 6th ed., Addison-Wesley, Amsterdam.
FRANZ, W. (2009): Arbeitsmarktökonomik. 7th ed., Berlin etc.
JAHN, E. J./ WAGNER, T. (2004): Neue Arbeitsmarkttheorien, 2nd ed., Lucius & Lucius, Stuttgart.
LANDMANN, O./ JERGER, J. (1999): Beschäftigungstheorie, 1st ed., Springer, Berlin.
LAYARD, R. / NICKELL, S. / JACKMAN, R. (2005): Unemployment; Marcroeconomic Performance and the Labour Market, 2nd ed., Oxford University Press Inc., New York.

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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in
Master's degree (1 major) Media Communication (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title			Abbreviation
Instruments of Strategic Controlling			12-M-INST-141-m01
Module coordinator		**Module offered by**	
holder of the 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 obtaining knowledge about the strengths and weaknesses and therewith fields of application and limits of prevalent instruments of strategic corporate management used by practitioners.

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

V + 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, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Project Management and Controlling	12-M-PROM-132-m01

Module coordinator	Module offered by
holder of the 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 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 therewith fields of application and limits of commonly used instruments and methods of practitioners. Competences within the configuration and development of the project management and -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)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Accounting and Capital Markets	12-M-REKA-132-m01

Module coordinator	Module offered by
holder of the 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 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 covered. For example, changes in valuation standards, publicity rules or regulations about the distribution of profits in enterprises and on capital markets are considered.

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

V + 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, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title			Abbreviation
Tax Accounting			12-M-STB-141-m01
Module coordinator			**Module offered by**
holder of the Chair of Business Management and Business Taxation			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 module introduces the various methods of income recognition in the German Income Tax Code (*Einkommensteuergesetz*, EStG). It discusses the main reporting and valuation provisions as well as the specific problems and techniques of income calculation for partnerships.

Intended learning outcomes

Students have in-depth knowledge of tax accounting of companies and are able to solve moderate to complex problems of tax accounting in particular of sole proprietorships and partnerships using legal source.

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

V + 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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) or c) oral examination of one candidate each (approx. 20 minutes)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Advanced VAT	12-M-UF-141-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Business Taxation	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 provides students with more in-depth insights into complex national issues (e. g. holding structures) and international constellations with respect to other EU member states as well as non-EU states from a VAT point of view. The relevant rulings of the German Federal Fiscal Court as well as the ECJ are also discussed.

Intended learning outcomes

Students acquire deeper knowledge and understanding of German VAT law as well as basic skills in VAT on EU and international levels. The students ate able to
analyze and solve complex facts of a case from a German VAT point of view as well as to regonize problems arising from international constellations. They are anable to determine the VAT-treatment using German VAT law und the Europen VAT directive. The students are able to identify and make use of simplification rules (intra-Community triangulation simplification) as well as to proactively shape the facts of a case to create a favorable VAT treatment. They are able to read critically and judge primary tax literature.

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

V + 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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) or c) oral examination
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)

Module title	Abbreviation
Selected Topics in Analytical Tax Research	12-M-TBS-141-m01

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

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

Intended learning outcomes

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

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

V + 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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) or c) oral examination
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Option Pricing Theory	12-M-B2-141-m01

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

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

Content:
The module deals with the nature of stock options using the Black Scholes and Binominial 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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) or c) oral examination
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)

Module title			Abbreviation
Project Seminar: Management of Sustainability			12-M-BCS-141-m01
Module coordinator		**Module offered by**	
holder of the Chair of Entrepreneurship and Strategy		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 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)

a) written examination (approx. 60 minutes) or
b) written elaboration (approx. 15 to 20 pages)
Language of assessment: German, English
Assessment offered: once a year, winter semester

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Human Resources and Labour Relations

(60 ECTS credits)

Compulsory Courses

(30 ECTS credits)

Module title	Abbreviation
Theory of Social Policy	12-M-TSP-132-m01

Module coordinator	Module offered by
holder of the Chair of Economic Order and Social Policy	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 "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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Labor Market Economics	12-M-OEA-132-m01

Module coordinator	Module offered by
holder of the Chair of Economic Order and Social Policy	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:
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:
BORJAS, G. J. (2010): Labor Economics. 5th ed., Boston etc.
EHRENBERG, R.G./SMITH, R.S. (1996): Modern Labor Economics, 6th ed., Addison-Wesley, Amsterdam.
FRANZ, W. (2009): Arbeitsmarktökonomik. 7th ed., Berlin etc.
JAHN, E. J./ WAGNER, T. (2004): Neue Arbeitsmarkttheorien, 2nd ed., Lucius & Lucius, Stuttgart.
LANDMANN, O./ JERGER, J. (1999): Beschäftigungstheorie, 1st ed., Springer, Berlin.
LAYARD, R. / NICKELL, S. / JACKMAN, R. (2005): Unemployment; Marcroeconomic Performance and the Labour Market, 2nd ed., Oxford University Press Inc., New York.

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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in
Master's degree (1 major) Media Communication (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Econometrics 1	12-M-OE1-141-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 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)

a) written examination (60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Incentives in Organizations	12-M-AO-132-m01

Module coordinator	Module offered by
holder of the Chair for 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 "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 scientifc 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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title			Abbreviation
Human Resource Management and Industrial Relations			12-M-HRM-132-m01
Module coordinator		**Module offered by**	
holder of the Chair for 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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

Business Management Master's, Economics Master's, Business Information Systems Master's, Mathematics for Economics Master's, Chinese and Economics Master's and China Business und 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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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Strategic Management of Innovation and International Business	12-M-MWT-141-m01

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

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)

a) written elaboration (approx. 15 to 20 pages) or b) presentation (approx. 15 minutes) or c) written examination (approx. 60 minutes)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)

Master's degree (1 major) Economics (2014)

Compulsory Electives

(30 ECTS credits)

Module title	Abbreviation
Employment Law	02-J6-121-m01

Module coordinator	Module offered by
holder of the Chair of Civil Law, Employment and Labour Law and Civil Procedure	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 + 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)

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

Students of the degree programme Rechtswissenschaften (Law) with the degree Erste Juristische Staatsprüfung (first state examination in law) and students of the Bachelor's degree programme Öffentliches Recht (Public Law) (minor with 60 ECTS credits): no restrictions. Students of other degree programmes: 30 places. Places will be allocated as follows: Students applying after not having successfully completed assessment in the past two semesters will be given preferential consideration. The remaining places will be allocated by lot. A waiting list will be maintained and places re-allocated by lot as they become available. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure.

Additional information

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Workload

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Teaching cycle

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

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Module appears in

Bachelor' degree (1 major) Computer Science (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Work and Information	12-ITA-141-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

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

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

a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) or c) oral examination (one candidate each: approx. 15 to 20 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or d) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Multinational Enterprises			12-M-MNE-141-m01
Module coordinator		**Module offered by**	
holder of the Chair of Public Finance		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 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)

a) written examination (approx. 120 minutes) or b) oral examination (approx. 15 minutes)
Language of assessment: German, English

Allocation of places

Business Management Master's, Economics Master's, Business Information Systems Master's, Mathematics for Economics Master's, Chinese and Economics Master's and China Business und Economics Master's: no restrictions. Applied Human Geography Master's: 10 places. Places will be allocated by lot.

Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Advanced Microeconomics	12-M-AM-141-m01

Module coordinator	Module offered by
holder of the Chair for Economics, Contract Theory and Information 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

This course deals with essential microeconomic methods and problems at an advanced level (e. g. Mas-Colell, Whinston, Green: Micoreconomic 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)

a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 to 20 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)

Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Common European Labor Market	12-M-EW-132-m01

Module coordinator	Module offered by
holder of the Chair of Economic Order and Social Policy	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 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:
BALDWIN, R./WYPLOSZ, CH. (2009): The Economics of European Integration, 3rd ed., McGraw-Hill, London.
KRUGMAN, P.R./OBSTFELD, M. (2009): Internationale Wirtschaft, 8th ed., Pearson Studium, Munich.
PELKMANS, J. (2007): European Integration -- Methods and Economic Analysis, Prentice Hall, 3rd ed., Harlow.
RIBHEGGE, H. (2007): Europäische Wirtschafts- und Sozialpolitik, Springer-Verlag, Heidelberg.
ROOS, M. (2003): Internationale Integration und die Neue Ökonomische Geographie. *Perspektiven der Wirtschaftspolitik*, 4 (1), p. 107-121.
VAUBEL, R./SCHUSTER, R. (1996): Europäische Strukturpolitik. *R. Ohr (Ed.), Europäische Integration*, Kohlhammer, Stuttgart.

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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

Business Management Master's, Economics Master's, Business Information Systems Master's, Mathematics for Economics Master's, Chinese and Economics Master's and China Business und 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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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Management (2013) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014) Master's degree (1 major) Economics (2013)

Module title			Abbreviation
Social Insurance and the Welfare State			12-M-F3-132-m01
Module coordinator		**Module offered by**	
holder of the Chair of Public Finance		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 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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)

Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title			Abbreviation
Microeconometrics			12-M-MIK-141-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 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 micoreconometric 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)

Ü + 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)

a) written examination (60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information
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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Strategic Marketing			12-M-SM-141-m01

Module coordinator	Module offered by
holder of the Chair of Business Administration and Marketing	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:
Barnard, CI (1938): The Functions of the Executive, Harvard University Press, Cambridge, Massachusetts.
Eschenbach, R.; Eschenbach, S.; Kunesch, H. (2008): Strategische Konzepte: Management-Ansätze von Ansoff bis Ulrich, 5th ed., Schäffer-Poeschel Stuttgart.
Freeman, RE (2010): Strategic Management: A Stakeholder Approach, Cambridge University Press.
Grant, R. M.; Nippa, M. (2006): Strategisches Management: Analyse, Entwicklung und Implementierung von Unternehmensstrategien, 5th ed., Pearson Munich.
Hinterhuber, H. H. (2011): Strategische Unternehmensführung -- I. Strategisches Denken, 8th ed., Erich Schmidt Verlag, Berlin.
Hungenberg, H. (2012): Strategisches Management in Unternehmen: Ziele -- Prozesse -- Verfahren, 7th ed., Gabler, Wiesbaden.
Johnson, G.; Scholes, K.; Whittington, R. (2009): Fundamentals of Strategy, 1st ed., Financial Times and Prentice Hall Harlow.
Kotler, P.; Berger, R.; Bickhoff, N. (2010): The Quintessence of Strategic Management, Springer, Heidelberg.
Laasch, O.; Conaway RN (2014): The Principles of Responsible Management: Global Sustainability, Responsibility, and Ethics, Cengage Stamford.
Meffert, H.; Burmannn, C.; Kirchgeorg, M. (2012): Marketing -- Grundlagen marktorientierter Unternehmensführung, 11th ed., Gabler, Wiesbaden.
Meyer, M. (1995): Ökonomische Organisation der Industrie: Netzwerkarrangements zwischen Markt und Unternehmung, Gabler, Wiesbaden.
Müller-Stewens, G.; Lechner, C. (2011): Strategisches Management -- Wie strategische Initiativen zum Wandel führen, 4th ed., Schäffer-Poeschel Stuttgart.
Porter, M. (1999): Wettbewerb und Strategie, Econ Munich. (Original: Porter, M.: On Competition, Boston, 1998.)
Porter, M. (2014): Wettbewerbsvorteile -- Spitzenleistungen erreichen und behaupten, 8th ed., Campus Frankfurt / New York. (Original: Porter, M.: Competitive Advantage, New York, 1985)

Porter, M. (2013): Wettbewerbsstrategie -- Methoden zur Analyse von Branchen und Konkurrenten, 12th ed., Campus, Frankfurt / New York. (Original: Porter, M.: Competitive Strategy, New York, 1980)
Welge, M. K.; Al-Laham, A. (2012): Strategisches Management: Grundlagen -- Prozesse -- Implementierung, 6th ed., Springer Wiesbaden.

Intended learning outcomes

The students have a deeper understanding of the sustainable corporate management and have the basics of the competitive process and competitive dynamics available. In addition, they can use the acquired knowledge, while taking into account the conventional problems of the strategic and sustainable management, to solve business case studys 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)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Empirical HR Research with Stata	12-M-EPF-141-m01

Module coordinator	Module offered by
holder of the Chair for 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 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 programmes 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 (approx. 10 pages)
Language of assessment: German, English
Assessment offered: once a year, summer semester

Allocation of places

Number of places: 12. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Empirical Research in Entrepreneurship and Management			12-M-EGF-141-m01

Module coordinator	Module offered by
holder of the Chair of Entrepreneurship and Strategy	Faculty of Business Management and Economics

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

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)

S + 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) with presentation (approx. 45 minutes), weighted 2:1
Language of assessment: German, English
Assessment offered: once a year, summer semester
creditable for bonus

Allocation of places

Number of places: 30. 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. Places on all courses of the module component with a restric-

ted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.
Additional information
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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Management of Corporate Sustainability	12-M-NUF-141-m01

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

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Coordination, Budgeting and Incentives in Enterprises			12-M-KOBO-132-m01
Module coordinator		**Module offered by**	
holder of the 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

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 (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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Management and Leadership in Organizations	12-MFO-132-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

Part I:
The complexity of the modern work environment and the constantly changing organisational structures of companies lead to a demand for young mangers with a high diversity of expertise that are able to play their part in managing the organisational world. The lecture will provide students with an insight into the characteristics, tasks and instruments as well as the challenges of management in organisations and situations that are becoming ever more complex.

Outline of syllabus:
- Introduction -- Power in the daily management routine
- Fundamentals of management in complex organisations
- Tasks and instruments of management
- Leadership in an intercultural context
- Assurance of employability
- Conclusion -- Management of supervisors and colleagues **Part II:** Today's world of work is characterised by continuous change in a global context. Mergers, integrations and acquisitions - these are key terms in this context. The majority of change processes does not have the desired effect or even fails. This is not least due to the fact that not enough attention is paid to the complexity of these processes and to employees.
The support and integration of successful change processes is a central responsibility of managers as well as a complex and central task that requires sound preparation.

Outline of syllabus:
- Introduction - typical change scenarios
- Psychological basics and concepts
- Approaches and control in change projects
- Measures and instruments of change management
- The role of management
- Conclusion - example of application acquisitions and cases

Intended learning outcomes

Part I: Course objectives:
- Provide a widespread insight into the current status of theory and practice regarding management in complex organizations
- Introduction of essential tasks and instruments of managers and their apply to authentic cases.
- To illustrate and reflect the tensions of management in complex situations and international context Part II: Course objectives:
- Provide a widespread insight into the current status of theory and practice regarding changes
- Introduction, suitability of daily use and critical reflection of essential concepts, models and methods
- Foster the understanding for the necessity, complexity of changes as well as their constraints and barriers.

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

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

- 12-MFO-1-132: V (no information on SWS (weekly contact hours) and course language available)
- 12-MFO-2-132: 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-MFO-1-132: General Management - Key Skills for Young Professionals
- 3 ECTS, Method of grading: numerical grade
- written examination (approx. 60 minutes)
- Language of assessment: German, English

Assessment in module component 12-MFO-2-132: Managing Change
- 2 ECTS, Method of grading: numerical grade
- written examination (approx. 60 minutes)
- Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Risk Management

(60 ECTS credits)

Compulsory Electives I

(25 ECTS credits)

Module title	Abbreviation
Stochastic Models for Risk Assessment	12-RM-RW-102-m01

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

Etymological background of the risk concept Definitions of risk Basic concepts and terminology of stochastic risk modelling: risk phenomenon, risk object, risk variable, risk source, risk factor, risk cause, direct peril, indirect peril, loss under risk, profit under risk, loss variable, profit variable, risk distribution, risk indicator, risk parameter Classification of business risks Risk policy, risk management Risk analysis: risk identification, risk description, risk exploration, risk-relevant measurements, risk evaluation, risk assessment, risk modelling Risk management: risk minimisation, risk protection, risk avoidance, risk mitigation, bearing of risk, risk prevention Risk control, risk monitoring Norms and standards of risk management: ISO 31000, ONR 49000 -- 49004, IEC/ISO 31010, COSO II, AIRMIC, IRM, ALARM FMEA (Failure Mode and Effect Analysis) as a tool of risk analysis and risk assessment: historical and thematic background, methodology, discussion of the FMEA assessment methodology Risk matrix, risk diagram Score diagram Stochastic risk parameters and risk measures as distribution parameters Probability distributions: Gaussian, Laplace, Student's t, extreme value, logistic, exponential, Weibull, gamma, negative Gaussian, Burr, hyperbolic, generalised hyperbolic Elementary stochastic risk measures: variance, standard deviation, signal-to-noise ratio, coefficient of variation, Sharpe ratio, nonconformance probability, expected shortfall, shortfall probability, risk parameters under reference values, Stone family Value at Risk and Conditional Value at Risk: definition, formal representations, values under special probability distributions Axioms of risk measures: distribution invariance, subadditivity, superadditivity, additivity, comonotonous additivity, nonnegative homogeneity, translation invariance, convexity, continuity, coherence

Intended learning outcomes

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

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

V + 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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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Information Systems (2011) Master's degree (1 major) Business Information Systems (2013) Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2013) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Business Management (2011) Master's degree (1 major) Business Management (2010)

Module title			Abbreviation
Econometrics 1			12-M-OE1-141-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 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)

a) written examination (60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Economic Principles of Risk Management	12-Risk-141-m01

Module coordinator	Module offered by
holder of the Chair for Economics, Contract Theory and Information 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

Rational decisions under uncertainty

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

Intended learning outcomes

After completing the course students are able to

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

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

V + 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, English
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2014)

Module title	Abbreviation
Risk Management - Compliance and Financial Reporting	12-M-RM1-141-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

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 (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-RM1-1-141: V (no information on SWS (weekly contact hours) and course language available)
- 12-RM1-2-141: 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-M-RM1-1-141: Legal Foundations of Risk Management and Compliance

- 2 ECTS, Method of grading: numerical grade
- a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages)
- Language of assessment: German, English
- creditable for bonus

Assessment in module component 12-RM1-2-141: Financial Reporting and Risk Management
- 3 ECTS, Method of grading: numerical grade
- a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages)
- Language of assessment: German, English
- creditable for bonus

Allocation of places

Number of places: 30. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)

Module title			Abbreviation
Information Processing within Organizations			12-IV-141-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 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)

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

Allocation of places

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Additional information

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Workload

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Teaching cycle

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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Risk Management - Concepts and Systems	12-RM-KS-141-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-1-141: V (no information on SWS (weekly contact hours) and course language available)
- 12-RM-KS-2-141: 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-1-141: Risk Management Concepts

- 3 ECTS, Method of grading: numerical grade
- a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) 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 d) entirely or partly computerised written examination (approx. 60 minutes)
- Language of assessment: German, English
- creditable for bonus

Assessment in module component 12-RM-KS-2-141: Risk Management

- 2 ECTS, Method of grading: numerical grade
- a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) 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 d) entirely or partly computerised written examination (approx. 60 minutes)
- Language of assessment: German, English

- creditable for bonus

Allocation of places

Number of places: 25, thereof 15 places for Master's students of Business Management with specialization Risk Management, if the number of applications exceeds the number of available places. Proof of the specialization has to given. (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) Places 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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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)

Module title	Abbreviation
Financial Accounting and Auditing 1 - Financial Statements (German GAAP, IFRS)	12-Wipr1-F-141-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	undergraduate	--

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.
Coenenberg, A.G.: Jahresabschluss und Jahresabschlussanalyse, Stuttgart. Heuser, P.J./Dörschell, A.: IFRS Handbuch, Cologne 2012. Most recent editions.

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 (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)
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2014)

Compulsory Electives II

(25 ECTS credits)

Module title			Abbreviation
Stochastic Models for Risk Analysis			12-RM-RA-102-m01
Module coordinator		**Module offered by**	
Dean of the Faculty of Business Management and 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

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

Ü + 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

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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Workload

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Teaching cycle

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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Information Systems (2011)
Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Business Management (2011)

Module title	Abbreviation
Econometrics 2	12-M-OE2-141-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 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, heteroskedastiticy and autocorrelation.
Linear algebra is used as formal aid.

Outline of syllabus:
1. Specification analysis
2. Multicollinearity
3. Heteroskedastiticy
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 (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)

a) written examination (60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle

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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Analysis of Financial Market Data	12-M-FMO-141-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:
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:
Alexander, C.: A Guide to Financial Data Analysis, Wiley.
Campbell, JY, Lo, AW, MacKinley, AC: The Econometrics of Financial Markets, Princeton University Press.
Geyer, A.: Information, Erwartung und Risiko. Aspekte der Verteilung, Abhängigkeit und Varianz von finanzwirtschaftlichen Zeitreihen, Verlag V. Florentz.
Hamilton, JD: Time Series Analysis, Princeton University Press.
Mills, T.: Econometric Modelling of Financial Time Series, Cambridge University Press.
Taylor, S.: Modelling Financial Time Series, Wiley.

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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places
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Additional information
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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Financial Statement Analysis and Business Valuation	12-M-UA-141-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

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
3. Cash accounting, accural accounting and discounted cash flow valuation: pricing book values
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:
Penman, Stephen H.: Financial Statement Analysis and Security Valuation (most recent edition).

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 to 90 minutes)

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Portfolio Selection and Capital Market Theory	12-M-B1a-132-m01

Module coordinator	Module offered by
holder of the Chair of Business Management, Banking and Finance	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)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title			Abbreviation
Financial Markets: Institutions and Regulation			12-M-B3-132-m01
Module coordinator		**Module offered by**	
holder of the Chair of Business Management, Banking and Finance		Faculty of Business Management and Economics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
10	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	graduate	--	

Contents

Content:
This course deals with the fundamentals of the organisation and functioning of the German commerical 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 commerical banking system
2. Aims and restrictions of operating decisions
3. Equity and balance sheet analysis of commerial banks
4. Financial innovations

Reading:
Hartmann-Wendels, Pfingsten, Weber: Bankbetriebslehre, Berlin [etc.], Springer, 2007, 4th revised ed.
Hull: Riskmanagement and Financial Institutions, Boston, Mass. ; Munich [etc.], Pearson, 2010, 2nd ed., internat. ed.

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 commerical 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. 120 minutes)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Analytical Information Systems	12-BI-141-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 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)

a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) 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 d) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German, English
creditable for bonus

Allocation of places

Number of places: 30. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Incentives in Organizations			12-M-AO-132-m01
Module coordinator			**Module offered by**
holder of the Chair for 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 "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 scientifc 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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Agency Theory	12-M-B1b-132-m01

Module coordinator	Module offered by
holder of the Chair of Business Management, Banking and Finance	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)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title			Abbreviation
Management of Corporate Sustainability			12-M-NUF-141-m01

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

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Instruments of Strategic Controlling			12-M-INST-141-m01
Module coordinator		**Module offered by**	
holder of the 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 obtaining knowledge about the strengths and weaknesses and therewith fields of application and limits of prevalent instruments of strategic corporate management used by practitioners.

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

V + 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, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Accounting and Capital Markets	12-M-REKA-132-m01

Module coordinator	Module offered by
holder of the 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 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 covered. For example, changes in valuation standards, publicity rules or regulations about the distribution of profits in enterprises and on capital markets are considered.

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

V + 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, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title			Abbreviation
Project Seminar: Management of Sustainability			12-M-BCS-141-m01
Module coordinator		**Module offered by**	
holder of the Chair of Entrepreneurship and Strategy		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 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)

a) written examination (approx. 60 minutes) or
b) written elaboration (approx. 15 to 20 pages)
Language of assessment: German, English
Assessment offered: once a year, winter semester

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Strategic Management

(60 ECTS credits)

Compulsory Courses

(25 ECTS credits)

Module title			Abbreviation
International Marketing			12-M-IMM-141-m01
Module coordinator		**Module offered by**	
holder of the Chair of Business Administration and Marketing		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:
Meffert, H. / Burmann C. / Becker, C.: Internationales Marketing-Management, Stuttgart etc. (most recent edition).
Berndt, R. / Fantapié-Altobelli C. / Sander M.: Internationales Marketing-Management, Berlin etc. (most recent edition).

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)
Language of assessment: German, English

Allocation of places

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Additional information
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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Strategic Marketing			12-M-SM-141-m01

Module coordinator	Module offered by
holder of the Chair of Business Administration and Marketing	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:
Barnard, CI (1938): The Functions of the Executive, Harvard University Press, Cambridge, Massachusetts.
Eschenbach, R.; Eschenbach, S.; Kunesch, H. (2008): Strategische Konzepte: Management-Ansätze von Ansoff bis Ulrich, 5th ed., Schäffer-Poeschel Stuttgart.
Freeman, RE (2010): Strategic Management: A Stakeholder Approach, Cambridge University Press.
Grant, R. M.; Nippa, M. (2006): Strategisches Management: Analyse, Entwicklung und Implementierung von Unternehmensstrategien, 5th ed., Pearson Munich.
Hinterhuber, H. H. (2011): Strategische Unternehmensführung -- I. Strategisches Denken, 8th ed., Erich Schmidt Verlag, Berlin.
Hungenberg, H. (2012): Strategisches Management in Unternehmen: Ziele -- Prozesse -- Verfahren, 7th ed., Gabler, Wiesbaden.
Johnson, G.; Scholes, K.; Whittington, R. (2009): Fundamentals of Strategy, 1st ed., Financial Times and Prentice Hall Harlow.
Kotler, P.; Berger, R.; Bickhoff, N. (2010): The Quintessence of Strategic Management, Springer, Heidelberg.
Laasch, O.; Conaway RN (2014): The Principles of Responsible Management: Global Sustainability, Responsibility, and Ethics, Cengage Stamford.
Meffert, H.; Burmannn, C.; Kirchgeorg, M. (2012): Marketing -- Grundlagen marktorientierter Unternehmensführung, 11th ed., Gabler, Wiesbaden.
Meyer, M. (1995): Ökonomische Organisation der Industrie: Netzwerkarrangements zwischen Markt und Unternehmung, Gabler, Wiesbaden.
Müller-Stewens, G.; Lechner, C. (2011): Strategisches Management -- Wie strategische Initiativen zum Wandel führen, 4th ed., Schäffer-Poeschel Stuttgart.
Porter, M. (1999): Wettbewerb und Strategie, Econ Munich. (Original: Porter, M.: On Competition, Boston, 1998.)
Porter, M. (2014): Wettbewerbsvorteile -- Spitzenleistungen erreichen und behaupten, 8th ed., Campus Frankfurt / New York. (Original: Porter, M.: Competitive Advantage, New York, 1985)

Porter, M. (2013): Wettbewerbsstrategie -- Methoden zur Analyse von Branchen und Konkurrenten, 12th ed., Campus, Frankfurt / New York. (Original: Porter, M.: Competitive Strategy, New York, 1980)
Welge, M. K.; Al-Laham, A. (2012): Strategisches Management: Grundlagen -- Prozesse -- Implementierung, 6th ed., Springer Wiesbaden.

Intended learning outcomes

The students have a deeper understanding of the sustainable corporate management and have the basics of the competitive process and competitive dynamics available. In addition, they can use the acquired knowledge, while taking into account the conventional problems of the strategic and sustainable management, to solve business case studys 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)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Management of Corporate Sustainability	12-M-NUF-141-m01

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

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Strategic Management of Innovation and International Business	12-M-MWT-141-m01

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

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)

a) written elaboration (approx. 15 to 20 pages) or b) presentation (approx. 15 minutes) or c) written examination (approx. 60 minutes)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)

Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Instruments of Strategic Controlling			12-M-INST-141-m01
Module coordinator		**Module offered by**	
holder of the 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 obtaining knowledge about the strengths and weaknesses and therewith fields of application and limits of prevalent instruments of strategic corporate management used by practitioners.

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

V + 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, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Compulsory Electives

(35 ECTS credits)

Module title	Abbreviation
Theory of Industrial Organization 1	12-M-TI1-141-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

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)

a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 to 20 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Multinational Enterprises			12-M-MNE-141-m01
Module coordinator		**Module offered by**	
holder of the Chair of Public Finance		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 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)

a) written examination (approx. 120 minutes) or b) oral examination (approx. 15 minutes)
Language of assessment: German, English

Allocation of places

Business Management Master's, Economics Master's, Business Information Systems Master's, Mathematics for Economics Master's, Chinese and Economics Master's and China Business und Economics Master's: no restrictions. Applied Human Geography Master's: 10 places. Places will be allocated by lot.

Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Theory of Industrial Organization 2			12-M-TI2-141-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 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)

a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 to 20 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2014)

Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Strategic Networks in Industry			12-M-MS-141-m01
Module coordinator		**Module offered by**	
holder of the Chair of Business Administration and Marketing		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 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 aquire 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)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Brand Management & Market Research	12-M-MM-141-m01

Module coordinator	Module offered by
holder of the Chair of Business Administration and Marketing	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:
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 pracital implications and examples. Provided by cases studies and market research tools, it's the defined goal of this lecture to convey an in-depth knowledge for consumer behavior and sustainable brand management.

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

V + 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, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)

Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Strategic Supply Management	12-M-SBM-141-m01

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

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

Intended learning outcomes

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

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

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)

a) written examination (approx. 40 to 60 minutes) or b) presentation (approx. 20 minutes) with written elaboration (approx. 15 to 20 pages), weighted 1:1 or c) written elaboration (approx. 30 to 40 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

Number of places: 20. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Economics of Tax Planning	12-M-SP-141-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Business Taxation	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 deals with tax effects on fundamental economic decisions. Taxes are integrated into standard models for investment decisions, financing decisions, firm valuation, divident policy and remunaration 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)

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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) or c) oral examination
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Analytical Information Systems	12-BI-141-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 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)

a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) 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 d) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German, English
creditable for bonus

Allocation of places

Number of places: 30. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Risk Management - Concepts and Systems	12-RM-KS-141-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-1-141: V (no information on SWS (weekly contact hours) and course language available)
- 12-RM-KS-2-141: 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-1-141: Risk Management Concepts

- 3 ECTS, Method of grading: numerical grade
- a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) 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 d) entirely or partly computerised written examination (approx. 60 minutes)
- Language of assessment: German, English
- creditable for bonus

Assessment in module component 12-RM-KS-2-141: Risk Management

- 2 ECTS, Method of grading: numerical grade
- a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) 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 d) entirely or partly computerised written examination (approx. 60 minutes)
- Language of assessment: German, English

- creditable for bonus

Allocation of places

Number of places: 25, thereof 15 places for Master's students of Business Management with specialization Risk Management, if the number of applications exceeds the number of available places. Proof of the specialization has to given. (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) Places 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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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)

Module title	Abbreviation
Management Methods	12-MM-141-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 "Mangementmethoden", 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)

a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) or c) presentation (15 to 20 minutes) with written elaboration (approx. 20 pages), weighted 1:2 or d) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or e) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German, English

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) Places 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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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Management (2014)

Module title	Abbreviation
Incentives in Organizations	12-M-AO-132-m01

Module coordinator	Module offered by
holder of the Chair for 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 "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 scientifc 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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Empirical Research in Entrepreneurship and Management	12-M-EGF-141-m01

Module coordinator	Module offered by
holder of the Chair of Entrepreneurship and Strategy	Faculty of Business Management and Economics

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

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)

S + 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) with presentation (approx. 45 minutes), weighted 2:1
Language of assessment: German, English
Assessment offered: once a year, summer semester
creditable for bonus

Allocation of places

Number of places: 30. 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. Places on all courses of the module component with a restric-

ted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.
Additional information
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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Project Seminar: Entrepreneurship, Innovation, Management	12-M-LUP-141-m01

Module coordinator	Module offered by
holder of the Chair of Entrepreneurship and Strategy	Faculty of Business Management and Economics

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

This module 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 to be prepared in groups (approx. 40 pages) and presentation (one candidate each: approx. 10 to 15 minutes, groups of 2: approx. 20 to 25 minutes, groups of 3: approx. 25 to 35 minutes), weighted 2:1
Language of assessment: German, English
Assessment offered: every fourth semester
creditable for bonus

Allocation of places

Number of places: 20. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Project Management and Controlling	12-M-PROM-132-m01

Module coordinator	Module offered by
holder of the 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 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 therewith fields of application and limits of commonly used instruments and methods of practitioners. Competences within the configuration and development of the project management and -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)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title	Abbreviation
IT-Management	12-M-ITM-141-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 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:
- Hofmann/Schmidt: Masterkurs IT-Management, Wiesbaden.
- 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)

a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) or c) oral examination (one candidate each: approx. 15 to 20 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or d) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2011) Master's degree (1 major) Economics (2010) Master's degree (1 major) Economics (2014) Master's degree (1 major) Economics (2013)

Module title			Abbreviation
E-Business Strategies			12-M-IBS-141-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)

a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) 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 d) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German, English
creditable for bonus

Allocation of places

Number of places: 30. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Economic Geography			12-M-EG-141-m01
Module coordinator		**Module offered by**	
holder of the Chair of 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 covers the determinants of economic activity in space: basics of urban and regional economics; the origins of the new economic geography and model tools involving mobile labour and mobile capital; applications to trade, tax and regional policy issues are examined and the empirics of agglomeration and trade are discussed.

Outline of syllabus:
1. Introduction
2. Economic activity in space: basics
3. From the new trade theory to the new economic geography
4. The core-periphery model and beyond
5. The footloose-capital model and applications
6. Housing, welfare and regional policy
7. The empirics of agglomeration and trade
8. Policy issues
9. Where to go from here?

Reading:
The course uses a combination of textbooks and journal articles. The main textbooks used are:
Brakman, W., H. Garretsen and Ch. van Marrewijk, 2009, The New Introduction to Geographical Economics, Cambridge University Press.
Baldwin, R., R. Forslid, P. Martin, G. Ottaviano and F. Robert-Nicoud, 2003, Economic Geography and Public Policy, Princeton.
Combes, P.P, Th. Mayer and J.F. Thisse, 2008, Economic Geography. The Integration of Regions and Nations, Princeton University Press.
Fujita, M., P.R. Krugman and A.J. Venables, 1999, The Spatial Economy, MIT Press.
Krugman, P.R., 1991, Geography and Trade, MIT Press.

Intended learning outcomes

Students acquire a knowledge of the forces which determine the allocation of economic activity in space and they learn to apply fundamental models of agglomeration to understand and analyze policy issues involving trade, taxation and regional policy questions both analytically and in an economic intuitive way.

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)

a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Project Seminar: Management of Sustainability			12-M-BCS-141-m01
Module coordinator		**Module offered by**	
holder of the Chair of Entrepreneurship and Strategy		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 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)

a) written examination (approx. 60 minutes) or
b) written elaboration (approx. 15 to 20 pages)
Language of assessment: German, English
Assessment offered: once a year, winter semester

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Project Seminar: Entrepreneurship and Management			12-M-SB8-141-m01
Module coordinator		**Module offered by**	
holder of the Chair of Entrepreneurship and Strategy		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 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)

presentation (approx. 20 to 30 minutes)
Language of assessment: German, English
Assessment offered: in the semester in which the course is offered and in the subsequent semester

Allocation of places

Number of places: 15. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title	Abbreviation
International Trade and the Multinational Firm	12-M-ITMF-141-m01

Module coordinator	Module offered by
holder of the Chair of 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 starts out with theories of international trade based on comparative advantage (Ricardo and Heckscher-Ohlin) followed by theories based on monopolistic and oligopolistic competition to explain intra-industry trade. The final part covers firm heterogeneity and multinational firms.

Outline of syllabus:
1. Structure of the lecture
2. Ricardian trade theory
3. Heckscher-Ohlin trade theory
4. The general neoclassical model
5. Sector-specific factors: the Ricardo-Viner model
6. New trade theory: intra-industry trade, increasing returns to scale and imperfect competition
7. Firm heterogeneity, trade and FDI
8. The multinational firm

Reading:
Barba Navaretti, G. and A.J. Venables (2004), Multinational Firms in the World Economy. Princeton University Press
Caves, R., R.W. Jones and J.A. Frankel (2007), World Trade and Payments. Addison Wesley.
Feenstra, R.C. (2004), Advanced International Trade. Theory and Evidence. Princeton University Press.
Gandolfo, G. (1998), International Trade Theory and Policy. Springer-Verlag, Berlin and New York.
Helpman, Elhanan (2011), Understanding Global Trade, Harvard University Press.
Markusen, J.R., J.R. Melvin, W.H. Kaempfer, K. E. Maskus (1995), International Trade, McGraw-Hill.
A detailed list of references with further references, journal articles in particular, will be provided with each chapter of the lecture.

Intended learning outcomes

The students acquire the ability to critically understand the causes and drivers of world trade and the developments of specialization patterns in the global economy. They learn to analyze, discuss and defend these developments and to apply the tools and methods to evaluate controversies associated with the ongoing deepening of the international division of labor, in particular the repercussions of the global economy on national economies.

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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Media Communication (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Economics of Information and Network Industries			12-M-EIN-141-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

Outline of syllabus:
1. Network effects
- Consumer demand in markets with network effects and rational expectations
- Monopoly pricing
- Competition in markets with network effects
- Compatibility and multihoming
- Dynamic competition
- Competition policy issues in industries with network effects
2. Competition in markets with switching costs
- Simple two period models of markets with switching costs
- Various modelling possibilities for switching costs
- Switching costs and long-run prices
3. Two(Multi)-Sided Markets and Platforms
- Monopoly pricing in platform markets
- Competition in platform markets
- Divide and conquer strategies
- Non-price strategies
- Competition policy issues in platform markets
4. Access pricing in network industries
- Network competition and role of access prices
- Regulation of access prices

The course will be taught in English.

Intended learning outcomes

After completion of the module students can understand and explain themselves the in the lecture introduced advanced concepts of economics, information and network industries (including their mathematical representation form). They will be able to refer to the modeling examples from the practice by impute obvious corporate strategies and can predict the market outcome, evaluate information and network industries from the perspective of the state and, if necessary, appropriate policy action alternatives derived. 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 + 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)

a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 to 20 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information
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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Trade Policy and the World Trading System			12-M-TP-141-m01
Module coordinator		**Module offered by**	
holder of the Chair of 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

Content:
Based on a synopsis of the basic arguments in favour of free trade, this module provides a systematic introduction to and analysis of a number of arguments in favour of trade operations and trade policy instruments (duties, quotas etc.). The arguments that will be discussed include market power in international markets, domestic distortions, the strategic trade policy, the infant industry argument and industrial policy. The lecture will also address the political-economic causes of protectionist policies, the logic of international trade agreements as well as current issues of the world trade system.

Outline of syllabus:
1. Development of lines of the world trade system, of world trade and current issues
2. The doctrine of free trade and its challenges
3. Trade policy instruments and their effects under perfect competition
4. Competition effects of market opening
5. Native market failure: trade policy as a second, third, or ... -best
6. Trade policy in market power on the international commodity markets
7. Political economy, international integration and the world trade system

Reading:
- Key text for many sections of the course:
Helpman, E. and Krugman, P. R. (1989), Trade Policy and Market Structure, The MIT Press, Cambridge, Massachusetts.
- Lines of development and current issues of the world trade system are described in a clear and understandable way in the following books:
Bhagwati, J. (2002), Free Trade Today, Princeton University Press.
Bhagwati, J. (2005), In Defense of Globalization, Oxford University Press.
Irwin, D. (2005), Free Trade Under Fire, Princeton University Press, 2nd Edition.
Irwin, D. (1996), Against the Tide. An Intellectual History of Free Trade, Princeton University Press.
- A basic knowledge of international economics is a prerequisite for participation in this course. Students can refresh their existing knowledge with the help of the two following textbooks:
Krugman, P. R., Obstfeld, M. and Melitz, M. (2012), International Economics. Theory and Policy, Addison-Wesley, 9th Edition.
Caves, R., Jones, R. W. and Frankel, J. A. (2007), World Trade and Payments. An Introduction, Addison-Wesley, 10th Edition.

Intended learning outcomes

Students acquire a critical understanding of the benefits of free trade and the possible displayed at various circumstances economic policy arguments. Students are placed in a position to classify current trade policy issues critically-analytically and to present their ideas verbally and economically-intuitive. Students also gain an understanding of the structure and dynamics of the world trade order.

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)
a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages) Language of assessment: German, English
Allocation of places
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Additional information
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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Media Communication (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Value Chain Management

(60 ECTS credits)

Compulsory Courses

(30 ECTS credits)

Module title			Abbreviation
Production Planning and Scheduling			12-M-LA-141-m01

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

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)

a) written examination (approx. 40 to 60 minutes) or b) presentation (approx. 20 minutes) with written elaboration (approx. 15 to 20 pages), weighted 1:1 or c) written elaboration (approx. 30 to 40 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

Number of places: 20. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Strategic Supply Management			12-M-SBM-141-m01

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

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

Intended learning outcomes

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

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

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)

a) written examination (approx. 40 to 60 minutes) or b) presentation (approx. 20 minutes) with written elaboration (approx. 15 to 20 pages), weighted 1:1 or c) written elaboration (approx. 30 to 40 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

Number of places: 20. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Strategic Production Management			12-M-SPM-141-m01

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

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)

a) written examination (approx. 40 to 60 minutes) or b) presentation (approx. 20 minutes) with written elaboration (approx. 15 to 20 pages), weighted 1:1 or c) written elaboration (approx. 30 to 40 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

Number of places: 20. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Advanced Operations & Logistics Management			12-M-AOLM-141-m01
Module coordinator		**Module offered by**	
holder of the Chair of Logistics and Quantitative Methods		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 "Advanced Operations & Logistics Management" acquaints students with advanced methods for the planning of integrated production and logistics systems and demonstrates the application of these with the help of multiple case studies

Intended learning outcomes

After completing this course students can
(i) analyze and evaluate integrated production and logistics systems;
(ii) develop and apply appropriate methods to plan complex production and logistics systems;
(iii) evaluate the consequences of uncertainties in processes, and
(iv) apply concepts and methods to plan uncertainties processes.

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

V + 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)

a) written examination (approx. 60 minutes) or b) written elaboration (approx. 15 to 20 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Global Logistics & Supply Chain Management			12-M-GLSC-141-m01

Module coordinator	Module offered by
holder of the Chair of Logistics and Quantitative Methods	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 "Global Logistics & Supply Chain Management" acquaints students with advanced methods for the planning of global production networks and demonstrates the application of these with the help of multiple case studies.

Intended learning outcomes

After completing this course students can
(i) analyze and evaluate global production networks;
(ii) develop and apply appropriate methods to plan production networks;
(iii) evaluate the consequences of uncertainties in processes and apply concepts and methods to plan uncertain processes.

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

V + 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)

a) written examination (approx. 60 minutes) or b) written elaboration (approx. 15 to 20 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Managerial Analytics & Decision Making			12-M-MADM-141-m01
Module coordinator		**Module offered by**	
holder of the Chair of Logistics and Quantitative Methods		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 "Managerial Analytics & Decision Making" discusses quantitative methods to structure and solve a diverse set of management problems and demonstrates the application of modern methods with the help of multiple case studies.

Intended learning outcomes

After completing this course students can
(i) better understand and structure problems;
(ii) apply important theoretical and empirical frameworks to practical problems that evaluate good and bad decision making;
(iii) implement advanced analytical methods to support decision making under risk.

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

V + 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)

a) written examination (approx. 60 minutes) or b) written elaboration (approx. 15 to 20 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Compulsory Electives

(30 ECTS credits)

Module title			Abbreviation
Theory of Industrial Organization 2			12-M-TI2-141-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 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)

a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 to 20 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2014)

Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Procurement Management			12-M-BE-141-m01
Module coordinator			**Module offered by**
holder of the Chair of Business Management and Industrial 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

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 systens 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)

a) written examination (approx. 40 to 60 minutes) or b) presentation (approx. 20 minutes) with written elaboration (approx. 15 to 20 pages), weighted 1:1 or c) written elaboration (approx. 30 to 40 pages) or d) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German, English
creditable for bonus

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 Management and Economics and 5 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) Places 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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Workload

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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Project Management and Controlling	12-M-PROM-132-m01

Module coordinator	Module offered by
holder of the 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 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 therewith fields of application and limits of commonly used instruments and methods of practitioners. Competences within the configuration and development of the project management and -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)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title			Abbreviation
E-Business Strategies			12-M-IBS-141-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)

a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) 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 d) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German, English
creditable for bonus

Allocation of places

Number of places: 30. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Business Software 1: IS-based Enterprise Management	12-GPU-141-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)

a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) 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 d) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German, English
creditable for bonus

Allocation of places

Number of places: 20, thereof 15 places for Master's students of Business Information Systems and Master's students of Business Management with specialization BIS, if the number of applicatoins exceeds the number of available places. (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 proce-

dure, applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. (2) Places 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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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Business Software 2: Enterprise-Resource-Planning-Systems	12-M-ERP-141-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 business information systems in width as well as the selection and implementation of business information systems in organisations.

Outline of syllabus:
1. Integrated information systems: integration, standard software, system architectures, operating models
2. Selection of integrated information systems: methods, cost-benefit analysis
3. Implementation of integrated information systems: project management, project organisation, project marketing

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.

Intended learning outcomes

After completing the course "Business Software 2", students will be able to
1. differentiate between system architectures and -philosophies;
2. understand the interaction of business processes;
3. come to a selection decision for an ERP system using a structured approach and compare different ERP systems;
4. 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)

a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) 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 d) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German, English
creditable for bonus

Allocation of places

Number of places: 20, thereof 15 places for Master's students of Business Information Systems and Master's students of Business Management with specialization BIS, if the number of applicatoins exceeds the number of available places. (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 mo-

dule will be given preferential consideration. (2) Places 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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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Analytical Information Systems	12-BI-141-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 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)

a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) 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 d) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German, English
creditable for bonus

Allocation of places

Number of places: 30. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Mobile and Ubiquitious Systems	12-M-MUS-141-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 will provide students with an overview of basic technologies and business applications of mobile and ubiquitous computing. Exercises running in parallel to lectures will present students with an opportunity to gain experience with mobile development platforms.
Prerequisite for participation in this module: knowledge of the basics of e-business; basic experience with software development tools would be an asset for exercises.

Intended learning outcomes

The module provides students with knowledge of:
(i) Mobile Infrastructure
(ii) Mobile Business
(iii) The Auto-ID technologies
(iv) Smart Metering
(v) Sensor networks and localization 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)

a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) 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 d) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Business Processes Organisation, Business Software and Process Industries			12-GLP-141-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

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 businesss 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)

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

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) Places 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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Workload

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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Theory of Industrial Organization 1	12-M-TI1-141-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

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)

a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 to 20 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Seminar: Supply Chain Competition	12-M-SCC-141-m01

Module coordinator	Module offered by
holder of the Chair of Logistics and Quantitative Methods	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

In the seminar "Supply Chain Competition", students participate in an online multi-round simulation and apply methods of operations and supply chain management.

Intended learning outcomes

After completing this seminar students

i. selected and applied quantitative models for procurement, production, sales and supply chain management,
ii. faced the practical problems when using real data to feed models,
iii. and understand the challenges to reach a coordinated decision in a company.

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 elaboration (approx. 15 to 20 pages) and presentation (approx. 10 minutes), weighted 2:1
Language of assessment: German, English
Assessment offered: once a year, winter semester

Allocation of places

Number of places: 12. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Students who already have successfully completed courses offered by the Chair of Logistics and Quantitative Methods will be given preferential consideration. Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in mandatory courses of the focus Logistik und Supply Chain Management (Logistics and Supply Chain Management) or Value Chain Management or another specialisation the applicant has selected which includes courses offered by the Chair. (3) Among applicants with the same number of ECTS credits, places will be allocated by lot.

Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Decision Support Systems	12-M-DSS-141-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 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)

a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) 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 d) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German, English
creditable for bonus

Allocation of places

Number of places: 30. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Strategic Management of Global Supply Chains			12-M-SMGS-141-m01
Module coordinator		**Module offered by**	
holder of the Chair of Logistics and Quantitative Methods		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:
In the course "Strategic Management of Global Supply Chains", students will become familiar with the basic principles of building an efficient global supply chain and will apply what they have learned working on multiple case studies.

Intended learning outcomes

After completing this course students
(i) can apply the basic methods and concepts of supply chain management to practical settings and evaluate the results, and
(ii) understand the effects of global value chains onto strategic company decisions.

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

V + 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, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Global Value Management	12-M-GVM-132-m01

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

In this course, students will explore selected issues of procurement, production and logistics management.

Intended learning outcomes

In addition to the necessary expertise in the management of global value networks, in this seminar (inter-) disciplinary and social competences are taught, because these from procurement, production and logistics management at least partially independent capabilities provide a not important success factor of a successful (global and usually intercultural) cooperation to deal with the complex problems of the global value management.

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

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

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

a) written examination (approx. 60 minutes) or
b) 2 written examinations (approx. 30 minutes each), weighted 1:1 or
c) written examination (approx. 40 minutes) and presentation (approx. 20 minutes), weighted 2:1 or
d) written examination (approx. 40 minutes) with written elaboration (approx. 15 to 20 pages), weighted 2:1 or
e) presentation (approx. 20 minutes) with written elaboration (approx. 15 to 20 pages), weighted 1:1 or
f) written elaboration (approx. 30 to 40 pages)
Language of assessment: German, English
Assessment offered: in the semester in which the course is offered and in the subsequent semester

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title	Abbreviation
International Trade and the Multinational Firm	12-M-ITMF-141-m01

Module coordinator	Module offered by
holder of the Chair of 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 starts out with theories of international trade based on comparative advantage (Ricardo and Heckscher-Ohlin) followed by theories based on monopolistic and oligopolistic competition to explain intra-industry trade. The final part covers firm heterogeneity and multinational firms.

Outline of syllabus:
1. Structure of the lecture
2. Ricardian trade theory
3. Heckscher-Ohlin trade theory
4. The general neoclassical model
5. Sector-specific factors: the Ricardo-Viner model
6. New trade theory: intra-industry trade, increasing returns to scale and imperfect competition
7. Firm heterogeneity, trade and FDI
8. The multinational firm

Reading:
Barba Navaretti, G. and A.J. Venables (2004), Multinational Firms in the World Economy. Princeton University Press
Caves, R., R.W. Jones and J.A. Frankel (2007), World Trade and Payments. Addison Wesley.
Feenstra, R.C. (2004), Advanced International Trade. Theory and Evidence. Princeton University Press.
Gandolfo, G. (1998), International Trade Theory and Policy. Springer-Verlag, Berlin and New York.
Helpman, Elhanan (2011), Understanding Global Trade, Harvard University Press.
Markusen, J.R., J.R. Melvin, W.H. Kaempfer, K. E. Maskus (1995), International Trade, McGraw-Hill.
A detailed list of references with further references, journal articles in particular, will be provided with each chapter of the lecture.

Intended learning outcomes

The students acquire the ability to critically understand the causes and drivers of world trade and the developments of specialization patterns in the global economy. They learn to analyze, discuss and defend these developments and to apply the tools and methods to evaluate controversies associated with the ongoing deepening of the international division of labor, in particular the repercussions of the global economy on national economies.

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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Media Communication (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Economic Geography			12-M-EG-141-m01
Module coordinator		**Module offered by**	
holder of the Chair of 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 covers the determinants of economic activity in space: basics of urban and regional economics; the origins of the new economic geography and model tools involving mobile labour and mobile capital; applications to trade, tax and regional policy issues are examined and the empirics of agglomeration and trade are discussed.

Outline of syllabus:
1. Introduction
2. Economic activity in space: basics
3. From the new trade theory to the new economic geography
4. The core-periphery model and beyond
5. The footloose-capital model and applications
6. Housing, welfare and regional policy
7. The empirics of agglomeration and trade
8. Policy issues
9. Where to go from here?

Reading:
The course uses a combination of textbooks and journal articles. The main textbooks used are:
Brakman, W., H. Garretsen and Ch. van Marrewijk, 2009, The New Introduction to Geographical Economics, Cambridge University Press.
Baldwin, R., R. Forslid, P. Martin, G. Ottaviano and F. Robert-Nicoud, 2003, Economic Geography and Public Policy, Princeton.
Combes, P.P, Th. Mayer and J.F. Thisse, 2008, Economic Geography. The Integration of Regions and Nations, Princeton University Press.
Fujita, M., P.R. Krugman and A.J. Venables, 1999, The Spatial Economy, MIT Press.
Krugman, P.R., 1991, Geography and Trade, MIT Press.

Intended learning outcomes

Students acquire a knowledge of the forces which determine the allocation of economic activity in space and they learn to apply fundamental models of agglomeration to understand and analyze policy issues involving trade, taxation and regional policy questions both analytically and in an economic intuitive way.

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)

a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Trade Policy and the World Trading System			12-M-TP-141-m01
Module coordinator		**Module offered by**	
holder of the Chair of 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

Content:
Based on a synopsis of the basic arguments in favour of free trade, this module provides a systematic introduction to and analysis of a number of arguments in favour of trade operations and trade policy instruments (duties, quotas etc.). The arguments that will be discussed include market power in international markets, domestic distortions, the strategic trade policy, the infant industry argument and industrial policy. The lecture will also address the political-economic causes of protectionist policies, the logic of international trade agreements as well as current issues of the world trade system.

Outline of syllabus:
1. Development of lines of the world trade system, of world trade and current issues
2. The doctrine of free trade and its challenges
3. Trade policy instruments and their effects under perfect competition
4. Competition effects of market opening
5. Native market failure: trade policy as a second, third, or ... -best
6. Trade policy in market power on the international commodity markets
7. Political economy, international integration and the world trade system

Reading:
- Key text for many sections of the course:
Helpman, E. and Krugman, P. R. (1989), Trade Policy and Market Structure, The MIT Press, Cambridge, Massachusetts.
- Lines of development and current issues of the world trade system are described in a clear and understandable way in the following books:
Bhagwati, J. (2002), Free Trade Today, Princeton University Press.
Bhagwati, J. (2005), In Defense of Globalization, Oxford University Press.
Irwin, D. (2005), Free Trade Under Fire, Princeton University Press, 2nd Edition.
Irwin, D. (1996), Against the Tide. An Intellectual History of Free Trade, Princeton University Press.
- A basic knowledge of international economics is a prerequisite for participation in this course. Students can refresh their existing knowledge with the help of the two following textbooks:
Krugman, P. R., Obstfeld, M. and Melitz, M. (2012), International Economics. Theory and Policy, Addison-Wesley, 9th Edition.
Caves, R., Jones, R. W. and Frankel, J. A. (2007), World Trade and Payments. An Introduction, Addison-Wesley, 10th Edition.

Intended learning outcomes

Students acquire a critical understanding of the benefits of free trade and the possible displayed at various circumstances economic policy arguments. Students are placed in a position to classify current trade policy issues critically-analytically and to present their ideas verbally and economically-intuitive. Students also gain an understanding of the structure and dynamics of the world trade order.

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)
a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages) Language of assessment: German, English
Allocation of places
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Additional information
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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Media Communication (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Focus

(60 ECTS credits)

Focus Business Management

(ECTS credits)

Banking and Finance

(20 ECTS credits)

Compulsory Courses

(10 ECTS credits)

Module title	Abbreviation
Portfolio Selection and Capital Market Theory	12-M-B1a-132-m01

Module coordinator	Module offered by
holder of the Chair of Business Management, Banking and Finance	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)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Agency Theory	12-M-B1b-132-m01

Module coordinator	Module offered by
holder of the Chair of Business Management, Banking and Finance	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)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Compulsory Electives

(10 ECTS credits)

Module title	Abbreviation
Option Pricing Theory	12-M-B2-132-m01

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

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

Content:
The module deals with the nature of stock options using the Black Scholes and Binominial 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. 120 minutes)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title			Abbreviation
Financial Markets: Institutions and Regulation			12-M-B3-132-m01
Module coordinator		**Module offered by**	
holder of the Chair of Business Management, Banking and Finance		Faculty of Business Management and Economics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
10	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	graduate	--	

Contents

Content:
This course deals with the fundamentals of the organisation and functioning of the German commerical 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 commerical banking system
2. Aims and restrictions of operating decisions
3. Equity and balance sheet analysis of commerial banks
4. Financial innovations

Reading:
Hartmann-Wendels, Pfingsten, Weber: Bankbetriebslehre, Berlin [etc.], Springer, 2007, 4th revised ed.
Hull: Riskmanagement and Financial Institutions, Boston, Mass. ; Munich [etc.], Pearson, 2010, 2nd ed., internat. ed.

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 commerical 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. 120 minutes)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Managerial Accounting

(20 ECTS credits)

Compulsory Courses

(10 ECTS credits)

Module title			Abbreviation
Coordination, Budgeting and Incentives in Enterprises			12-M-KOBO-132-m01
Module coordinator		**Module offered by**	
holder of the 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

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 (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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title			Abbreviation
Instruments of Strategic Controlling			12-M-INST-141-m01
Module coordinator		**Module offered by**	
holder of the 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 obtaining knowledge about the strengths and weaknesses and therewith fields of application and limits of prevalent instruments of strategic corporate management used by practitioners.

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

V + 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, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Compulsory Electives

(10 ECTS credits)

Module title	Abbreviation
Theory of Industrial Organization 1	12-M-TI1-141-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

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)

a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 to 20 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Incentives in Organizations			12-M-AO-132-m01
Module coordinator		**Module offered by**	
holder of the Chair for 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 "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 scientifc 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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Project Management and Controlling	12-M-PROM-132-m01

Module coordinator	Module offered by
holder of the 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 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 therewith fields of application and limits of commonly used instruments and methods of practitioners. Competences within the configuration and development of the project management and -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)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Accounting and Capital Markets	12-M-REKA-132-m01

Module coordinator	Module offered by
holder of the 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 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 covered. For example, changes in valuation standards, publicity rules or regulations about the distribution of profits in enterprises and on capital markets are considered.

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

V + 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, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title			Abbreviation
Strategic Supply Management			12-M-SBM-141-m01

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

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

Intended learning outcomes

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

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

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)

a) written examination (approx. 40 to 60 minutes) or b) presentation (approx. 20 minutes) with written elaboration (approx. 15 to 20 pages), weighted 1:1 or c) written elaboration (approx. 30 to 40 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

Number of places: 20. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Econometrics 1	12-M-OE1-141-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 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)

a) written examination (60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Econometrics 2	12-M-OE2-141-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 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, heteroskedastiticy and autocorrelation.
Linear algebra is used as formal aid.

Outline of syllabus:
1. Specification analysis
2. Multicollinearity
3. Heteroskedastiticy
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 (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)

a) written examination (60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle

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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Decision Support Systems			12-M-DSS-141-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 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)

a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) 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 d) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German, English
creditable for bonus

Allocation of places

Number of places: 30. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Information Processing within Organizations			12-IV-141-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 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)

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

Allocation of places

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Additional information

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Workload

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Teaching cycle

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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Advanced Operations & Logistics Management			12-M-AOLM-141-m01
Module coordinator		**Module offered by**	
holder of the Chair of Logistics and Quantitative Methods		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 "Advanced Operations & Logistics Management" acquaints students with advanced methods for the planning of integrated production and logistics systems and demonstrates the application of these with the help of multiple case studies

Intended learning outcomes

After completing this course students can
(i) analyze and evaluate integrated production and logistics systems;
(ii) develop and apply appropriate methods to plan complex production and logistics systems;
(iii) evaluate the consequences of uncertainties in processes, and
(iv) apply concepts and methods to plan uncertainties processes.

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

V + 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)

a) written examination (approx. 60 minutes) or b) written elaboration (approx. 15 to 20 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Finance, Accounting and Taxation

(20 ECTS credits)

Compulsory Electives

(20 ECTS credits)

Module title	Abbreviation
Advanced Financial Accounting (German GAAP, IFRS)	12-M-ER-141-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

Content: This course deals with seleceted 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 impairmant 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)

Ü + 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 to 90 minutes)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Advanced Auditing	12-M-WPF-141-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

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:
Marten, K.-U. / Quick, R. / Ruhnke, K.: Wirtschaftsprüfung, Stuttgart (most recent edition).
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 to 90 minutes)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Portfolio Selection and Capital Market Theory	12-M-B1a-132-m01

Module coordinator	Module offered by
holder of the Chair of Business Management, Banking and Finance	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)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Agency Theory	12-M-B1b-132-m01

Module coordinator	Module offered by
holder of the Chair of Business Management, Banking and Finance	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)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Economics of Tax Planning	12-M-SP-141-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Business Taxation	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 deals with tax effects on fundamental economic decisions. Taxes are integrated into standard models for investment decisions, financing decisions, firm valuation, divident policy and remunaration 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)

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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) or c) oral examination
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Coordination, Budgeting and Incentives in Enterprises			12-M-KOBO-132-m01
Module coordinator		**Module offered by**	
holder of the 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

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 (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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Project Management and Controlling	12-M-PROM-132-m01

Module coordinator	Module offered by
holder of the 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 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 therewith fields of application and limits of commonly used instruments and methods of practitioners. Competences within the configuration and development of the project management and -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)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Selected Topics in Analytical Tax Research	12-M-TBS-141-m01

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

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

Intended learning outcomes

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

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

V + 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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) or c) oral examination
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Tax Accounting			12-M-STB-141-m01
Module coordinator			**Module offered by**
holder of the Chair of Business Management and Business Taxation			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 module introduces the various methods of income recognition in the German Income Tax Code (*Einkommensteuergesetz*, EStG). It discusses the main reporting and valuation provisions as well as the specific problems and techniques of income calculation for partnerships.

Intended learning outcomes

Students have in-depth knowledge of tax accounting of companies and are able to solve moderate to complex problems of tax accounting in particular of sole proprietorships and partnerships using legal source.

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

V + 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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) or c) oral examination of one candidate each (approx. 20 minutes)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Project Seminar: Management of Sustainability			12-M-BCS-141-m01
Module coordinator		**Module offered by**	
holder of the Chair of Entrepreneurship and Strategy		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 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)

a) written examination (approx. 60 minutes) or
b) written elaboration (approx. 15 to 20 pages)
Language of assessment: German, English
Assessment offered: once a year, winter semester

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Research Methods

(20 ECTS credits)

Compulsory Courses

(15 ECTS credits)

Module title	Abbreviation
Advanced Microeconomics	12-M-AM-141-m01

Module coordinator	Module offered by
holder of the Chair for Economics, Contract Theory and Information 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

This course deals with essential microeconomic methods and problems at an advanced level (e. g. Mas-Colell, Whinston, Green: Micoreconomic 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)

a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 to 20 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)

Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Advanced Macroeconomics	12-M-MFF-132-m01

Module coordinator	Module offered by
holder of the Chair of 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 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:
David Romer, Advanced Macroeconomics, 4th ed., McGraw-Hill Irwin.
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 + 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, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Econometrics 1	12-M-OE1-141-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 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)

a) written examination (60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Compulsory Electives

(5 ECTS credits)

Module title			Abbreviation
Managerial Analytics & Decision Making			12-M-MADM-141-m01

Module coordinator	Module offered by
holder of the Chair of Logistics and Quantitative Methods	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 "Managerial Analytics & Decision Making" discusses quantitative methods to structure and solve a diverse set of management problems and demonstrates the application of modern methods with the help of multiple case studies.

Intended learning outcomes

After completing this course students can
(i) better understand and structure problems;
(ii) apply important theoretical and empirical frameworks to practical problems that evaluate good and bad decision making;
(iii) implement advanced analytical methods to support decision making under risk.

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

V + 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)

a) written examination (approx. 60 minutes) or b) written elaboration (approx. 15 to 20 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
DSGE Modelling	12-M-DMM-132-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 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 impilse 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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title			Abbreviation
Microeconometrics			12-M-MIK-141-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 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 micoreconometric 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)

Ü + 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)

a) written examination (60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information
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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title			Abbreviation
European Economic Statistics			12-M-EWS-132-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

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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Media Communication (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Analysis of Financial Market Data	12-M-FMO-141-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:
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:
Alexander, C.: A Guide to Financial Data Analysis, Wiley.
Campbell, JY, Lo, AW, MacKinley, AC: The Econometrics of Financial Markets, Princeton University Press.
Geyer, A.: Information, Erwartung und Risiko. Aspekte der Verteilung, Abhängigkeit und Varianz von finanzwirtschaftlichen Zeitreihen, Verlag V. Florentz.
Hamilton, JD: Time Series Analysis, Princeton University Press.
Mills, T.: Econometric Modelling of Financial Time Series, Cambridge University Press.
Taylor, S.: Modelling Financial Time Series, Wiley.

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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places
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Additional information
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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Multinational Enterprises			12-M-MNE-141-m01
Module coordinator		**Module offered by**	
holder of the Chair of Public Finance		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 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)

a) written examination (approx. 120 minutes) or b) oral examination (approx. 15 minutes)
Language of assessment: German, English

Allocation of places

Business Management Master's, Economics Master's, Business Information Systems Master's, Mathematics for Economics Master's, Chinese and Economics Master's and China Business und Economics Master's: no restrictions. Applied Human Geography Master's: 10 places. Places will be allocated by lot.

Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Theory of Industrial Organization 1	12-M-TI1-141-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

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)

a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 to 20 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Theory of Industrial Organization 2	12-M-TI2-141-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 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)

a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 to 20 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2014)

Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Optimal Tax Theory	12-M-F4-132-m01

Module coordinator	Module offered by
holder of the Chair of Public Finance	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 will discuss the design of an optimal tax system. First, students will learn what criteria have to be met for a tax system to be optimal. Lectures will introduce key rules for taxing commodities as well as income and capital.
Examining specific taxation issues such as eco-tax, family taxation and the taxation of international enterprises, students will then gain more in-depth insights into these rules.
Reading: Lecture notes will be provided.

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

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 in groups.

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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Computational Economics - Advanced Level	12-M-NGM-132-m01

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

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2013)

Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Econometrics 2	12-M-OE2-141-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 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, heteroskedastiticy and autocorrelation.
Linear algebra is used as formal aid.

Outline of syllabus:
1. Specification analysis
2. Multicollinearity
3. Heteroskedastiticy
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 (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)

a) written examination (60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle

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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Econometrics 3			12-M-OE3-141-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 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)

a) written examination (60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Strategic Production Management	12-M-SPM-141-m01

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

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)

a) written examination (approx. 40 to 60 minutes) or b) presentation (approx. 20 minutes) with written elaboration (approx. 15 to 20 pages), weighted 1:1 or c) written elaboration (approx. 30 to 40 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

Number of places: 20. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Empirical HR Research with Stata	12-M-EPF-141-m01

Module coordinator	Module offered by
holder of the Chair for 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 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 programmes 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 (approx. 10 pages)
Language of assessment: German, English
Assessment offered: once a year, summer semester

Allocation of places

Number of places: 12. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Empirical Research in Entrepreneurship and Management			12-M-EGF-141-m01

Module coordinator	Module offered by
holder of the Chair of Entrepreneurship and Strategy	Faculty of Business Management and Economics

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

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)

S + 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) with presentation (approx. 45 minutes), weighted 2:1
Language of assessment: German, English
Assessment offered: once a year, summer semester
creditable for bonus

Allocation of places

Number of places: 30. 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. Places on all courses of the module component with a restric-

ted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.
Additional information
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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Management of Corporate Sustainability			12-M-NUF-141-m01
Module coordinator		**Module offered by**	
holder of the Chair of Entrepreneurship and Strategy		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 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, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Human Resource Management and Industrial Relations			12-M-HRM-132-m01
Module coordinator		**Module offered by**	
holder of the Chair for 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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

Business Management Master's, Economics Master's, Business Information Systems Master's, Mathematics for Economics Master's, Chinese and Economics Master's and China Business und 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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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Accounting and Capital Markets	12-M-REKA-132-m01

Module coordinator	Module offered by
holder of the 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 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 covered. For example, changes in valuation standards, publicity rules or regulations about the distribution of profits in enterprises and on capital markets are considered.

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

V + 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, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title			Abbreviation
Information systems research			12-M-ISR-141-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)

a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) 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 d) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German, English
creditable for bonus

Allocation of places

Number of places: 30. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Project Seminar: Management of Sustainability			12-M-BCS-141-m01
Module coordinator		**Module offered by**	
holder of the Chair of Entrepreneurship and Strategy		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 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)

a) written examination (approx. 60 minutes) or
b) written elaboration (approx. 15 to 20 pages)
Language of assessment: German, English
Assessment offered: once a year, winter semester

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
International Trade and the Multinational Firm	12-M-ITMF-141-m01

Module coordinator	Module offered by
holder of the Chair of 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 starts out with theories of international trade based on comparative advantage (Ricardo and Heckscher-Ohlin) followed by theories based on monopolistic and oligopolistic competition to explain intra-industry trade. The final part covers firm heterogeneity and multinational firms.

Outline of syllabus:
1. Structure of the lecture
2. Ricardian trade theory
3. Heckscher-Ohlin trade theory
4. The general neoclassical model
5. Sector-specific factors: the Ricardo-Viner model
6. New trade theory: intra-industry trade, increasing returns to scale and imperfect competition
7. Firm heterogeneity, trade and FDI
8. The multinational firm

Reading:
Barba Navaretti, G. and A.J. Venables (2004), Multinational Firms in the World Economy. Princeton University Press
Caves, R., R.W. Jones and J.A. Frankel (2007), World Trade and Payments. Addison Wesley.
Feenstra, R.C. (2004), Advanced International Trade. Theory and Evidence. Princeton University Press.
Gandolfo, G. (1998), International Trade Theory and Policy. Springer-Verlag, Berlin and New York.
Helpman, Elhanan (2011), Understanding Global Trade, Harvard University Press.
Markusen, J.R., J.R. Melvin, W.H. Kaempfer, K. E. Maskus (1995), International Trade, McGraw-Hill.
A detailed list of references with further references, journal articles in particular, will be provided with each chapter of the lecture.

Intended learning outcomes

The students acquire the ability to critically understand the causes and drivers of world trade and the developments of specialization patterns in the global economy. They learn to analyze, discuss and defend these developments and to apply the tools and methods to evaluate controversies associated with the ongoing deepening of the international division of labor, in particular the repercussions of the global economy on national economies.

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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Media Communication (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Economic Geography			12-M-EG-141-m01
Module coordinator		**Module offered by**	
holder of the Chair of 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 covers the determinants of economic activity in space: basics of urban and regional economics; the origins of the new economic geography and model tools involving mobile labour and mobile capital; applications to trade, tax and regional policy issues are examined and the empirics of agglomeration and trade are discussed.

Outline of syllabus:
1. Introduction
2. Economic activity in space: basics
3. From the new trade theory to the new economic geography
4. The core-periphery model and beyond
5. The footloose-capital model and applications
6. Housing, welfare and regional policy
7. The empirics of agglomeration and trade
8. Policy issues
9. Where to go from here?

Reading:
The course uses a combination of textbooks and journal articles. The main textbooks used are:
Brakman, W., H. Garretsen and Ch. van Marrewijk, 2009, The New Introduction to Geographical Economics, Cambridge University Press.
Baldwin, R., R. Forslid, P. Martin, G. Ottaviano and F. Robert-Nicoud, 2003, Economic Geography and Public Policy, Princeton.
Combes, P.P, Th. Mayer and J.F. Thisse, 2008, Economic Geography. The Integration of Regions and Nations, Princeton University Press.
Fujita, M., P.R. Krugman and A.J. Venables, 1999, The Spatial Economy, MIT Press.
Krugman, P.R., 1991, Geography and Trade, MIT Press.

Intended learning outcomes

Students acquire a knowledge of the forces which determine the allocation of economic activity in space and they learn to apply fundamental models of agglomeration to understand and analyze policy issues involving trade, taxation and regional policy questions both analytically and in an economic intuitive way.

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)

a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Topics in International Economics	12-M-ATIÖ-132-m01

Module coordinator	Module offered by
holder of the Chair of 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 workshop discusses pioneering work and monographs in the field of international economics published in international journals. These works focus on the patterns of specialisation in the world economy, international competition between locations and its policy implications.

Reading:
Current journal articles and/or monographs.

Intended learning outcomes

The workshop is intended for advanced graduate students and doctoral candidates. Through detailed study of selected technical papers, students are methods and content introduced to the research front in the field of International Economics. Students acquire the ability to communicate complex technical papers to penetrate independently and understand the highly compact design of such studies. Thus, the workshop promotes in particularly the ability to write their own work.
The workshop seminar-like character lives by the interaction of teachers with students. Students are systematically involved in the event, because they are asked to prepare brief summaries of the technical papers and present them in the reading workshop and actively participate in the work-up and detailed discussion of the essays in the events. The workshop trains both analytical skills and an understanding of the respective current application 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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) or c) summaries of texts, contributions to the discussion and written examination consisting of multiple choice questions, weighted 2:1:2
Language of assessment: German, English

Allocation of places

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Additional information

Lecture (V) and exercise (Ü) may be replaced by W.

Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)

Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Industrial Management

(20 ECTS credits)

Compulsory Courses

(15 ECTS credits)

Module title			Abbreviation
Production Planning and Scheduling			12-M-LA-141-m01

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

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)

a) written examination (approx. 40 to 60 minutes) or b) presentation (approx. 20 minutes) with written elaboration (approx. 15 to 20 pages), weighted 1:1 or c) written elaboration (approx. 30 to 40 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

Number of places: 20. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Strategic Supply Management			12-M-SBM-141-m01

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

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

Intended learning outcomes

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

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

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)

a) written examination (approx. 40 to 60 minutes) or b) presentation (approx. 20 minutes) with written elaboration (approx. 15 to 20 pages), weighted 1:1 or c) written elaboration (approx. 30 to 40 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

Number of places: 20. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Strategic Production Management	12-M-SPM-141-m01

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

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)

a) written examination (approx. 40 to 60 minutes) or b) presentation (approx. 20 minutes) with written elaboration (approx. 15 to 20 pages), weighted 1:1 or c) written elaboration (approx. 30 to 40 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

Number of places: 20. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Compulsory Electives

(5 ECTS credits)

Module title			Abbreviation
Procurement Management			12-M-BE-141-m01
Module coordinator		**Module offered by**	
holder of the Chair of Business Management and Industrial 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

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 systens 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)

a) written examination (approx. 40 to 60 minutes) or b) presentation (approx. 20 minutes) with written elaboration (approx. 15 to 20 pages), weighted 1:1 or c) written elaboration (approx. 30 to 40 pages) or d) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German, English
creditable for bonus

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 Management and Economics and 5 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) Places 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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Workload

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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Advanced Operations & Logistics Management			12-M-AOLM-141-m01
Module coordinator		**Module offered by**	
holder of the Chair of Logistics and Quantitative Methods		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 "Advanced Operations & Logistics Management" acquaints students with advanced methods for the planning of integrated production and logistics systems and demonstrates the application of these with the help of multiple case studies

Intended learning outcomes

After completing this course students can
(i) analyze and evaluate integrated production and logistics systems;
(ii) develop and apply appropriate methods to plan complex production and logistics systems;
(iii) evaluate the consequences of uncertainties in processes, and
(iv) apply concepts and methods to plan uncertainties processes.

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

V + 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)

a) written examination (approx. 60 minutes) or b) written elaboration (approx. 15 to 20 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Global Logistics & Supply Chain Management			12-M-GLSC-141-m01

Module coordinator	Module offered by
holder of the Chair of Logistics and Quantitative Methods	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 "Global Logistics & Supply Chain Management" acquaints students with advanced methods for the planning of global production networks and demonstrates the application of these with the help of multiple case studies.

Intended learning outcomes

After completing this course students can
(i) analyze and evaluate global production networks;
(ii) develop and apply appropriate methods to plan production networks;
(iii) evaluate the consequences of uncertainties in processes and apply concepts and methods to plan uncertain processes.

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

V + 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)

a) written examination (approx. 60 minutes) or b) written elaboration (approx. 15 to 20 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Managerial Analytics & Decision Making			12-M-MADM-141-m01
Module coordinator		**Module offered by**	
holder of the Chair of Logistics and Quantitative Methods		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 "Managerial Analytics & Decision Making" discusses quantitative methods to structure and solve a diverse set of management problems and demonstrates the application of modern methods with the help of multiple case studies.

Intended learning outcomes

After completing this course students can
(i) better understand and structure problems;
(ii) apply important theoretical and empirical frameworks to practical problems that evaluate good and bad decision making;
(iii) implement advanced analytical methods to support decision making under risk.

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

V + 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)

a) written examination (approx. 60 minutes) or b) written elaboration (approx. 15 to 20 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Theory of Industrial Organization 1	12-M-TI1-141-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

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)

a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 to 20 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Theory of Industrial Organization 2			12-M-TI2-141-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 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)

a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 to 20 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2014)

Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Project Management and Controlling			12-M-PROM-132-m01

Module coordinator	Module offered by
holder of the 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 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 therewith fields of application and limits of commonly used instruments and methods of practitioners. Competences within the configuration and development of the project management and -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)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Decision Support Systems	12-M-DSS-141-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 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)

a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) 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 d) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German, English
creditable for bonus

Allocation of places

Number of places: 30. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title			Abbreviation
E-Business Strategies			12-M-IBS-141-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)

a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) 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 d) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German, English
creditable for bonus

Allocation of places

Number of places: 30. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Business Software 1: IS-based Enterprise Management	12-GPU-141-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)

a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) 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 d) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German, English
creditable for bonus

Allocation of places

Number of places: 20, thereof 15 places for Master's students of Business Information Systems and Master's students of Business Management with specialization BIS, if the number of applicatoins exceeds the number of available places. (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 proce-

dure, applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. (2) Places 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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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Business Software 2: Enterprise-Resource-Planning-Systems	12-M-ERP-141-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 business information systems in width as well as the selection and implementation of business information systems in organisations.

Outline of syllabus:
1. Integrated information systems: integration, standard software, system architectures, operating models
2. Selection of integrated information systems: methods, cost-benefit analysis
3. Implementation of integrated information systems: project management, project organisation, project marketing

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.

Intended learning outcomes

After completing the course "Business Software 2", students will be able to
1. differentiate between system architectures and -philosophies;
2. understand the interaction of business processes;
3. come to a selection decision for an ERP system using a structured approach and compare different ERP systems;
4. 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)

a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) 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 d) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German, English
creditable for bonus

Allocation of places

Number of places: 20, thereof 15 places for Master's students of Business Information Systems and Master's students of Business Management with specialization BIS, if the number of applicatoins exceeds the number of available places. (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 mo-

dule will be given preferential consideration. (2) Places 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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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Analytical Information Systems	12-BI-141-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 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)

a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) 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 d) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German, English
creditable for bonus

Allocation of places

Number of places: 30. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Mobile and Ubiquitious Systems	12-M-MUS-141-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 will provide students with an overview of basic technologies and business applications of mobile and ubiquitous computing. Exercises running in parallel to lectures will present students with an opportunity to gain experience with mobile development platforms.
Prerequisite for participation in this module: knowledge of the basics of e-business; basic experience with software development tools would be an asset for exercises.

Intended learning outcomes

The module provides students with knowledge of:
(i) Mobile Infrastructure
(ii) Mobile Business
(iii) The Auto-ID technologies
(iv) Smart Metering
(v) Sensor networks and localization 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)

a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) 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 d) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Seminar: Supply Chain Competition	12-M-SCC-141-m01

Module coordinator	Module offered by
holder of the Chair of Logistics and Quantitative Methods	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

In the seminar "Supply Chain Competition", students participate in an online multi-round simulation and apply methods of operations and supply chain management.

Intended learning outcomes

After completing this seminar students

i. selected and applied quantitative models for procurement, production, sales and supply chain management,
ii. faced the practical problems when using real data to feed models,
iii. and understand the challenges to reach a coordinated decision in a company.

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 elaboration (approx. 15 to 20 pages) and presentation (approx. 10 minutes), weighted 2:1
Language of assessment: German, English
Assessment offered: once a year, winter semester

Allocation of places

Number of places: 12. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Students who already have successfully completed courses offered by the Chair of Logistics and Quantitative Methods will be given preferential consideration. Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in mandatory courses of the focus Logistik und Supply Chain Management (Logistics and Supply Chain Management) or Value Chain Management or another specialisation the applicant has selected which includes courses offered by the Chair. (3) Among applicants with the same number of ECTS credits, places will be allocated by lot.

Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Business Processes Organisation, Business Software and Process Industries			12-GLP-141-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

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 businesss 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)

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

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) Places 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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Workload

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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Strategic Management of Global Supply Chains			12-M-SMGS-141-m01
Module coordinator		**Module offered by**	
holder of the Chair of Logistics and Quantitative Methods		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:
In the course "Strategic Management of Global Supply Chains", students will become familiar with the basic principles of building an efficient global supply chain and will apply what they have learned working on multiple case studies.

Intended learning outcomes

After completing this course students
(i) can apply the basic methods and concepts of supply chain management to practical settings and evaluate the results, and
(ii) understand the effects of global value chains onto strategic company decisions.

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

V + 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, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Global Value Management			12-M-GVM-132-m01
Module coordinator		**Module offered by**	
holder of the Chair of Business Management and Industrial 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

In this course, students will explore selected issues of procurement, production and logistics management.

Intended learning outcomes

In addition to the necessary expertise in the management of global value networks, in this seminar (inter-) disciplinary and social competences are taught, because these from procurement, production and logistics management at least partially independent capabilities provide a not important success factor of a successful (global and usually intercultural) cooperation to deal with the complex problems of the global value management.

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

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

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

a) written examination (approx. 60 minutes) or
b) 2 written examinations (approx. 30 minutes each), weighted 1:1 or
c) written examination (approx. 40 minutes) and presentation (approx. 20 minutes), weighted 2:1 or
d) written examination (approx. 40 minutes) with written elaboration (approx. 15 to 20 pages), weighted 2:1 or
e) presentation (approx. 20 minutes) with written elaboration (approx. 15 to 20 pages), weighted 1:1 or
f) written elaboration (approx. 30 to 40 pages)
Language of assessment: German, English
Assessment offered: in the semester in which the course is offered and in the subsequent semester

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Information Management

(20 ECTS credits)

Compulsory Courses

(10 ECTS credits)

Module title			Abbreviation
E-Business Strategies			12-M-IBS-141-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)

a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) 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 d) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German, English
creditable for bonus

Allocation of places

Number of places: 30. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Information Processing within Organizations	12-IV-141-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 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)

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

Allocation of places

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Additional information

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Workload

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Teaching cycle

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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Compulsory Electives

(10 ECTS credits)

Module title	Abbreviation
Adaption and Continuous System Engineering	12-ACSE-141-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

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)

This module has 2 components; information on courses listed separately for each component.
- 12-ACSE-1-141: V + Ü (no information on language and number of weekly contact hours available)
- 12-ACSE-2-141: V + Ü (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-ACSE-1-141: Adaption and Continuous System Engineering - Business Suite
- 5 ECTS credits, method of grading: numerical grade
- a) written examination (approx. 60 minutes) or b) written examination conisting entirely or partly of multiple/single choice questions (approx. 60 minutes) or c) schriftliche Ausarbeitung (approx. 20 pages) or d) oral examination (one candidate approx. 10 bis 15 minutes, groups of two, approx. 20 minutes, groups of three, approx. 30 minutes) or e) entirely or partly computerised written examination (approx. 60 minutes).
- Language of assessment: German, English

- creditable for bonus

Assessment component to module component 12-ACSE-2-141: Adaption and Continuous System Engineering - Business Apps

- 5 ECTS credits, method of grading: numerical grade
- a) written examination (approx. 60 minutes) or b) written examination conisting entirely or partly of multiple/single choice questions (approx. 60 minutes) or c) schriftliche Ausarbeitung (approx. 20 pages) or d) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or e) entirely or partly computerised written examination (approx. 60 minutes)
- Language of assessment: German, English
- creditable for bonus

Allocation of places

Inforamtion on the allocation of places listed separately for each module component.

- 12-ACSE-2-141: Number of places: 10. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.
- 12-ACSE-1-141: Number of places: 20, thereof 15 places für 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) Places 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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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Analytical Information Systems	12-BI-141-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 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)

a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) 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 d) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German, English
creditable for bonus

Allocation of places

Number of places: 30. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Adaptive Business Platforms 1	12-BSA-141-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)

a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) or c) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German, English
creditable for bonus

Allocation of places

Number of places: 30. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Business Software 1: IS-based Enterprise Management			12-GPU-141-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)

a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) 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 d) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German, English
creditable for bonus

Allocation of places

Number of places: 20, thereof 15 places for Master's students of Business Information Systems and Master's students of Business Management with specialization BIS, if the number of applicatoins exceeds the number of available places. (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 proce-

dure, applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. (2) Places 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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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Supply Network Information Management	12-M-SCIM-141-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

Since mass production on the assembly line with continuous deliveries (supply chain) revolutionised the procurement process in the 19th century, the usage of information processing has made more flexible operations possible and the demand of customers for individualised products has made more flexible operations necessary. It has become possible to adopt a much more differentiated and sophisticated approach to the electronic supply chain and the planning of the same so that the challenge we are facing today is designing procurement networks (supply networks) that also take into account the delivery sequence for all deterministically procured parts of all suppliers. This module will discuss these conceptual fundamentals of supply management and, in particular, how the managing of procurement activities can be supported by information processing. The module will look at how well ERP systems can support these activities, how new hardware and software technologies can be used to accelerate the currently time-consuming procurement processes and how formerly isolated information systems of individual firms can be integrated into a network of supply management.

Intended learning outcomes

Students will earn an overall understanding of the complex structure of supply relationships for individual products and their dependencies for a variety of products. Student will also be trained to recognize (from the perspective of the parties involved into the production process) opportunities and to make decisions in these regards. These relations will be of crucial importance for all production-oriented managers because only a solid understanding of these relationships will help to be successful in the marketplace.

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

V + 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)

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

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)

Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Work and Information	12-ITA-141-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

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

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

a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) or c) oral examination (one candidate each: approx. 15 to 20 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or d) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Decision Support Systems	12-M-DSS-141-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 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)

a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) 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 d) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German, English
creditable for bonus

Allocation of places

Number of places: 30. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Information systems research	12-M-ISR-141-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)

a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) 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 d) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German, English
creditable for bonus

Allocation of places

Number of places: 30. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Management and Leadership in Organizations	12-MFO-132-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

Part I:
The complexity of the modern work environment and the constantly changing organisational structures of companies lead to a demand for young mangers with a high diversity of expertise that are able to play their part in managing the organisational world. The lecture will provide students with an insight into the characteristics, tasks and instruments as well as the challenges of management in organisations and situations that are becoming ever more complex.

Outline of syllabus:
- Introduction -- Power in the daily management routine
- Fundamentals of management in complex organisations
- Tasks and instruments of management
- Leadership in an intercultural context
- Assurance of employability
- Conclusion -- Management of supervisors and colleagues **Part II:** Today's world of work is characterised by continuous change in a global context. Mergers, integrations and acquisitions - these are key terms in this context. The majority of change processes does not have the desired effect or even fails. This is not least due to the fact that not enough attention is paid to the complexity of these processes and to employees.
The support and integration of successful change processes is a central responsibility of managers as well as a complex and central task that requires sound preparation.

Outline of syllabus:
- Introduction - typical change scenarios
- Psychological basics and concepts
- Approaches and control in change projects
- Measures and instruments of change management
- The role of management
- Conclusion - example of application acquisitions and cases

Intended learning outcomes

Part I: Course objectives:
- Provide a widespread insight into the current status of theory and practice regarding management in complex organizations
- Introduction of essential tasks and instruments of managers and their apply to authentic cases.
- To illustrate and reflect the tensions of management in complex situations and international context Part II: Course objectives:
- Provide a widespread insight into the current status of theory and practice regarding changes
- Introduction, suitability of daily use and critical reflection of essential concepts, models and methods
- Foster the understanding for the necessity, complexity of changes as well as their constraints and barriers.

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

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

- 12-MFO-1-132: V (no information on SWS (weekly contact hours) and course language available)
- 12-MFO-2-132: 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-MFO-1-132: General Management - Key Skills for Young Professionals
- 3 ECTS, Method of grading: numerical grade
- written examination (approx. 60 minutes)
- Language of assessment: German, English

Assessment in module component 12-MFO-2-132: Managing Change
- 2 ECTS, Method of grading: numerical grade
- written examination (approx. 60 minutes)
- Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title			Abbreviation
Work Order Planning for Automated Manufacturing			12-M-AGAF-141-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 idea of integration of business information systems is primarily practiced and developed as an ERP system in terms of business application areas, their temporal overlap (data warehouse), their spatial relationship (supply network) and connection of legal tasks (eGovernment). However, linking the commercial view of incoming customer orders with the logistic or more technical view of the scheduling of production orders and the resulting consequences for the processes is a critical success factor.

Intended learning outcomes

Linking research and lectures of the Institute of Robotics and Telematics as well as the orientation of the Chair of Business Integration allows students a conceptual as well as practical insight into the challenges of this in the future essential part of the operational automation development.

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

V + 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)

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

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Business Processes Organisation, Business Software and Process Industries			12-GLP-141-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

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 businesss 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)

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

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) Places 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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Workload

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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Logistics & Supply Chain Management

(20 ECTS credits)

Compulsory Courses

(15 ECTS credits)

Module title			Abbreviation
Advanced Operations & Logistics Management			12-M-AOLM-141-m01
Module coordinator		**Module offered by**	
holder of the Chair of Logistics and Quantitative Methods		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 "Advanced Operations & Logistics Management" acquaints students with advanced methods for the planning of integrated production and logistics systems and demonstrates the application of these with the help of multiple case studies

Intended learning outcomes

After completing this course students can
(i) analyze and evaluate integrated production and logistics systems;
(ii) develop and apply appropriate methods to plan complex production and logistics systems;
(iii) evaluate the consequences of uncertainties in processes, and
(iv) apply concepts and methods to plan uncertainties processes.

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

V + 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)

a) written examination (approx. 60 minutes) or b) written elaboration (approx. 15 to 20 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Global Logistics & Supply Chain Management			12-M-GLSC-141-m01

Module coordinator	Module offered by
holder of the Chair of Logistics and Quantitative Methods	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 "Global Logistics & Supply Chain Management" acquaints students with advanced methods for the planning of global production networks and demonstrates the application of these with the help of multiple case studies.

Intended learning outcomes

After completing this course students can
(i) analyze and evaluate global production networks;
(ii) develop and apply appropriate methods to plan production networks;
(iii) evaluate the consequences of uncertainties in processes and apply concepts and methods to plan uncertain processes.

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

V + 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)

a) written examination (approx. 60 minutes) or b) written elaboration (approx. 15 to 20 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Managerial Analytics & Decision Making			12-M-MADM-141-m01
Module coordinator		**Module offered by**	
holder of the Chair of Logistics and Quantitative Methods		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 "Managerial Analytics & Decision Making" discusses quantitative methods to structure and solve a diverse set of management problems and demonstrates the application of modern methods with the help of multiple case studies.

Intended learning outcomes

After completing this course students can
(i) better understand and structure problems;
(ii) apply important theoretical and empirical frameworks to practical problems that evaluate good and bad decision making;
(iii) implement advanced analytical methods to support decision making under risk.

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

V + 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)

a) written examination (approx. 60 minutes) or b) written elaboration (approx. 15 to 20 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Compulsory Electives

(5 ECTS credits)

Module title	Abbreviation
Seminar: Supply Chain Competition	12-M-SCC-141-m01

Module coordinator	Module offered by
holder of the Chair of Logistics and Quantitative Methods	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

In the seminar "Supply Chain Competition", students participate in an online multi-round simulation and apply methods of operations and supply chain management.

Intended learning outcomes

After completing this seminar students

i. selected and applied quantitative models for procurement, production, sales and supply chain management,
ii. faced the practical problems when using real data to feed models,
iii. and understand the challenges to reach a coordinated decision in a company.

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 elaboration (approx. 15 to 20 pages) and presentation (approx. 10 minutes), weighted 2:1
Language of assessment: German, English
Assessment offered: once a year, winter semester

Allocation of places

Number of places: 12. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Students who already have successfully completed courses offered by the Chair of Logistics and Quantitative Methods will be given preferential consideration. Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in mandatory courses of the focus Logistik und Supply Chain Management (Logistics and Supply Chain Management) or Value Chain Management or another specialisation the applicant has selected which includes courses offered by the Chair. (3) Among applicants with the same number of ECTS credits, places will be allocated by lot.

Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Procurement Management			12-M-BE-141-m01

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

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 systens 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)

a) written examination (approx. 40 to 60 minutes) or b) presentation (approx. 20 minutes) with written elaboration (approx. 15 to 20 pages), weighted 1:1 or c) written elaboration (approx. 30 to 40 pages) or d) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German, English
creditable for bonus

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 Management and Economics and 5 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) Places 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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Workload

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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Production Planning and Scheduling			12-M-LA-141-m01

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

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)

a) written examination (approx. 40 to 60 minutes) or b) presentation (approx. 20 minutes) with written elaboration (approx. 15 to 20 pages), weighted 1:1 or c) written elaboration (approx. 30 to 40 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

Number of places: 20. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Strategic Supply Management			12-M-SBM-141-m01

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

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

Intended learning outcomes

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

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

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)

a) written examination (approx. 40 to 60 minutes) or b) presentation (approx. 20 minutes) with written elaboration (approx. 15 to 20 pages), weighted 1:1 or c) written elaboration (approx. 30 to 40 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

Number of places: 20. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Strategic Production Management	12-M-SPM-141-m01

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

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)

a) written examination (approx. 40 to 60 minutes) or b) presentation (approx. 20 minutes) with written elaboration (approx. 15 to 20 pages), weighted 1:1 or c) written elaboration (approx. 30 to 40 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

Number of places: 20. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Business Processes Organisation, Business Software and Process Industries			12-GLP-141-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

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 businesss 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)

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

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) Places 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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Workload

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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Theory of Industrial Organization 1	12-M-TI1-141-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

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)

a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 to 20 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Theory of Industrial Organization 2			12-M-TI2-141-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 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)

a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 to 20 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2014)

Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Project Management and Controlling	12-M-PROM-132-m01

Module coordinator	Module offered by
holder of the 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 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 therewith fields of application and limits of commonly used instruments and methods of practitioners. Competences within the configuration and development of the project management and -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)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Decision Support Systems	12-M-DSS-141-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 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)

a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) 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 d) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German, English
creditable for bonus

Allocation of places

Number of places: 30. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title			Abbreviation
E-Business Strategies			12-M-IBS-141-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)

a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) 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 d) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German, English
creditable for bonus

Allocation of places

Number of places: 30. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Business Software 1: IS-based Enterprise Management	12-GPU-141-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)

a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) 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 d) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German, English
creditable for bonus

Allocation of places

Number of places: 20, thereof 15 places for Master's students of Business Information Systems and Master's students of Business Management with specialization BIS, if the number of applicatoins exceeds the number of available places. (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 proce-

dure, applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. (2) Places 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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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Business Software 2: Enterprise-Resource-Planning-Systems	12-M-ERP-141-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 business information systems in width as well as the selection and implementation of business information systems in organisations.

Outline of syllabus:
1. Integrated information systems: integration, standard software, system architectures, operating models
2. Selection of integrated information systems: methods, cost-benefit analysis
3. Implementation of integrated information systems: project management, project organisation, project marketing

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.

Intended learning outcomes

After completing the course "Business Software 2", students will be able to
1. differentiate between system architectures and -philosophies;
2. understand the interaction of business processes;
3. come to a selection decision for an ERP system using a structured approach and compare different ERP systems;
4. 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)

a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) 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 d) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German, English
creditable for bonus

Allocation of places

Number of places: 20, thereof 15 places for Master's students of Business Information Systems and Master's students of Business Management with specialization BIS, if the number of applicatoins exceeds the number of available places. (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 mo-

dule will be given preferential consideration. (2) Places 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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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Analytical Information Systems	12-BI-141-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 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)

a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) 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 d) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German, English
creditable for bonus

Allocation of places

Number of places: 30. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Mobile and Ubiquitious Systems	12-M-MUS-141-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 will provide students with an overview of basic technologies and business applications of mobile and ubiquitous computing. Exercises running in parallel to lectures will present students with an opportunity to gain experience with mobile development platforms.
Prerequisite for participation in this module: knowledge of the basics of e-business; basic experience with software development tools would be an asset for exercises.

Intended learning outcomes

The module provides students with knowledge of:
(i) Mobile Infrastructure
(ii) Mobile Business
(iii) The Auto-ID technologies
(iv) Smart Metering
(v) Sensor networks and localization 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)

a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) 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 d) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Strategic Management of Global Supply Chains			12-M-SMGS-141-m01
Module coordinator		**Module offered by**	
holder of the Chair of Logistics and Quantitative Methods		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:
In the course "Strategic Management of Global Supply Chains", students will become familiar with the basic principles of building an efficient global supply chain and will apply what they have learned working on multiple case studies.

Intended learning outcomes

After completing this course students
(i) can apply the basic methods and concepts of supply chain management to practical settings and evaluate the results, and
(ii) understand the effects of global value chains onto strategic company decisions.

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

V + 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, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Human Resource Management and Organization

(20 ECTS credits)

Compulsory Courses

(10 ECTS credits)

Module title	Abbreviation
Incentives in Organizations	12-M-AO-132-m01

Module coordinator	Module offered by
holder of the Chair for 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 "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 scientifc 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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title			Abbreviation
Human Resource Management and Industrial Relations			12-M-HRM-132-m01
Module coordinator		**Module offered by**	
holder of the Chair for 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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

Business Management Master's, Economics Master's, Business Information Systems Master's, Mathematics for Economics Master's, Chinese and Economics Master's and China Business und 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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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Compulsory Electives

(10 ECTS credits)

Module title	Abbreviation
Management and Leadership in Organizations	12-MFO-132-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

Part I:
The complexity of the modern work environment and the constantly changing organisational structures of companies lead to a demand for young mangers with a high diversity of expertise that are able to play their part in managing the organisational world. The lecture will provide students with an insight into the characteristics, tasks and instruments as well as the challenges of management in organisations and situations that are becoming ever more complex.

Outline of syllabus:
- Introduction -- Power in the daily management routine
- Fundamentals of management in complex organisations
- Tasks and instruments of management
- Leadership in an intercultural context
- Assurance of employability
- Conclusion -- Management of supervisors and colleagues **Part II:** Today's world of work is characterised by continuous change in a global context. Mergers, integrations and acquisitions - these are key terms in this context. The majority of change processes does not have the desired effect or even fails. This is not least due to the fact that not enough attention is paid to the complexity of these processes and to employees.
The support and integration of successful change processes is a central responsibility of managers as well as a complex and central task that requires sound preparation.

Outline of syllabus:
- Introduction - typical change scenarios
- Psychological basics and concepts
- Approaches and control in change projects
- Measures and instruments of change management
- The role of management
- Conclusion - example of application acquisitions and cases

Intended learning outcomes

Part I: Course objectives:
- Provide a widespread insight into the current status of theory and practice regarding management in complex organizations
- Introduction of essential tasks and instruments of managers and their apply to authentic cases.
- To illustrate and reflect the tensions of management in complex situations and international context Part II: Course objectives:
- Provide a widespread insight into the current status of theory and practice regarding changes
- Introduction, suitability of daily use and critical reflection of essential concepts, models and methods
- Foster the understanding for the necessity, complexity of changes as well as their constraints and barriers.

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

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

- 12-MFO-1-132: V (no information on SWS (weekly contact hours) and course language available)
- 12-MFO-2-132: 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-MFO-1-132: General Management - Key Skills for Young Professionals
- 3 ECTS, Method of grading: numerical grade
- written examination (approx. 60 minutes)
- Language of assessment: German, English

Assessment in module component 12-MFO-2-132: Managing Change
- 2 ECTS, Method of grading: numerical grade
- written examination (approx. 60 minutes)
- Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Employment Law	02-J6-121-m01

Module coordinator	Module offered by
holder of the Chair of Civil Law, Employment and Labour Law and Civil Procedure	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 + 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)

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

Students of the degree programme Rechtswissenschaften (Law) with the degree Erste Juristische Staatsprüfung (first state examination in law) and students of the Bachelor's degree programme Öffentliches Recht (Public Law) (minor with 60 ECTS credits): no restrictions. Students of other degree programmes: 30 places. Places will be allocated as follows: Students applying after not having successfully completed assessment in the past two semesters will be given preferential consideration. The remaining places will be allocated by lot. A waiting list will be maintained and places re-allocated by lot as they become available. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure.

Additional information

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Workload

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Teaching cycle

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

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Module appears in

Bachelor' degree (1 major) Computer Science (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Advanced Microeconomics	12-M-AM-141-m01

Module coordinator	Module offered by
holder of the Chair for Economics, Contract Theory and Information 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

This course deals with essential microeconomic methods and problems at an advanced level (e. g. Mas-Colell, Whinston, Green: Micoreconomic 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)

a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 to 20 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)

Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Theory of Industrial Organization 2			12-M-TI2-141-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 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)

a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 to 20 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2014)

Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Theory of Social Policy	12-M-TSP-132-m01

Module coordinator	Module offered by
holder of the Chair of Economic Order and Social Policy	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 "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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Labor Market Economics	12-M-OEA-132-m01

Module coordinator	Module offered by
holder of the Chair of Economic Order and Social Policy	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:
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:
BORJAS, G. J. (2010): Labor Economics. 5th ed., Boston etc.
EHRENBERG, R.G./SMITH, R.S. (1996): Modern Labor Economics, 6th ed., Addison-Wesley, Amsterdam.
FRANZ, W. (2009): Arbeitsmarktökonomik. 7th ed., Berlin etc.
JAHN, E. J./ WAGNER, T. (2004): Neue Arbeitsmarkttheorien, 2nd ed., Lucius & Lucius, Stuttgart.
LANDMANN, O./ JERGER, J. (1999): Beschäftigungstheorie, 1st ed., Springer, Berlin.
LAYARD, R. / NICKELL, S. / JACKMAN, R. (2005): Unemployment; Marcroeconomic Performance and the Labour Market, 2nd ed., Oxford University Press Inc., New York.

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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in
Master's degree (1 major) Media Communication (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title			Abbreviation
Social Insurance and the Welfare State			12-M-F3-132-m01

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

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)

Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title			Abbreviation
Microeconometrics			12-M-MIK-141-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 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 micoreconometric 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)

Ü + 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)

a) written examination (60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information
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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Econometrics 1	12-M-OE1-141-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 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)

a) written examination (60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Econometrics 2	12-M-OE2-141-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 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, heteroskedastiticy and autocorrelation.
Linear algebra is used as formal aid.

Outline of syllabus:
1. Specification analysis
2. Multicollinearity
3. Heteroskedastiticy
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 (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)

a) written examination (60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle

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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Work and Information	12-ITA-141-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

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

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

a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) or c) oral examination (one candidate each: approx. 15 to 20 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or d) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Empirical HR Research with Stata	12-M-EPF-141-m01

Module coordinator	Module offered by
holder of the Chair for 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 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 programmes 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 (approx. 10 pages)
Language of assessment: German, English
Assessment offered: once a year, summer semester

Allocation of places

Number of places: 12. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Management of Corporate Sustainability			12-M-NUF-141-m01
Module coordinator		**Module offered by**	
holder of the Chair of Entrepreneurship and Strategy		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 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, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Strategic Marketing Management

(20 ECTS credits)

Compulsory Courses

(10 ECTS credits)

Module title			Abbreviation
International Marketing			12-M-IMM-141-m01
Module coordinator		**Module offered by**	
holder of the Chair of Business Administration and Marketing		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:
Meffert, H. / Burmann C. / Becker, C.: Internationales Marketing-Management, Stuttgart etc. (most recent edition).
Berndt, R. / Fantapié-Altobelli C. / Sander M.: Internationales Marketing-Management, Berlin etc. (most recent edition).

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)
Language of assessment: German, English

Allocation of places

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Additional information
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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Strategic Marketing	12-M-SM-141-m01

Module coordinator	Module offered by
holder of the Chair of Business Administration and Marketing	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:
Barnard, CI (1938): The Functions of the Executive, Harvard University Press, Cambridge, Massachusetts.
Eschenbach, R.; Eschenbach, S.; Kunesch, H. (2008): Strategische Konzepte: Management-Ansätze von Ansoff bis Ulrich, 5th ed., Schäffer-Poeschel Stuttgart.
Freeman, RE (2010): Strategic Management: A Stakeholder Approach, Cambridge University Press.
Grant, R. M.; Nippa, M. (2006): Strategisches Management: Analyse, Entwicklung und Implementierung von Unternehmensstrategien, 5th ed., Pearson Munich.
Hinterhuber, H. H. (2011): Strategische Unternehmensführung -- I. Strategisches Denken, 8th ed., Erich Schmidt Verlag, Berlin.
Hungenberg, H. (2012): Strategisches Management in Unternehmen: Ziele -- Prozesse -- Verfahren, 7th ed., Gabler, Wiesbaden.
Johnson, G.; Scholes, K.; Whittington, R. (2009): Fundamentals of Strategy, 1st ed., Financial Times and Prentice Hall Harlow.
Kotler, P.; Berger, R.; Bickhoff, N. (2010): The Quintessence of Strategic Management, Springer, Heidelberg.
Laasch, O.; Conaway RN (2014): The Principles of Responsible Management: Global Sustainability, Responsibility, and Ethics, Cengage Stamford.
Meffert, H.; Burmannn, C.; Kirchgeorg, M. (2012): Marketing -- Grundlagen marktorientierter Unternehmensführung, 11th ed., Gabler, Wiesbaden.
Meyer, M. (1995): Ökonomische Organisation der Industrie: Netzwerkarrangements zwischen Markt und Unternehmung, Gabler, Wiesbaden.
Müller-Stewens, G.; Lechner, C. (2011): Strategisches Management -- Wie strategische Initiativen zum Wandel führen, 4th ed., Schäffer-Poeschel Stuttgart.
Porter, M. (1999): Wettbewerb und Strategie, Econ Munich. (Original: Porter, M.: On Competition, Boston, 1998.)
Porter, M. (2014): Wettbewerbsvorteile -- Spitzenleistungen erreichen und behaupten, 8th ed., Campus Frankfurt / New York. (Original: Porter, M.: Competitive Advantage, New York, 1985)

Porter, M. (2013): Wettbewerbsstrategie -- Methoden zur Analyse von Branchen und Konkurrenten, 12th ed., Campus, Frankfurt / New York. (Original: Porter, M.: Competitive Strategy, New York, 1980)
Welge, M. K.; Al-Laham, A. (2012): Strategisches Management: Grundlagen -- Prozesse -- Implementierung, 6th ed., Springer Wiesbaden.

Intended learning outcomes

The students have a deeper understanding of the sustainable corporate management and have the basics of the competitive process and competitive dynamics available. In addition, they can use the acquired knowledge, while taking into account the conventional problems of the strategic and sustainable management, to solve business case studys 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)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Compulsory Electives

(10 ECTS credits)

Module title	Abbreviation
Strategic Networks in Industry	12-M-MS-141-m01

Module coordinator	Module offered by
holder of the Chair of Business Administration and Marketing	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 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 aquire 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)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Brand Management & Market Research	12-M-MM-141-m01

Module coordinator	Module offered by
holder of the Chair of Business Administration and Marketing	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:
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 pracital implications and examples. Provided by cases studies and market research tools, it's the defined goal of this lecture to convey an in-depth knowledge for consumer behavior and sustainable brand management.

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

V + 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, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)

Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Strategic Supply Management			12-M-SBM-141-m01

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

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

Intended learning outcomes

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

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

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)

a) written examination (approx. 40 to 60 minutes) or b) presentation (approx. 20 minutes) with written elaboration (approx. 15 to 20 pages), weighted 1:1 or c) written elaboration (approx. 30 to 40 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

Number of places: 20. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Strategic Management of Innovation and International Business	12-M-MWT-141-m01

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

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)

a) written elaboration (approx. 15 to 20 pages) or b) presentation (approx. 15 minutes) or c) written examination (approx. 60 minutes)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)

Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Management of Corporate Sustainability	12-M-NUF-141-m01

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

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Instruments of Strategic Controlling			12-M-INST-141-m01
Module coordinator		**Module offered by**	
holder of the 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 obtaining knowledge about the strengths and weaknesses and therewith fields of application and limits of prevalent instruments of strategic corporate management used by practitioners.

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

V + 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, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Coordination, Budgeting and Incentives in Enterprises			12-M-KOBO-132-m01
Module coordinator		**Module offered by**	
holder of the 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

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 (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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title			Abbreviation
Business Software 1: IS-based Enterprise Management			12-GPU-141-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)

a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) 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 d) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German, English
creditable for bonus

Allocation of places

Number of places: 20, thereof 15 places for Master's students of Business Information Systems and Master's students of Business Management with specialization BIS, if the number of applicatoins exceeds the number of available places. (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 proce-

dure, applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. (2) Places 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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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Management and Leadership in Organizations	12-MFO-132-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

Part I:
The complexity of the modern work environment and the constantly changing organisational structures of companies lead to a demand for young mangers with a high diversity of expertise that are able to play their part in managing the organisational world. The lecture will provide students with an insight into the characteristics, tasks and instruments as well as the challenges of management in organisations and situations that are becoming ever more complex.

Outline of syllabus:
- Introduction -- Power in the daily management routine
- Fundamentals of management in complex organisations
- Tasks and instruments of management
- Leadership in an intercultural context
- Assurance of employability
- Conclusion -- Management of supervisors and colleagues **Part II:** Today's world of work is characterised by continuous change in a global context. Mergers, integrations and acquisitions - these are key terms in this context. The majority of change processes does not have the desired effect or even fails. This is not least due to the fact that not enough attention is paid to the complexity of these processes and to employees.
The support and integration of successful change processes is a central responsibility of managers as well as a complex and central task that requires sound preparation.

Outline of syllabus:
- Introduction - typical change scenarios
- Psychological basics and concepts
- Approaches and control in change projects
- Measures and instruments of change management
- The role of management
- Conclusion - example of application acquisitions and cases

Intended learning outcomes

Part I: Course objectives:
- Provide a widespread insight into the current status of theory and practice regarding management in complex organizations
- Introduction of essential tasks and instruments of managers and their apply to authentic cases.
- To illustrate and reflect the tensions of management in complex situations and international context Part II: Course objectives:
- Provide a widespread insight into the current status of theory and practice regarding changes
- Introduction, suitability of daily use and critical reflection of essential concepts, models and methods
- Foster the understanding for the necessity, complexity of changes as well as their constraints and barriers.

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

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

- 12-MFO-1-132: V (no information on SWS (weekly contact hours) and course language available)
- 12-MFO-2-132: 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-MFO-1-132: General Management - Key Skills for Young Professionals
- 3 ECTS, Method of grading: numerical grade
- written examination (approx. 60 minutes)
- Language of assessment: German, English

Assessment in module component 12-MFO-2-132: Managing Change
- 2 ECTS, Method of grading: numerical grade
- written examination (approx. 60 minutes)
- Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title			Abbreviation
E-Business Strategies			12-M-IBS-141-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)

a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) 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 d) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German, English
creditable for bonus

Allocation of places

Number of places: 30. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
International Trade and the Multinational Firm	12-M-ITMF-141-m01

Module coordinator	Module offered by
holder of the Chair of 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 starts out with theories of international trade based on comparative advantage (Ricardo and Heckscher-Ohlin) followed by theories based on monopolistic and oligopolistic competition to explain intra-industry trade. The final part covers firm heterogeneity and multinational firms.

Outline of syllabus:
1. Structure of the lecture
2. Ricardian trade theory
3. Heckscher-Ohlin trade theory
4. The general neoclassical model
5. Sector-specific factors: the Ricardo-Viner model
6. New trade theory: intra-industry trade, increasing returns to scale and imperfect competition
7. Firm heterogeneity, trade and FDI
8. The multinational firm

Reading:
Barba Navaretti, G. and A.J. Venables (2004), Multinational Firms in the World Economy. Princeton University Press
Caves, R., R.W. Jones and J.A. Frankel (2007), World Trade and Payments. Addison Wesley.
Feenstra, R.C. (2004), Advanced International Trade. Theory and Evidence. Princeton University Press.
Gandolfo, G. (1998), International Trade Theory and Policy. Springer-Verlag, Berlin and New York.
Helpman, Elhanan (2011), Understanding Global Trade, Harvard University Press.
Markusen, J.R., J.R. Melvin, W.H. Kaempfer, K. E. Maskus (1995), International Trade, McGraw-Hill.
A detailed list of references with further references, journal articles in particular, will be provided with each chapter of the lecture.

Intended learning outcomes

The students acquire the ability to critically understand the causes and drivers of world trade and the developments of specialization patterns in the global economy. They learn to analyze, discuss and defend these developments and to apply the tools and methods to evaluate controversies associated with the ongoing deepening of the international division of labor, in particular the repercussions of the global economy on national economies.

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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Media Communication (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Multinational Enterprises			12-M-MNE-141-m01

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

a) written examination (approx. 120 minutes) or b) oral examination (approx. 15 minutes)
Language of assessment: German, English

Allocation of places

Business Management Master's, Economics Master's, Business Information Systems Master's, Mathematics for Economics Master's, Chinese and Economics Master's and China Business und Economics Master's: no restrictions. Applied Human Geography Master's: 10 places. Places will be allocated by lot.

Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Project Seminar: Management of Sustainability			12-M-BCS-141-m01
Module coordinator		**Module offered by**	
holder of the Chair of Entrepreneurship and Strategy		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 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)

a) written examination (approx. 60 minutes) or
b) written elaboration (approx. 15 to 20 pages)
Language of assessment: German, English
Assessment offered: once a year, winter semester

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Entrepreneurship and Management

(20 ECTS credits)

Compulsory Courses

(10 ECTS credits)

Module title	Abbreviation
Management of Corporate Sustainability	12-M-NUF-141-m01

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

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Strategic Management of Innovation and International Business	12-M-MWT-141-m01

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

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)

a) written elaboration (approx. 15 to 20 pages) or b) presentation (approx. 15 minutes) or c) written examination (approx. 60 minutes)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)

Master's degree (1 major) Economics (2014)

Compulsory Electives

(10 ECTS credits)

Module title	Abbreviation
Employment Law	02-J6-121-m01

Module coordinator	Module offered by
holder of the Chair of Civil Law, Employment and Labour Law and Civil Procedure	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 + 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)

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

Students of the degree programme Rechtswissenschaften (Law) with the degree Erste Juristische Staatsprüfung (first state examination in law) and students of the Bachelor's degree programme Öffentliches Recht (Public Law) (minor with 60 ECTS credits): no restrictions. Students of other degree programmes: 30 places. Places will be allocated as follows: Students applying after not having successfully completed assessment in the past two semesters will be given preferential consideration. The remaining places will be allocated by lot. A waiting list will be maintained and places re-allocated by lot as they become available. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure.

Additional information

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Workload

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Teaching cycle

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

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Module appears in

Bachelor' degree (1 major) Computer Science (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Advanced Microeconomics	12-M-AM-141-m01

Module coordinator	Module offered by
holder of the Chair for Economics, Contract Theory and Information 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

This course deals with essential microeconomic methods and problems at an advanced level (e. g. Mas-Colell, Whinston, Green: Micoreconomic 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)

a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 to 20 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)

Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Strategic Networks in Industry	12-M-MS-141-m01

Module coordinator	Module offered by
holder of the Chair of Business Administration and Marketing	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 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 aquire 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)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Incentives in Organizations			12-M-AO-132-m01
Module coordinator		**Module offered by**	
holder of the Chair for 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 "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 scientifc 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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Empirical Research in Entrepreneurship and Management	12-M-EGF-141-m01

Module coordinator	Module offered by
holder of the Chair of Entrepreneurship and Strategy	Faculty of Business Management and Economics

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

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)

S + 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) with presentation (approx. 45 minutes), weighted 2:1
Language of assessment: German, English
Assessment offered: once a year, summer semester
creditable for bonus

Allocation of places

Number of places: 30. 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. Places on all courses of the module component with a restric-

ted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.
Additional information
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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Project Seminar: Entrepreneurship, Innovation, Management	12-M-LUP-141-m01

Module coordinator	Module offered by
holder of the Chair of Entrepreneurship and Strategy	Faculty of Business Management and Economics

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

This module 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 to be prepared in groups (approx. 40 pages) and presentation (one candidate each: approx. 10 to 15 minutes, groups of 2: approx. 20 to 25 minutes, groups of 3: approx. 25 to 35 minutes), weighted 2:1
Language of assessment: German, English
Assessment offered: every fourth semester
creditable for bonus

Allocation of places

Number of places: 20. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Project Seminar: Management of Sustainability			12-M-BCS-141-m01
Module coordinator		**Module offered by**	
holder of the Chair of Entrepreneurship and Strategy		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 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)

a) written examination (approx. 60 minutes) or
b) written elaboration (approx. 15 to 20 pages)
Language of assessment: German, English
Assessment offered: once a year, winter semester

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
IT-Management	12-M-ITM-141-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 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:
- Hofmann/Schmidt: Masterkurs IT-Management, Wiesbaden.
- 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)

a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) or c) oral examination (one candidate each: approx. 15 to 20 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or d) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2011) Master's degree (1 major) Economics (2010) Master's degree (1 major) Economics (2014) Master's degree (1 major) Economics (2013)

Module title			Abbreviation
Economics of Information and Network Industries			12-M-EIN-141-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

Outline of syllabus:
1. Network effects
- Consumer demand in markets with network effects and rational expectations
- Monopoly pricing
- Competition in markets with network effects
- Compatibility and multihoming
- Dynamic competition
- Competition policy issues in industries with network effects
2. Competition in markets with switching costs
- Simple two period models of markets with switching costs
- Various modelling possibilities for switching costs
- Switching costs and long-run prices
3. Two(Multi)-Sided Markets and Platforms
- Monopoly pricing in platform markets
- Competition in platform markets
- Divide and conquer strategies
- Non-price strategies
- Competition policy issues in platform markets
4. Access pricing in network industries
- Network competition and role of access prices
- Regulation of access prices

The course will be taught in English.

Intended learning outcomes

After completion of the module students can understand and explain themselves the in the lecture introduced advanced concepts of economics, information and network industries (including their mathematical representation form). They will be able to refer to the modeling examples from the practice by impute obvious corporate strategies and can predict the market outcome, evaluate information and network industries from the perspective of the state and, if necessary, appropriate policy action alternatives derived. 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 + 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)

a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 to 20 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information
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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title			Abbreviation
E-Business Strategies			12-M-IBS-141-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)

a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) 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 d) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German, English
creditable for bonus

Allocation of places

Number of places: 30. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Project Seminar: Entrepreneurship and Management	12-M-SB8-141-m01

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

presentation (approx. 20 to 30 minutes)
Language of assessment: German, English
Assessment offered: in the semester in which the course is offered and in the subsequent semester

Allocation of places

Number of places: 15. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Econometrics

(20 ECTS credits)

Compulsory Courses

(10 ECTS credits)

Module title	Abbreviation
Econometrics 1	12-M-OE1-141-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 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)

a) written examination (60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Econometrics 2	12-M-OE2-141-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 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, heteroskedastiticy and autocorrelation.
Linear algebra is used as formal aid.

Outline of syllabus:
1. Specification analysis
2. Multicollinearity
3. Heteroskedastiticy
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 (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)

a) written examination (60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle

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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Compulsory Electives

(10 ECTS credits)

Module title			Abbreviation
Econometrics 3			12-M-OE3-141-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 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)

a) written examination (60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Analysis of Financial Market Data	12-M-FMO-141-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:
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:
Alexander, C.: A Guide to Financial Data Analysis, Wiley.
Campbell, JY, Lo, AW, MacKinley, AC: The Econometrics of Financial Markets, Princeton University Press.
Geyer, A.: Information, Erwartung und Risiko. Aspekte der Verteilung, Abhängigkeit und Varianz von finanzwirtschaftlichen Zeitreihen, Verlag V. Florentz.
Hamilton, JD: Time Series Analysis, Princeton University Press.
Mills, T.: Econometric Modelling of Financial Time Series, Cambridge University Press.
Taylor, S.: Modelling Financial Time Series, Wiley.

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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places
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Additional information
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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Microeconometrics			12-M-MIK-141-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 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 micoreconometric 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)

Ü + 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)

a) written examination (60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information
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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Empirical Research in Entrepreneurship and Management	12-M-EGF-141-m01

Module coordinator	Module offered by
holder of the Chair of Entrepreneurship and Strategy	Faculty of Business Management and Economics

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

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)

S + 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) with presentation (approx. 45 minutes), weighted 2:1
Language of assessment: German, English
Assessment offered: once a year, summer semester
creditable for bonus

Allocation of places

Number of places: 30. 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. Places on all courses of the module component with a restric-

ted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.
Additional information
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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Empirical HR Research with Stata	12-M-EPF-141-m01

Module coordinator	Module offered by
holder of the Chair for 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 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 programmes 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 (approx. 10 pages)
Language of assessment: German, English
Assessment offered: once a year, summer semester

Allocation of places

Number of places: 12. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Project Seminar: Management of Sustainability			12-M-BCS-141-m01
Module coordinator		**Module offered by**	
holder of the Chair of Entrepreneurship and Strategy		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 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)

a) written examination (approx. 60 minutes) or
b) written elaboration (approx. 15 to 20 pages)
Language of assessment: German, English
Assessment offered: once a year, winter semester

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Empirical Industrial Organization	12-M-EIO-141-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

Outline of syllabus:
1. Recap of econometric methods
- Identification and estimation of simultaneous equation models
- Endogeneity
- Variants of GMM and ML estimation
2. Estimation of demand
- Representative consumer models
- Discrete choice models with individual data
- Discrete choice models with aggregate data
- Demand models with consumer heterogeneity
3. Estimation of static market models
- Supply and demand estimation: NEIO framework
- Inferring/estimation of marginal costs
4. Applications
- Market definition
- Empirical merger analysis

The course will be taught in English.

Intended learning outcomes

The students taking this class will learn modern empirical methods in studying questions related to industry outcomes. They will become familiar with methods used in estimating demand and during exercises will learn how one can do it in practice. They will have a thorough understanding of the so-called New Empirical Industrial Organization (NEIO) methodology. They will become familiar with methods used in estimating demand and imperfect competition models among firms. They will learn how to use such models to infer marginal costs as well as constructing policy simulations based on the estimated models to evaluate the effects of changes in the competitive environment, such as mergers. A student which successfully completes this course will not only be able to read empirical academic papers but will also implement a few important models in computer exercises. Furthermore, they will be able to draw implications of empirical studies for economic policy in areas such as antitrust and regulation.

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)

a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 to 20 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Focus Economics

(ECTS credits)

Research Methods

(20 ECTS credits)

Compulsory Courses

(15 ECTS credits)

Module title	Abbreviation
Advanced Microeconomics	12-M-AM-141-m01

Module coordinator	Module offered by
holder of the Chair for Economics, Contract Theory and Information 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

This course deals with essential microeconomic methods and problems at an advanced level (e. g. Mas-Colell, Whinston, Green: Micoreconomic 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)

a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 to 20 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)

Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Advanced Macroeconomics	12-M-MFF-132-m01

Module coordinator	Module offered by
holder of the Chair of 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 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:
David Romer, Advanced Macroeconomics, 4th ed., McGraw-Hill Irwin.
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 + 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, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Econometrics 1	12-M-OE1-141-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 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)

a) written examination (60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Compulsory Electives

(5 ECTS credits)

Module title			Abbreviation
Managerial Analytics & Decision Making			12-M-MADM-141-m01
Module coordinator		**Module offered by**	
holder of the Chair of Logistics and Quantitative Methods		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 "Managerial Analytics & Decision Making" discusses quantitative methods to structure and solve a diverse set of management problems and demonstrates the application of modern methods with the help of multiple case studies.

Intended learning outcomes

After completing this course students can
(i) better understand and structure problems;
(ii) apply important theoretical and empirical frameworks to practical problems that evaluate good and bad decision making;
(iii) implement advanced analytical methods to support decision making under risk.

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

V + 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)

a) written examination (approx. 60 minutes) or b) written elaboration (approx. 15 to 20 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
DSGE Modelling	12-M-DMM-132-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 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 impilse 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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title			Abbreviation
Microeconometrics			12-M-MIK-141-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 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 micoreconometric 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)

Ü + 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)

a) written examination (60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information
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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title			Abbreviation
European Economic Statistics			12-M-EWS-132-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

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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Media Communication (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Analysis of Financial Market Data	12-M-FMO-141-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:
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:
Alexander, C.: A Guide to Financial Data Analysis, Wiley.
Campbell, JY, Lo, AW, MacKinley, AC: The Econometrics of Financial Markets, Princeton University Press.
Geyer, A.: Information, Erwartung und Risiko. Aspekte der Verteilung, Abhängigkeit und Varianz von finanzwirtschaftlichen Zeitreihen, Verlag V. Florentz.
Hamilton, JD: Time Series Analysis, Princeton University Press.
Mills, T.: Econometric Modelling of Financial Time Series, Cambridge University Press.
Taylor, S.: Modelling Financial Time Series, Wiley.

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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places
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Additional information
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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Multinational Enterprises			12-M-MNE-141-m01
Module coordinator		**Module offered by**	
holder of the Chair of Public Finance		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 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)

a) written examination (approx. 120 minutes) or b) oral examination (approx. 15 minutes)
Language of assessment: German, English

Allocation of places

Business Management Master's, Economics Master's, Business Information Systems Master's, Mathematics for Economics Master's, Chinese and Economics Master's and China Business und Economics Master's: no restrictions. Applied Human Geography Master's: 10 places. Places will be allocated by lot.

Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Theory of Industrial Organization 1	12-M-TI1-141-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

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)

a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 to 20 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Theory of Industrial Organization 2			12-M-TI2-141-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 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)

a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 to 20 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2014)

Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Optimal Tax Theory			12-M-F4-132-m01
Module coordinator		**Module offered by**	
holder of the Chair of Public Finance		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 will discuss the design of an optimal tax system. First, students will learn what criteria have to be met for a tax system to be optimal. Lectures will introduce key rules for taxing commodities as well as income and capital.
Examining specific taxation issues such as eco-tax, family taxation and the taxation of international enterprises, students will then gain more in-depth insights into these rules.
Reading: Lecture notes will be provided.

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

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 in groups.

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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title			Abbreviation
Computational Economics - Advanced Level			12-M-NGM-132-m01
Module coordinator		**Module offered by**	
holder of the Chair of Public Finance		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 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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2013)

Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Econometrics 2	12-M-OE2-141-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 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, heteroskedastiticy and autocorrelation.
Linear algebra is used as formal aid.

Outline of syllabus:
1. Specification analysis
2. Multicollinearity
3. Heteroskedastiticy
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 (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)

a) written examination (60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle

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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Econometrics 3			12-M-OE3-141-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 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)

a) written examination (60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Strategic Production Management	12-M-SPM-141-m01

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

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)

a) written examination (approx. 40 to 60 minutes) or b) presentation (approx. 20 minutes) with written elaboration (approx. 15 to 20 pages), weighted 1:1 or c) written elaboration (approx. 30 to 40 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

Number of places: 20. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Empirical HR Research with Stata	12-M-EPF-141-m01

Module coordinator	Module offered by
holder of the Chair for 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 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 programmes 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 (approx. 10 pages)
Language of assessment: German, English
Assessment offered: once a year, summer semester

Allocation of places

Number of places: 12. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Empirical Research in Entrepreneurship and Management	12-M-EGF-141-m01

Module coordinator	Module offered by
holder of the Chair of Entrepreneurship and Strategy	Faculty of Business Management and Economics

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

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)

S + 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) with presentation (approx. 45 minutes), weighted 2:1
Language of assessment: German, English
Assessment offered: once a year, summer semester
creditable for bonus

Allocation of places

Number of places: 30. 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. Places on all courses of the module component with a restric-

ted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.
Additional information
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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Management of Corporate Sustainability	12-M-NUF-141-m01

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

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Human Resource Management and Industrial Relations			12-M-HRM-132-m01
Module coordinator		**Module offered by**	
holder of the Chair for 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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

Business Management Master's, Economics Master's, Business Information Systems Master's, Mathematics for Economics Master's, Chinese and Economics Master's and China Business und 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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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Accounting and Capital Markets	12-M-REKA-132-m01

Module coordinator	Module offered by
holder of the 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 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 covered. For example, changes in valuation standards, publicity rules or regulations about the distribution of profits in enterprises and on capital markets are considered.

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

V + 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, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Information systems research	12-M-ISR-141-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)

a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) 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 d) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German, English
creditable for bonus

Allocation of places

Number of places: 30. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Project Seminar: Management of Sustainability			12-M-BCS-141-m01
Module coordinator		**Module offered by**	
holder of the Chair of Entrepreneurship and Strategy		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 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)

a) written examination (approx. 60 minutes) or
b) written elaboration (approx. 15 to 20 pages)
Language of assessment: German, English
Assessment offered: once a year, winter semester

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
International Trade and the Multinational Firm	12-M-ITMF-141-m01

Module coordinator	Module offered by
holder of the Chair of 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 starts out with theories of international trade based on comparative advantage (Ricardo and Heckscher-Ohlin) followed by theories based on monopolistic and oligopolistic competition to explain intra-industry trade. The final part covers firm heterogeneity and multinational firms.

Outline of syllabus:
1. Structure of the lecture
2. Ricardian trade theory
3. Heckscher-Ohlin trade theory
4. The general neoclassical model
5. Sector-specific factors: the Ricardo-Viner model
6. New trade theory: intra-industry trade, increasing returns to scale and imperfect competition
7. Firm heterogeneity, trade and FDI
8. The multinational firm

Reading:
Barba Navaretti, G. and A.J. Venables (2004), Multinational Firms in the World Economy. Princeton University Press
Caves, R., R.W. Jones and J.A. Frankel (2007), World Trade and Payments. Addison Wesley.
Feenstra, R.C. (2004), Advanced International Trade. Theory and Evidence. Princeton University Press.
Gandolfo, G. (1998), International Trade Theory and Policy. Springer-Verlag, Berlin and New York.
Helpman, Elhanan (2011), Understanding Global Trade, Harvard University Press.
Markusen, J.R., J.R. Melvin, W.H. Kaempfer, K. E. Maskus (1995), International Trade, McGraw-Hill.
A detailed list of references with further references, journal articles in particular, will be provided with each chapter of the lecture.

Intended learning outcomes

The students acquire the ability to critically understand the causes and drivers of world trade and the developments of specialization patterns in the global economy. They learn to analyze, discuss and defend these developments and to apply the tools and methods to evaluate controversies associated with the ongoing deepening of the international division of labor, in particular the repercussions of the global economy on national economies.

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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Media Communication (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Economic Geography			12-M-EG-141-m01
Module coordinator		**Module offered by**	
holder of the Chair of 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 covers the determinants of economic activity in space: basics of urban and regional economics; the origins of the new economic geography and model tools involving mobile labour and mobile capital; applications to trade, tax and regional policy issues are examined and the empirics of agglomeration and trade are discussed.

Outline of syllabus:
1. Introduction
2. Economic activity in space: basics
3. From the new trade theory to the new economic geography
4. The core-periphery model and beyond
5. The footloose-capital model and applications
6. Housing, welfare and regional policy
7. The empirics of agglomeration and trade
8. Policy issues
9. Where to go from here?

Reading:
The course uses a combination of textbooks and journal articles. The main textbooks used are:
Brakman, W., H. Garretsen and Ch. van Marrewijk, 2009, The New Introduction to Geographical Economics, Cambridge University Press.
Baldwin, R., R. Forslid, P. Martin, G. Ottaviano and F. Robert-Nicoud, 2003, Economic Geography and Public Policy, Princeton.
Combes, P.P, Th. Mayer and J.F. Thisse, 2008, Economic Geography. The Integration of Regions and Nations, Princeton University Press.
Fujita, M., P.R. Krugman and A.J. Venables, 1999, The Spatial Economy, MIT Press.
Krugman, P.R., 1991, Geography and Trade, MIT Press.

Intended learning outcomes

Students acquire a knowledge of the forces which determine the allocation of economic activity in space and they learn to apply fundamental models of agglomeration to understand and analyze policy issues involving trade, taxation and regional policy questions both analytically and in an economic intuitive way.

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)

a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Topics in International Economics	12-M-ATIÖ-132-m01

Module coordinator	Module offered by
holder of the Chair of 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 workshop discusses pioneering work and monographs in the field of international economics published in international journals. These works focus on the patterns of specialisation in the world economy, international competition between locations and its policy implications.

Reading:
Current journal articles and/or monographs.

Intended learning outcomes

The workshop is intended for advanced graduate students and doctoral candidates. Through detailed study of selected technical papers, students are methods and content introduced to the research front in the field of International Economics. Students acquire the ability to communicate complex technical papers to penetrate independently and understand the highly compact design of such studies. Thus, the workshop promotes in particularly the ability to write their own work.
The workshop seminar-like character lives by the interaction of teachers with students. Students are systematically involved in the event, because they are asked to prepare brief summaries of the technical papers and present them in the reading workshop and actively participate in the work-up and detailed discussion of the essays in the events. The workshop trains both analytical skills and an understanding of the respective current application 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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) or c) summaries of texts, contributions to the discussion and written examination consisting of multiple choice questions, weighted 2:1:2
Language of assessment: German, English

Allocation of places

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Additional information

Lecture (V) and exercise (Ü) may be replaced by W.

Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)

Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Econometrics

(20 ECTS credits)

Compulsory Courses

(10 ECTS credits)

Module title	Abbreviation
Econometrics 1	12-M-OE1-141-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 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)

a) written examination (60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Econometrics 2	12-M-OE2-141-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 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, heteroskedastiticy and autocorrelation.
Linear algebra is used as formal aid.

Outline of syllabus:
1. Specification analysis
2. Multicollinearity
3. Heteroskedastiticy
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 (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)

a) written examination (60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle

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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Compulsory Electives

(10 ECTS credits)

Module title			Abbreviation
Econometrics 3			12-M-OE3-141-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 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)

a) written examination (60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Analysis of Financial Market Data	12-M-FMO-141-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:
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:
Alexander, C.: A Guide to Financial Data Analysis, Wiley.
Campbell, JY, Lo, AW, MacKinley, AC: The Econometrics of Financial Markets, Princeton University Press.
Geyer, A.: Information, Erwartung und Risiko. Aspekte der Verteilung, Abhängigkeit und Varianz von finanzwirtschaftlichen Zeitreihen, Verlag V. Florentz.
Hamilton, JD: Time Series Analysis, Princeton University Press.
Mills, T.: Econometric Modelling of Financial Time Series, Cambridge University Press.
Taylor, S.: Modelling Financial Time Series, Wiley.

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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places
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Additional information
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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Microeconometrics			12-M-MIK-141-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 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 micoreconometric 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)

Ü + 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)

a) written examination (60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information
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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Empirical Research in Entrepreneurship and Management			12-M-EGF-141-m01

Module coordinator	Module offered by
holder of the Chair of Entrepreneurship and Strategy	Faculty of Business Management and Economics

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

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)

S + 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) with presentation (approx. 45 minutes), weighted 2:1
Language of assessment: German, English
Assessment offered: once a year, summer semester
creditable for bonus

Allocation of places

Number of places: 30. 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. Places on all courses of the module component with a restric-

ted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.
Additional information
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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Empirical HR Research with Stata	12-M-EPF-141-m01

Module coordinator	Module offered by
holder of the Chair for 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 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 programmes 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 (approx. 10 pages)
Language of assessment: German, English
Assessment offered: once a year, summer semester

Allocation of places

Number of places: 12. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Project Seminar: Management of Sustainability			12-M-BCS-141-m01
Module coordinator		**Module offered by**	
holder of the Chair of Entrepreneurship and Strategy		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 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)

a) written examination (approx. 60 minutes) or
b) written elaboration (approx. 15 to 20 pages)
Language of assessment: German, English
Assessment offered: once a year, winter semester

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Empirical Industrial Organization	12-M-EIO-141-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

Outline of syllabus:
1. Recap of econometric methods
- Identification and estimation of simultaneous equation models
- Endogeneity
- Variants of GMM and ML estimation
2. Estimation of demand
- Representative consumer models
- Discrete choice models with individual data
- Discrete choice models with aggregate data
- Demand models with consumer heterogeneity
3. Estimation of static market models
- Supply and demand estimation: NEIO framework
- Inferring/estimation of marginal costs
4. Applications
- Market definition
- Empirical merger analysis

The course will be taught in English.

Intended learning outcomes

The students taking this class will learn modern empirical methods in studying questions related to industry outcomes. They will become familiar with methods used in estimating demand and during exercises will learn how one can do it in practice. They will have a thorough understanding of the so-called New Empirical Industrial Organization (NEIO) methodology. They will become familiar with methods used in estimating demand and imperfect competition models among firms. They will learn how to use such models to infer marginal costs as well as constructing policy simulations based on the estimated models to evaluate the effects of changes in the competitive environment, such as mergers. A student which successfully completes this course will not only be able to read empirical academic papers but will also implement a few important models in computer exercises. Furthermore, they will be able to draw implications of empirical studies for economic policy in areas such as antitrust and regulation.

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)

a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 to 20 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Public Finance

(20 ECTS credits)

Compulsory Courses

(10 ECTS credits)

Module title	Abbreviation
Policy of Taxation	12-M-F1-132-m01

Module coordinator	Module offered by
holder of the Chair of Public Finance	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:
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 induiced 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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2013)

Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title			Abbreviation
Social Insurance and the Welfare State			12-M-F3-132-m01

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

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)

Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Compulsory Electives

(10 ECTS credits)

Module title			Abbreviation
Public Debt			12-M-F2-132-m01
Module coordinator		**Module offered by**	
holder of the Chair of Public Finance		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 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 souvereign 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 economny 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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)

Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Optimal Tax Theory	12-M-F4-132-m01

Module coordinator	Module offered by
holder of the Chair of Public Finance	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 will discuss the design of an optimal tax system. First, students will learn what criteria have to be met for a tax system to be optimal. Lectures will introduce key rules for taxing commodities as well as income and capital.
Examining specific taxation issues such as eco-tax, family taxation and the taxation of international enterprises, students will then gain more in-depth insights into these rules.
Reading: Lecture notes will be provided.

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

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 in groups.

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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Principles of European Regulation	12-M-PRE-132-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 Gemany and Europe in practice
2. Overview of the regulation of the electricity industry in Gemany and Europe in practice
3. Overview of the regulation of the telecommunications industry in Gemany 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 succesfully completing this module, students wiil 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)

a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 pages) and oral examination (approx. 15 minutes), weighted 2:1 or d) case studies, project report or similar (approx. 10 pages) and presentation (approx. 15 minutes), weighted 2:1 or e) presentation (approx. 30 to 45 minutes), presentations can be held by one candidate each or in groups
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in
Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2013)

Module title			Abbreviation
European Public Finance			12-M-EFP-132-m01
Module coordinator		**Module offered by**	
holder of the Chair of Public Finance		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:
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 ther 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 (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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

Business Management Master's, Economics Master's, Business Information Systems Master's, Mathematics for Economics Master's, Chinese and Economics Master's and China Business und 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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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)

Master's degree (1 major) Media Communication (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Computational Economics - Advanced Level	12-M-NGM-132-m01

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

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2013)

Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title			Abbreviation
Multinational Enterprises			12-M-MNE-141-m01
Module coordinator		**Module offered by**	
holder of the Chair of Public Finance		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 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)

a) written examination (approx. 120 minutes) or b) oral examination (approx. 15 minutes)
Language of assessment: German, English

Allocation of places

Business Management Master's, Economics Master's, Business Information Systems Master's, Mathematics for Economics Master's, Chinese and Economics Master's and China Business und Economics Master's: no restrictions. Applied Human Geography Master's: 10 places. Places will be allocated by lot.

Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Theory of Social Policy	12-M-TSP-132-m01

Module coordinator	Module offered by
holder of the Chair of Economic Order and Social Policy	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 "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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Master's degree (1 major) Economics (2013)

National and International Monetary Economics

(20 ECTS credits)

Compulsory Courses

(10 ECTS credits)

Module title	Abbreviation
European Monetary Policy - Closed Economy	12-M-EG1-132-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 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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

Number of places: 30. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Media Communication (2014) Master's degree (1 major) Business Management (2013) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014) Master's degree (1 major) Economics (2013)

Module title	Abbreviation
European Monetary Policy - Open Economy	12-M-EG2-132-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 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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places
Number of places: 30. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.
Additional information
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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Media Communication (2014) Master's degree (1 major) Business Management (2013) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014) Master's degree (1 major) Economics (2013)

Compulsory Electives

(10 ECTS credits)

Module title	Abbreviation
DSGE Modelling	12-M-DMM-132-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 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 impilse 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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title	Abbreviation
European Macroeconomic Policy	12-M-EMP-132-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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

Number of places: 30, thereof 10 places for Master's students of Business Management and Master's students of Economics assigned as described below and 10 places each for Master's students of Applied Human Geography and Master's students of Political and Social Sciences, assigned by lot. (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.

Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Media Communication (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Portfolio Selection and Capital Market Theory	12-M-B1a-132-m01

Module coordinator	Module offered by
holder of the Chair of Business Management, Banking and Finance	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)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Selected Topics of European Integration	12-M-SEI-132-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 module provides students with a more in-depth understanding of specific problems of macroeconomics and current economic 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 beter for the processing of the master's thesis.

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. 15 pages) and presentation (approx. 15 minutes), weighted 2:1
Language of assessment: German, English
Assessment offered: once a year, summer semester

Allocation of places

Number of places: 15. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)

Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Industrial Economics

(20 ECTS credits)

Compulsory Courses

(10 ECTS credits)

Module title	Abbreviation
Theory of Industrial Organization 1	12-M-TI1-141-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

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)

a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 to 20 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title			Abbreviation
European Competition Policy			12-M-WPE-141-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

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)

a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 to 20 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

Business Management Master's, Economics Master's, Business Information Systems Master's, Mathematics for Economics Master's, Chinese and Economics Master's and China Business und 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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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Media Communication (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Compulsory Electives

(10 ECTS credits)

Module title			Abbreviation
Multinational Enterprises			12-M-MNE-141-m01
Module coordinator		**Module offered by**	
holder of the Chair of Public Finance		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 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)

a) written examination (approx. 120 minutes) or b) oral examination (approx. 15 minutes)
Language of assessment: German, English

Allocation of places

Business Management Master's, Economics Master's, Business Information Systems Master's, Mathematics for Economics Master's, Chinese and Economics Master's and China Business und Economics Master's: no restrictions. Applied Human Geography Master's: 10 places. Places will be allocated by lot.

Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Advanced Microeconomics	12-M-AM-141-m01

Module coordinator	Module offered by
holder of the Chair for Economics, Contract Theory and Information 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

This course deals with essential microeconomic methods and problems at an advanced level (e. g. Mas-Colell, Whinston, Green: Micoreconomic 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)

a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 to 20 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)

Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Principles of European Regulation	12-M-PRE-132-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 Gemany and Europe in practice
2. Overview of the regulation of the electricity industry in Gemany and Europe in practice
3. Overview of the regulation of the telecommunications industry in Gemany 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 succesfully completing this module, students wiil 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)

a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 pages) and oral examination (approx. 15 minutes), weighted 2:1 or d) case studies, project report or similar (approx. 10 pages) and presentation (approx. 15 minutes), weighted 2:1 or e) presentation (approx. 30 to 45 minutes), presentations can be held by one candidate each or in groups
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in
Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Theory of Industrial Organization 2	12-M-TI2-141-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 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)

a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 to 20 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2014)

Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Management of Corporate Sustainability	12-M-NUF-141-m01

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

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Empirical Industrial Organization	12-M-EIO-132-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

Outline of syllabus:
1. Recap of econometric methods
- Identification and estimation of simultaneous equation models
- Endogeneity
- Variants of GMM and ML estimation
2. Estimation of demand
- Representative consumer models
- Discrete choice models with individual data
- Discrete choice models with aggregate data
- Demand models with consumer heterogeneity
3. Estimation of static market models
- Supply and demand estimation: NEIO framework
- Inferring/estimation of marginal costs
4. Applications
- Market definition
- Empirical merger analysis

The course will be taught in English.

Intended learning outcomes

The students taking this class will learn modern empirical methods in studying questions related to industry outcomes. They will become familiar with methods used in estimating demand and during exercises will learn how one can do it in practice. They will have a thorough understanding of the so-called New Empirical Industrial Organization (NEIO) methodology. They will become familiar with methods used in estimating demand and imperfect competition models among firms. They will learn how to use such models to infer marginal costs as well as constructing policy simulations based on the estimated models to evaluate the effects of changes in the competitive environment, such as mergers. A student which successfully completes this course will not only be able to read empirical academic papers but will also implement a few important models in computer exercises. Furthermore, they will be able to draw implications of empirical studies for economic policy in areas such as antitrust and regulation.

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)

a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 pages) and oral examination (approx. 15 minutes), weighted 2:1 or d) case studies, project report or similar (approx. 10 pages) and presentation (approx. 15 minutes), weighted 2:1 or e) presentation (approx. 30 to 45 minutes), presentations can be held by one candidate each or in groups
Language of assessment: German, English

Allocation of places

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Additional information
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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Management (2013) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2013)

Module title			Abbreviation
Economics of Information and Network Industries			12-M-EIN-141-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

Outline of syllabus:
1. Network effects
- Consumer demand in markets with network effects and rational expectations
- Monopoly pricing
- Competition in markets with network effects
- Compatibility and multihoming
- Dynamic competition
- Competition policy issues in industries with network effects
2. Competition in markets with switching costs
- Simple two period models of markets with switching costs
- Various modelling possibilities for switching costs
- Switching costs and long-run prices
3. Two(Multi)-Sided Markets and Platforms
- Monopoly pricing in platform markets
- Competition in platform markets
- Divide and conquer strategies
- Non-price strategies
- Competition policy issues in platform markets
4. Access pricing in network industries
- Network competition and role of access prices
- Regulation of access prices

The course will be taught in English.

Intended learning outcomes

After completion of the module students can understand and explain themselves the in the lecture introduced advanced concepts of economics, information and network industries (including their mathematical representation form). They will be able to refer to the modeling examples from the practice by impute obvious corporate strategies and can predict the market outcome, evaluate information and network industries from the perspective of the state and, if necessary, appropriate policy action alternatives derived. 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 + 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)

a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 to 20 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information
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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Topics in Industrial Organization			12-M-TIO-132-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 course discusses recent state-of-the-art research articles in industrial economics. Subjects and methods discussed may vary greatly from semester to semester.
Examples: Behavioural industrial economics, search, best price strategies, patents.

Intended learning outcomes

After completing the course students are able to

1. explain and evaluate results and methods of the research articles.
2. apply the methods to simple situations 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)

a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 pages) and oral examination (approx. 15 minutes), weighted 2:1 or d) case studies, project report or similar (approx. 10 pages) and presentation (approx. 15 minutes), weighted 2:1 or e) presentation (approx. 30 to 45 minutes), presentations can be held by one candidate each or in groups
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Contract Economics	12-M-CE-141-m01

Module coordinator	Module offered by
holder of the Chair for Economics, Contract Theory and Information 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

Contract theory deals with contracts among relatively few -- often just two -- trading partners. This makes it possible to search for the optimal contract for these partners, and is the trademark of contract theory. Typical topics:
1. Static moral hazard
2. Dynamic moral hazard
3. Incomplete contracts
4. Adverse selection
5. Relational contracts and career concerns

Intended learning outcomes

After completing the course students are able to
1. explain the essential results of contract theory,
2. apply the involved methods to given simple examples on their own,
3. recognise, in which real life situations and how the results can be applied.

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

V + 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)

a) written examination (approx. 60 to 90 minutes) or
b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or
c) term paper (approx. 15 to 20 pages)
Language of assessment: German, English
Assessment offered: once a year, summer semester
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title			Abbreviation
German and European Antitrust Law			02-N-P-W13-141-m01

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

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

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

German contents available but not translated yet.

Die Vorlesung bietet einen Überblick über das Deutsche und Europäische Kartellrecht. Es wird das Zusammenspiel der Normen des EG-Vertrages sowie einschlägiger Sekundärrechtsakte mit dem deutschen Gesetz gegen Wettbewerbsbeschränkungen (GWB), insbesondere im Bereich des Kartellverbots und der Missbrauchsaufsicht, dargestellt. Zudem werden die Grundlagen der Fusionskontrolle behandelt und anhand von ausgewählten Einzelthemen vertieft.

Intended learning outcomes

German intended learning outcomes available but not translated yet.

Die Studierenden haben grundlegende Kenntnisse des Deutschen und Europäischen Kartellrechts erworben. Sie können Problematiken aus diesen Bereichen in den Kontext der deutschen und europäischen Regelungen einordnen.

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)

a) written examination (approx. 120 minutes) or b) oral examination (approx. 15 minutes)
Assessment offered: usually once a year, winter semester
Language of assessment: German, English

Allocation of places

Degree programm law (degree "Erste Juristische Staatsprüfung") and Public Law Bachelor's (minor with 60 ECTS credits): unlimited. Economics Master's: 10 places. Allocation by lot. A waiting list will be maintained and places re-allocated by lot as they come available.: no restrictions. Economics Master's and Business Management Master's: 10 each places. Places will be allocated by lot. A waiting list will be maintained and places re-allocated by lot as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

International Economics

(20 ECTS credits)

Compulsory Courses

(10 ECTS credits)

Module title	Abbreviation
International Trade and the Multinational Firm	12-M-ITMF-141-m01

Module coordinator	Module offered by
holder of the Chair of 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 starts out with theories of international trade based on comparative advantage (Ricardo and Heckscher-Ohlin) followed by theories based on monopolistic and oligopolistic competition to explain intra-industry trade. The final part covers firm heterogeneity and multinational firms.

Outline of syllabus:
1. Structure of the lecture
2. Ricardian trade theory
3. Heckscher-Ohlin trade theory
4. The general neoclassical model
5. Sector-specific factors: the Ricardo-Viner model
6. New trade theory: intra-industry trade, increasing returns to scale and imperfect competition
7. Firm heterogeneity, trade and FDI
8. The multinational firm

Reading:
Barba Navaretti, G. and A.J. Venables (2004), Multinational Firms in the World Economy. Princeton University Press
Caves, R., R.W. Jones and J.A. Frankel (2007), World Trade and Payments. Addison Wesley.
Feenstra, R.C. (2004), Advanced International Trade. Theory and Evidence. Princeton University Press.
Gandolfo, G. (1998), International Trade Theory and Policy. Springer-Verlag, Berlin and New York.
Helpman, Elhanan (2011), Understanding Global Trade, Harvard University Press.
Markusen, J.R., J.R. Melvin, W.H. Kaempfer, K. E. Maskus (1995), International Trade, McGraw-Hill.
A detailed list of references with further references, journal articles in particular, will be provided with each chapter of the lecture.

Intended learning outcomes

The students acquire the ability to critically understand the causes and drivers of world trade and the developments of specialization patterns in the global economy. They learn to analyze, discuss and defend these developments and to apply the tools and methods to evaluate controversies associated with the ongoing deepening of the international division of labor, in particular the repercussions of the global economy on national economies.

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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Media Communication (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Trade Policy and the World Trading System			12-M-TP-141-m01
Module coordinator		**Module offered by**	
holder of the Chair of 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

Content:
Based on a synopsis of the basic arguments in favour of free trade, this module provides a systematic introduction to and analysis of a number of arguments in favour of trade operations and trade policy instruments (duties, quotas etc.). The arguments that will be discussed include market power in international markets, domestic distortions, the strategic trade policy, the infant industry argument and industrial policy. The lecture will also address the political-economic causes of protectionist policies, the logic of international trade agreements as well as current issues of the world trade system.

Outline of syllabus:
1. Development of lines of the world trade system, of world trade and current issues
2. The doctrine of free trade and its challenges
3. Trade policy instruments and their effects under perfect competition
4. Competition effects of market opening
5. Native market failure: trade policy as a second, third, or ... -best
6. Trade policy in market power on the international commodity markets
7. Political economy, international integration and the world trade system

Reading:
- Key text for many sections of the course:
Helpman, E. and Krugman, P. R. (1989), Trade Policy and Market Structure, The MIT Press, Cambridge, Massachusetts.
- Lines of development and current issues of the world trade system are described in a clear and understandable way in the following books:
Bhagwati, J. (2002), Free Trade Today, Princeton University Press.
Bhagwati, J. (2005), In Defense of Globalization, Oxford University Press.
Irwin, D. (2005), Free Trade Under Fire, Princeton University Press, 2nd Edition.
Irwin, D. (1996), Against the Tide. An Intellectual History of Free Trade, Princeton University Press.
- A basic knowledge of international economics is a prerequisite for participation in this course. Students can refresh their existing knowledge with the help of the two following textbooks:
Krugman, P. R., Obstfeld, M. and Melitz, M. (2012), International Economics. Theory and Policy, Addison-Wesley, 9th Edition.
Caves, R., Jones, R. W. and Frankel, J. A. (2007), World Trade and Payments. An Introduction, Addison-Wesley, 10th Edition.

Intended learning outcomes

Students acquire a critical understanding of the benefits of free trade and the possible displayed at various circumstances economic policy arguments. Students are placed in a position to classify current trade policy issues critically-analytically and to present their ideas verbally and economically-intuitive. Students also gain an understanding of the structure and dynamics of the world trade order.

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)
a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages) Language of assessment: German, English
Allocation of places
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Additional information
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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Media Communication (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Compulsory Electives

(10 ECTS credits)

Module title	Abbreviation
Advanced Macroeconomics	12-M-MFF-132-m01

Module coordinator	Module offered by
holder of the Chair of 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 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:
David Romer, Advanced Macroeconomics, 4th ed., McGraw-Hill Irwin.
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 + 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, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Economic Geography	12-M-EG-141-m01

Module coordinator	Module offered by
holder of the Chair of 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 covers the determinants of economic activity in space: basics of urban and regional economics; the origins of the new economic geography and model tools involving mobile labour and mobile capital; applications to trade, tax and regional policy issues are examined and the empirics of agglomeration and trade are discussed.

Outline of syllabus:
1. Introduction
2. Economic activity in space: basics
3. From the new trade theory to the new economic geography
4. The core-periphery model and beyond
5. The footloose-capital model and applications
6. Housing, welfare and regional policy
7. The empirics of agglomeration and trade
8. Policy issues
9. Where to go from here?

Reading:
The course uses a combination of textbooks and journal articles. The main textbooks used are:
Brakman, W., H. Garretsen and Ch. van Marrewijk, 2009, The New Introduction to Geographical Economics, Cambridge University Press.
Baldwin, R., R. Forslid, P. Martin, G. Ottaviano and F. Robert-Nicoud, 2003, Economic Geography and Public Policy, Princeton.
Combes, P.P, Th. Mayer and J.F. Thisse, 2008, Economic Geography. The Integration of Regions and Nations, Princeton University Press.
Fujita, M., P.R. Krugman and A.J. Venables, 1999, The Spatial Economy, MIT Press.
Krugman, P.R., 1991, Geography and Trade, MIT Press.

Intended learning outcomes

Students acquire a knowledge of the forces which determine the allocation of economic activity in space and they learn to apply fundamental models of agglomeration to understand and analyze policy issues involving trade, taxation and regional policy questions both analytically and in an economic intuitive way.

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)

a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Topics in International Economics	12-M-ATIÖ-132-m01

Module coordinator	Module offered by
holder of the Chair of 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 workshop discusses pioneering work and monographs in the field of international economics published in international journals. These works focus on the patterns of specialisation in the world economy, international competition between locations and its policy implications.

Reading:
Current journal articles and/or monographs.

Intended learning outcomes

The workshop is intended for advanced graduate students and doctoral candidates. Through detailed study of selected technical papers, students are methods and content introduced to the research front in the field of International Economics. Students acquire the ability to communicate complex technical papers to penetrate independently and understand the highly compact design of such studies. Thus, the workshop promotes in particularly the ability to write their own work.
The workshop seminar-like character lives by the interaction of teachers with students. Students are systematically involved in the event, because they are asked to prepare brief summaries of the technical papers and present them in the reading workshop and actively participate in the work-up and detailed discussion of the essays in the events. The workshop trains both analytical skills and an understanding of the respective current application 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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) or c) summaries of texts, contributions to the discussion and written examination consisting of multiple choice questions, weighted 2:1:2
Language of assessment: German, English

Allocation of places

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Additional information

Lecture (V) and exercise (Ü) may be replaced by W.

Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)

Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title			Abbreviation
Multinational Enterprises			12-M-MNE-141-m01
Module coordinator		**Module offered by**	
holder of the Chair of Public Finance		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 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)

a) written examination (approx. 120 minutes) or b) oral examination (approx. 15 minutes)
Language of assessment: German, English

Allocation of places

Business Management Master's, Economics Master's, Business Information Systems Master's, Mathematics for Economics Master's, Chinese and Economics Master's and China Business und Economics Master's: no restrictions. Applied Human Geography Master's: 10 places. Places will be allocated by lot.

Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
European Monetary Policy - Open Economy	12-M-EG2-132-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 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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places
Number of places: 30. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.
Additional information
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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Media Communication (2014) Master's degree (1 major) Business Management (2013) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014) Master's degree (1 major) Economics (2013)

Module title	Abbreviation
European Macroeconomic Policy	12-M-EMP-132-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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

Number of places: 30, thereof 10 places for Master's students of Business Management and Master's students of Economics assigned as described below and 10 places each for Master's students of Applied Human Geography and Master's students of Political and Social Sciences, assigned by lot. (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.

Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Media Communication (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title			Abbreviation
European Competition Policy			12-M-WPE-141-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

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)

a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 to 20 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

Business Management Master's, Economics Master's, Business Information Systems Master's, Mathematics for Economics Master's, Chinese and Economics Master's and China Business und 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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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Media Communication (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title			Abbreviation
European Public Finance			12-M-EFP-132-m01
Module coordinator		**Module offered by**	
holder of the Chair of Public Finance		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:
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 ther 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 (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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

Business Management Master's, Economics Master's, Business Information Systems Master's, Mathematics for Economics Master's, Chinese and Economics Master's and China Business und 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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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)

Master's degree (1 major) Media Communication (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title			Abbreviation
Public Debt			12-M-F2-132-m01
Module coordinator		**Module offered by**	
holder of the Chair of Public Finance		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 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 souvereign 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 economny 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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)

Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Econometrics 1	12-M-OE1-141-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 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)

a) written examination (60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Common European Labor Market	12-M-EW-132-m01

Module coordinator	Module offered by
holder of the Chair of Economic Order and Social Policy	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 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:
BALDWIN, R./WYPLOSZ, CH. (2009): The Economics of European Integration, 3rd ed., McGraw-Hill, London.
KRUGMAN, P.R./OBSTFELD, M. (2009): Internationale Wirtschaft, 8th ed., Pearson Studium, Munich.
PELKMANS, J. (2007): European Integration -- Methods and Economic Analysis, Prentice Hall, 3rd ed., Harlow.
RIBHEGGE, H. (2007): Europäische Wirtschafts- und Sozialpolitik, Springer-Verlag, Heidelberg.
ROOS, M. (2003): Internationale Integration und die Neue Ökonomische Geographie. *Perspektiven der Wirtschaftspolitik*, 4 (1), p. 107-121.
VAUBEL, R./SCHUSTER, R. (1996): Europäische Strukturpolitik. *R. Ohr (Ed.), Europäische Integration*, Kohlhammer, Stuttgart.

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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

Business Management Master's, Economics Master's, Business Information Systems Master's, Mathematics for Economics Master's, Chinese and Economics Master's and China Business und 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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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Management (2013) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014) Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Advanced Microeconomics	12-M-AM-141-m01

Module coordinator	Module offered by
holder of the Chair for Economics, Contract Theory and Information 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

This course deals with essential microeconomic methods and problems at an advanced level (e. g. Mas-Colell, Whinston, Green: Micoreconomic 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)

a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 to 20 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)

Master's degree (1 major) Economics (2014)

Economic Order and Social Policy

(20 ECTS credits)

Compulsory Courses

(10 ECTS credits)

Module title	Abbreviation
Labor Market Economics	12-M-OEA-132-m01

Module coordinator	Module offered by
holder of the Chair of Economic Order and Social Policy	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:
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:
BORJAS, G. J. (2010): Labor Economics. 5th ed., Boston etc.
EHRENBERG, R.G./SMITH, R.S. (1996): Modern Labor Economics, 6th ed., Addison-Wesley, Amsterdam.
FRANZ, W. (2009): Arbeitsmarktökonomik. 7th ed., Berlin etc.
JAHN, E. J./ WAGNER, T. (2004): Neue Arbeitsmarkttheorien, 2nd ed., Lucius & Lucius, Stuttgart.
LANDMANN, O./ JERGER, J. (1999): Beschäftigungstheorie, 1st ed., Springer, Berlin.
LAYARD, R. / NICKELL, S. / JACKMAN, R. (2005): Unemployment; Marcroeconomic Performance and the Labour Market, 2nd ed., Oxford University Press Inc., New York.

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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in
Master's degree (1 major) Media Communication (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Theory of Social Policy	12-M-TSP-132-m01

Module coordinator	Module offered by
holder of the Chair of Economic Order and Social Policy	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 "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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Master's degree (1 major) Economics (2013)

Compulsory Electives

(10 ECTS credits)

Module title	Abbreviation
Common European Labor Market	12-M-EW-132-m01

Module coordinator	Module offered by
holder of the Chair of Economic Order and Social Policy	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 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:
BALDWIN, R./WYPLOSZ, CH. (2009): The Economics of European Integration, 3rd ed., McGraw-Hill, London.
KRUGMAN, P.R./OBSTFELD, M. (2009): Internationale Wirtschaft, 8th ed., Pearson Studium, Munich.
PELKMANS, J. (2007): European Integration -- Methods and Economic Analysis, Prentice Hall, 3rd ed., Harlow.
RIBHEGGE, H. (2007): Europäische Wirtschafts- und Sozialpolitik, Springer-Verlag, Heidelberg.
ROOS, M. (2003): Internationale Integration und die Neue Ökonomische Geographie. *Perspektiven der Wirtschaftspolitik*, 4 (1), p. 107-121.
VAUBEL, R./SCHUSTER, R. (1996): Europäische Strukturpolitik. *R. Ohr (Ed.), Europäische Integration*, Kohlhammer, Stuttgart.

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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

Business Management Master's, Economics Master's, Business Information Systems Master's, Mathematics for Economics Master's, Chinese and Economics Master's and China Business und 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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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Management (2013) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014) Master's degree (1 major) Economics (2013)

Module title			Abbreviation
Advanced Topics in Economic Policy			12-M-SPÜ-132-m01
Module coordinator		**Module offered by**	
holder of the Chair of Economic Order and Social Policy		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 "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 unterstanding 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)

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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2011)
Master's degree (1 major) Economics (2010)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title			Abbreviation
Social Insurance and the Welfare State			12-M-F3-132-m01
Module coordinator		**Module offered by**	
holder of the Chair of Public Finance		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 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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)

Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title			Abbreviation
Human Resource Management and Industrial Relations			12-M-HRM-132-m01
Module coordinator		**Module offered by**	
holder of the Chair for 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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

Business Management Master's, Economics Master's, Business Information Systems Master's, Mathematics for Economics Master's, Chinese and Economics Master's and China Business und 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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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title			Abbreviation
Incentives in Organizations			12-M-AO-132-m01
Module coordinator		**Module offered by**	
holder of the Chair for 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 "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 scientifc 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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Work and Information	12-ITA-141-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

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

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

a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) or c) oral examination (one candidate each: approx. 15 to 20 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or d) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Economic Policy

(20 ECTS credits)

Compulsory Electives

(20 ECTS credits)

Module title			Abbreviation
European Competition Policy			12-M-WPE-141-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

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)

a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 to 20 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

Business Management Master's, Economics Master's, Business Information Systems Master's, Mathematics for Economics Master's, Chinese and Economics Master's and China Business und 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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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Media Communication (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Theory of Social Policy	12-M-TSP-132-m01

Module coordinator	Module offered by
holder of the Chair of Economic Order and Social Policy	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 "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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Labor Market Economics	12-M-OEA-132-m01

Module coordinator	Module offered by
holder of the Chair of Economic Order and Social Policy	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:
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:
BORJAS, G. J. (2010): Labor Economics. 5th ed., Boston etc.
EHRENBERG, R.G./SMITH, R.S. (1996): Modern Labor Economics, 6th ed., Addison-Wesley, Amsterdam.
FRANZ, W. (2009): Arbeitsmarktökonomik. 7th ed., Berlin etc.
JAHN, E. J./ WAGNER, T. (2004): Neue Arbeitsmarkttheorien, 2nd ed., Lucius & Lucius, Stuttgart.
LANDMANN, O./ JERGER, J. (1999): Beschäftigungstheorie, 1st ed., Springer, Berlin.
LAYARD, R. / NICKELL, S. / JACKMAN, R. (2005): Unemployment; Marcroeconomic Performance and the Labour Market, 2nd ed., Oxford University Press Inc., New York.

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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in
Master's degree (1 major) Media Communication (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title			Abbreviation
Public Debt			12-M-F2-132-m01

Module coordinator	Module offered by
holder of the Chair of Public Finance	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 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 souvereign 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 economny 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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)

Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title			Abbreviation
Social Insurance and the Welfare State			12-M-F3-132-m01
Module coordinator		**Module offered by**	
holder of the Chair of Public Finance		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 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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)

Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title	Abbreviation
European Monetary Policy - Closed Economy	12-M-EG1-132-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 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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

Number of places: 30. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Media Communication (2014) Master's degree (1 major) Business Management (2013) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014) Master's degree (1 major) Economics (2013)

Module title			Abbreviation
European Monetary Policy - Open Economy			12-M-EG2-132-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 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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places
Number of places: 30. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.
Additional information
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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Media Communication (2014) Master's degree (1 major) Business Management (2013) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014) Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Trade Policy and the World Trading System	12-M-TP-141-m01

Module coordinator	Module offered by
holder of the Chair of 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

Content:
Based on a synopsis of the basic arguments in favour of free trade, this module provides a systematic introduction to and analysis of a number of arguments in favour of trade operations and trade policy instruments (duties, quotas etc.). The arguments that will be discussed include market power in international markets, domestic distortions, the strategic trade policy, the infant industry argument and industrial policy. The lecture will also address the political-economic causes of protectionist policies, the logic of international trade agreements as well as current issues of the world trade system.

Outline of syllabus:
1. Development of lines of the world trade system, of world trade and current issues
2. The doctrine of free trade and its challenges
3. Trade policy instruments and their effects under perfect competition
4. Competition effects of market opening
5. Native market failure: trade policy as a second, third, or ... -best
6. Trade policy in market power on the international commodity markets
7. Political economy, international integration and the world trade system

Reading:
- Key text for many sections of the course:
Helpman, E. and Krugman, P. R. (1989), Trade Policy and Market Structure, The MIT Press, Cambridge, Massachusetts.
- Lines of development and current issues of the world trade system are described in a clear and understandable way in the following books:
Bhagwati, J. (2002), Free Trade Today, Princeton University Press.
Bhagwati, J. (2005), In Defense of Globalization, Oxford University Press.
Irwin, D. (2005), Free Trade Under Fire, Princeton University Press, 2nd Edition.
Irwin, D. (1996), Against the Tide. An Intellectual History of Free Trade, Princeton University Press.
- A basic knowledge of international economics is a prerequisite for participation in this course. Students can refresh their existing knowledge with the help of the two following textbooks:
Krugman, P. R., Obstfeld, M. and Melitz, M. (2012), International Economics. Theory and Policy, Addison-Wesley, 9th Edition.
Caves, R., Jones, R. W. and Frankel, J. A. (2007), World Trade and Payments. An Introduction, Addison-Wesley, 10th Edition.

Intended learning outcomes

Students acquire a critical understanding of the benefits of free trade and the possible displayed at various circumstances economic policy arguments. Students are placed in a position to classify current trade policy issues critically-analytically and to present their ideas verbally and economically-intuitive. Students also gain an understanding of the structure and dynamics of the world trade order.

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)
a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages) Language of assessment: German, English
Allocation of places
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Additional information
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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Media Communication (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Interdisciplinary Part

(30 ECTS credits)

Seminars

(20 ECTS credits)

Module title	Abbreviation
Advanced Seminar: Banking	12-M-SBL-132-m01

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

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

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

Allocation of places

Number of places: 10. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Seminar: Selected Topics in Business Management and Economics	12-M-APS-132-m01

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

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

This module serves the purpose of transferring credits from

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

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

Intended learning outcomes

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

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

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

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

term paper (approx. 20 pages) and presentation (approx. 20 minutes), weighted 2:1
Language of assessment: German, English
Assessment offered: in the semester in which the course is offered

Allocation of places

Number of places: 15. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2013)

Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title			Abbreviation
Advanced Seminar: Topics in Personnel Economics and Organizational Theory			12-M-SPO-132-m01

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

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

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

Intended learning outcomes

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

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

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

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 with sub-presentation including discussion (approx. 50 minutes), weighted 1:1
Language of assessment: German, English

Allocation of places

Number of places: 20. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Advanced Seminar: Selected Problems in Analytical Tax Research	12-M-SSL-141-m01

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

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

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

Allocation of places

Number of places: 10. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Advanced Seminar: Business Information Systems	12-WI-Sem-111-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)
10	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	By way of exception, additional prerequisites are listed in the section on assessments.

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 (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-WI-Sem-1-111: S (no information on language and number of weekly contact hours available)
- 12-WI-Sem-2-111: S (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-WI-Sem-1-111: Seminar für Wirtschaftsinformatiker (BWL 6)
- 10 ECTS credits, method of grading: numerical grade
- term paper (approx. 20-25 pages) and presentation (approx. 20 minutes), weighted 2:1
- examination offered: once a year, winter semester
- Other prerequisites: admission prerequisite to assessment: regular attendance (minimum 70%) of seminars.

Assessment component to module component 12-WI-Sem-2-111: Seminar für Wirtschaftsinformatiker (BWL10)
- 10 ECTS credits, method of grading: numerical grade
- term paper (approx. 20-25 pages) and presentation (approx. 20 minutes), weighted 2:1
- Other prerequisites: admission prerequisite to assessment: regular attendance (minimum 70%) of seminars.

Allocation of places

Number of places: 20. 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 respecti-

ve module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Economathematics (2011)
Master's degree (1 major) Business Information Systems (2011)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Business Management (2011)
Master's degree (1 major) Economics (2011)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Advanced Seminar: Selected Aspects of Managerial Accounting	12-M-AUAS-132-m01

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

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

In this course, students will acquire important knowledge and skills that will enable them to prepare a well-structured 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 (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. 15 to 20 pages) and presentation (approx. 20 to 30 minutes), weighted 2:1
Language of assessment: German, English
Assessment offered: once a year, summer semester

Allocation of places

Number of places: 20. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Advanced Seminar: Financial Accounting and Auditing	12-M-SER-132-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)
10	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

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 + 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 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1
Language of assessment: German, English
Assessment offered: once a year, winter semester

Allocation of places

Number of places: 20. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title			Abbreviation
Advanced Seminar: Public Finance			12-M-SV5-132-m01

Module coordinator	Module offered by
holder of the Chair of Public Finance	Faculty of Business Management and Economics

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

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 beter for the processing of the master's thesis.

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 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1
Language of assessment: German, English
Assessment offered: once a year, summer semester

Allocation of places

Number of places: 20. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Advanced Seminar: Monetary policy	12-M-SV1-132-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)
10	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

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 beter for the processing of the master's thesis.

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

Allocation of places

Number of places: 10. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Advanced Seminar: Productions and Operations Management	12-M-SI-132-m01

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

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

In 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, tu 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 (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)

a) term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1 or b) term paper (approx. 15 to 20 pages) and presentation (approx. 45 minutes), weighted 1:1
Language of assessment: German, English

Allocation of places

Number of places: 10. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Advanced Seminar: Industrial Organization	12-M-SIO-132-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)
10	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

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
Language of assessment: German, English

Allocation of places

Number of places: 10. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Master's degree (1 major) Economics (2013)

Module title			Abbreviation
Advanced Seminar: Logistics			12-LogSem-141-m01
Module coordinator		**Module offered by**	
holder of the Chair of Logistics and Quantitative Methods		Faculty of Business Management and Economics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
10	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	graduate	--	

Contents

In this 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 asses the limitations of formal models in a practical context.

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

Allocation of places

Number of places: 20. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Students who already have successfully completed courses offered by the Chair of Logistics and Quantitative Methods will be given preferential consideration. Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in mandatory courses of the focus Logistik und Supply Chain Management (Logistics and Supply Chain Management) or Value Chain Management or another specialisation the applicant has selected which includes courses offered by the Chair. (3) Among applicants with the same number of ECTS credits, places will be allocated by lot.

Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Advanced Seminar: Marketing Strategy	12-M-MSS-132-m01

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

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

In this course, students will acquire important knowledge and skills that will enable them to prepare a well-structured 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 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1
Language of assessment: German, English

Allocation of places

Number of places: 10. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Advanced Seminar: Entrepreneurship and Management	12-M-SAS-141-m01

Module coordinator	Module offered by
holder of the Chair of Entrepreneurship and Strategy	Faculty of Business Management and Economics

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

This 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. 15 to 30 minutes), weighted 2:1
Language of assessment: German, English
Assessment offered: once a year, winter semester

Allocation of places

Number of places: 20. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Advanced Seminar: Economic Order and Social Policy			12-M-SWOSP-132-m01

Module coordinator	Module offered by
holder of the Chair of Economic Order and Social Policy	Faculty of Business Management and Economics

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

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

Allocation of places

Number of places: 10. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title			Abbreviation
Advanced Seminar: Econometrics			12-M-SOE-132-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)
10	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

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

Allocation of places

Number of places: 10. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Economic and Business Ethics	12-M-WUE-132-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)
10	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

In this seminar, students will gain an overview of different ethical aspects in business and economy, e. g. leadership ethics, corruption, ethcial theories, consumer ethics, CSR.

Intended learning outcomes

Using common scientific methods the student should be able to write a seminar paper dealing with a selected ethcial problem in business and/or economiy. He/she should be able to present a complex problem in an clear and understandable way und he/she should discuss the arguments with other participants in the class.

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

Allocation of places

Number of places: 12. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Seminar: Macroeconomics and Quantitative Economic Research	12-M-MEW-132-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)
10	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

This course will provide students with a more in-depth understanding of specific problems of macroeconomics and quantitative economic research. A current list of topics, from which students may select one, is available on my website.

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 beter for the processing of the master's thesis.

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

Allocation of places

Number of places: 10. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)

Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Seminar: Supply Chain Competition	12-M-SCC-141-m01

Module coordinator	Module offered by
holder of the Chair of Logistics and Quantitative Methods	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

In the seminar "Supply Chain Competition", students participate in an online multi-round simulation and apply methods of operations and supply chain management.

Intended learning outcomes

After completing this seminar students

i. selected and applied quantitative models for procurement, production, sales and supply chain management,
ii. faced the practical problems when using real data to feed models,
iii. and understand the challenges to reach a coordinated decision in a company.

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 elaboration (approx. 15 to 20 pages) and presentation (approx. 10 minutes), weighted 2:1
Language of assessment: German, English
Assessment offered: once a year, winter semester

Allocation of places

Number of places: 12. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Students who already have successfully completed courses offered by the Chair of Logistics and Quantitative Methods will be given preferential consideration. Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in mandatory courses of the focus Logistik und Supply Chain Management (Logistics and Supply Chain Management) or Value Chain Management or another specialisation the applicant has selected which includes courses offered by the Chair. (3) Among applicants with the same number of ECTS credits, places will be allocated by lot.

Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Seminar: Managerial Decision Making	12-M-MDM-141-m01

Module coordinator	Module offered by
holder of the Chair of Logistics and Quantitative Methods	Faculty of Business Management and Economics

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

This module 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)

written elaboration (approx. 15 to 20 pages) and presentation (approx. 10 minutes), weighted 2:1
Assessment offered: once a year, winter semester

Allocation of places

Number of places: 20. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Students who already have successfully completed courses offered by the Chair of Logistics and Quantitative Methods will be given preferential consideration. Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in mandatory courses of the focus Logistik und Supply Chain Management (Logistics and Supply Chain Management) or Value Chain Management or another specialisation the applicant has selected which includes courses offered by the Chair. (3) Among applicants with the same number of ECTS credits, places will be allocated by lot.

Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)

Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title			Abbreviation
E-Business Strategies			12-M-SEBS-132-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)
10	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

In this course, students will acquire important knowledge and skills that will enable them to prepare a well-structured term paper and to present the results of their work with the help of relevant topics in the fields of web-based platforms (electronic markets, Web 2.0 etc.) and strategic management of a company.

Intended learning outcomes

The module provides students with knowledge of:

1. Scientific literature
2. Integration of developed results in scientific papers
3. Creating presentations and lectures

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 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1
Language of assessment: German, English
Assessment offered: once a year, winter semester

Allocation of places

Number of places: 20. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title			Abbreviation
Business Analytics			12-M-BUA-132-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)**	
10	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	graduate	Admission prerequisite to assessment: regular attendance (minimum 70%) of seminar.	

Contents

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

Intended learning outcomes

The module provides students with knowledge of:

1. Scientific literature
2. Integration of developed results in scientific papers
3. Creating presentations and lectures

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 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1
Language of assessment: German, English
Assessment offered: once a year, winter semester

Allocation of places

Number of places: 20. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in
Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Advanced Seminar: Advanced Topics in Contract Theory	12-M-ATC-132-m01

Module coordinator	Module offered by
holder of the Chair for Economics, Contract Theory and Information Economics	Faculty of Business Management and Economics

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

This module will take the form of a seminar and will cover advanced topics in contract theory. Students will be required to independently familiarise themselves with the respective topics as well as to summarise these topics both in a seminar paper and in an oral presentation during a seminar session.

Intended learning outcomes

Students are able to analyze independently academic publications on their relevance for a given theme. They can write a seminar thesis and present their findings meeting common scientific standards.

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. 15 pages) and presentation (approx. 30 minutes), weighted 2:1
Language of assessment: German, English

Allocation of places

Number of places: 15. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title			Abbreviation
Advanced Seminar: Enterprise Systems			12-M-ES-141-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)**	
10	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	graduate	--	

Contents

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

Reading:
will vary according to topic

Intended learning outcomes

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

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

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

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

term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1
Language of assessment: German, English
Assessment offered: once a year, summer semester

Allocation of places

Number of places: 20, thereof 15 places for Master's students of Business Information Systems and Master's students of Business Management with specialization BIS, if the number of applicatoins exceeds the number of available places. (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) Places 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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Workload

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Teaching cycle

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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Project Seminar: Entrepreneurship, Innovation, Management	12-M-LUP-141-m01

Module coordinator	Module offered by
holder of the Chair of Entrepreneurship and Strategy	Faculty of Business Management and Economics

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

This module 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 to be prepared in groups (approx. 40 pages) and presentation (one candidate each: approx. 10 to 15 minutes, groups of 2: approx. 20 to 25 minutes, groups of 3: approx. 25 to 35 minutes), weighted 2:1
Language of assessment: German, English
Assessment offered: every fourth semester
creditable for bonus

Allocation of places

Number of places: 20. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Empirical Research in Entrepreneurship and Management			12-M-EGF-141-m01

Module coordinator	Module offered by
holder of the Chair of Entrepreneurship and Strategy	Faculty of Business Management and Economics

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

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)

S + 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) with presentation (approx. 45 minutes), weighted 2:1
Language of assessment: German, English
Assessment offered: once a year, summer semester
creditable for bonus

Allocation of places

Number of places: 30. 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. Places on all courses of the module component with a restric-

ted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.
Additional information
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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Seminar: International Economics	12-M-SIÖ-132-m01

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

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

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

Drawing on current cutting-edge research, students are enabled to analyze current research questions and to learn and apply research methods. The seminar style of the course teaches them to present their own seminar papers and research both in written and in oral form. Students are enabled to critically analyze and discuss the work of their peers.

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

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

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. 40 minutes) with position paper (1 page), weighted 3:1
Language of assessment: German, English

Allocation of places

Number of places: 10. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2013)

Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Other Courses

(10 ECTS credits)

Module title			Abbreviation
Strategic Management of Global Supply Chains			12-M-SMGS-141-m01
Module coordinator		**Module offered by**	
holder of the Chair of Logistics and Quantitative Methods		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:
In the course "Strategic Management of Global Supply Chains", students will become familiar with the basic principles of building an efficient global supply chain and will apply what they have learned working on multiple case studies.

Intended learning outcomes

After completing this course students
(i) can apply the basic methods and concepts of supply chain management to practical settings and evaluate the results, and
(ii) understand the effects of global value chains onto strategic company decisions.

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

V + 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, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
IT-Management	12-M-ITM-141-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 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:
- Hofmann/Schmidt: Masterkurs IT-Management, Wiesbaden.
- 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)

a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) or c) oral examination (one candidate each: approx. 15 to 20 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or d) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2011) Master's degree (1 major) Economics (2010) Master's degree (1 major) Economics (2014) Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Project Seminar: Entrepreneurship, Innovation, Management	12-M-LUP-141-m01

Module coordinator	Module offered by
holder of the Chair of Entrepreneurship and Strategy	Faculty of Business Management and Economics

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

This module 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 to be prepared in groups (approx. 40 pages) and presentation (one candidate each: approx. 10 to 15 minutes, groups of 2: approx. 20 to 25 minutes, groups of 3: approx. 25 to 35 minutes), weighted 2:1
Language of assessment: German, English
Assessment offered: every fourth semester
creditable for bonus

Allocation of places

Number of places: 20. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Advanced Macroeconomics	12-M-MFF-132-m01

Module coordinator	Module offered by
holder of the Chair of 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 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:
David Romer, Advanced Macroeconomics, 4th ed., McGraw-Hill Irwin.
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 + 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, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title	Abbreviation
European Macroeconomic Policy	12-M-EMP-132-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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

Number of places: 30, thereof 10 places for Master's students of Business Management and Master's students of Economics assigned as described below and 10 places each for Master's students of Applied Human Geography and Master's students of Political and Social Sciences, assigned by lot. (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.

Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Media Communication (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title			Abbreviation
European Economic Statistics			12-M-EWS-132-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

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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Media Communication (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title			Abbreviation
Multinational Enterprises			12-M-MNE-141-m01
Module coordinator		**Module offered by**	
holder of the Chair of Public Finance		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 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)

a) written examination (approx. 120 minutes) or b) oral examination (approx. 15 minutes)
Language of assessment: German, English

Allocation of places

Business Management Master's, Economics Master's, Business Information Systems Master's, Mathematics for Economics Master's, Chinese and Economics Master's and China Business und Economics Master's: no restrictions. Applied Human Geography Master's: 10 places. Places will be allocated by lot.

Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Advanced Microeconomics	12-M-AM-141-m01

Module coordinator	Module offered by
holder of the Chair for Economics, Contract Theory and Information 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

This course deals with essential microeconomic methods and problems at an advanced level (e. g. Mas-Colell, Whinston, Green: Micoreconomic 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)

a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 to 20 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)

Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Principles of European Regulation			12-M-PRE-141-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 Gemany and Europe in practice
2. Overview of the regulation of the electricity industry in Gemany and Europe in practice
3. Overview of the regulation of the telecommunications industry in Gemany 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 succesfully completing this module, students wiil 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)

a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 to 20 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Theory of Industrial Organization 1	12-M-TI1-141-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

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)

a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 to 20 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title			Abbreviation
European Competition Policy			12-M-WPE-141-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

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)

a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 to 20 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

Business Management Master's, Economics Master's, Business Information Systems Master's, Mathematics for Economics Master's, Chinese and Economics Master's and China Business und 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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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Media Communication (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Common European Labor Market	12-M-EW-132-m01

Module coordinator	Module offered by
holder of the Chair of Economic Order and Social Policy	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 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:
BALDWIN, R./WYPLOSZ, CH. (2009): The Economics of European Integration, 3rd ed., McGraw-Hill, London.
KRUGMAN, P.R./OBSTFELD, M. (2009): Internationale Wirtschaft, 8th ed., Pearson Studium, Munich.
PELKMANS, J. (2007): European Integration -- Methods and Economic Analysis, Prentice Hall, 3rd ed., Harlow.
RIBHEGGE, H. (2007): Europäische Wirtschafts- und Sozialpolitik, Springer-Verlag, Heidelberg.
ROOS, M. (2003): Internationale Integration und die Neue Ökonomische Geographie. *Perspektiven der Wirtschaftspolitik*, 4 (1), p. 107-121.
VAUBEL, R./SCHUSTER, R. (1996): Europäische Strukturpolitik. *R. Ohr (Ed.), Europäische Integration*, Kohlhammer, Stuttgart.

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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

Business Management Master's, Economics Master's, Business Information Systems Master's, Mathematics for Economics Master's, Chinese and Economics Master's and China Business und 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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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Management (2013) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014) Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Theory of Social Policy	12-M-TSP-132-m01

Module coordinator	Module offered by
holder of the Chair of Economic Order and Social Policy	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 "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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Master's degree (1 major) Economics (2013)

Module title			Abbreviation
European Public Finance			12-M-EFP-132-m01
Module coordinator		**Module offered by**	
holder of the Chair of Public Finance		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:
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 ther 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 (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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

Business Management Master's, Economics Master's, Business Information Systems Master's, Mathematics for Economics Master's, Chinese and Economics Master's and China Business und 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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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)

Master's degree (1 major) Media Communication (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Econometrics 1	12-M-OE1-141-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 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)

a) written examination (60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title	Abbreviation
International Marketing	12-M-IMM-141-m01

Module coordinator	Module offered by
holder of the Chair of Business Administration and Marketing	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:
Meffert, H. / Burmann C. / Becker, C.: Internationales Marketing-Management, Stuttgart etc. (most recent edition).
Berndt, R. / Fantapié-Altobelli C. / Sander M.: Internationales Marketing-Management, Berlin etc. (most recent edition).

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)
Language of assessment: German, English

Allocation of places

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Additional information
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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Strategic Marketing			12-M-SM-141-m01

Module coordinator	Module offered by
holder of the Chair of Business Administration and Marketing	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:
Barnard, CI (1938): The Functions of the Executive, Harvard University Press, Cambridge, Massachusetts.
Eschenbach, R.; Eschenbach, S.; Kunesch, H. (2008): Strategische Konzepte: Management-Ansätze von Ansoff bis Ulrich, 5th ed., Schäffer-Poeschel Stuttgart.
Freeman, RE (2010): Strategic Management: A Stakeholder Approach, Cambridge University Press.
Grant, R. M.; Nippa, M. (2006): Strategisches Management: Analyse, Entwicklung und Implementierung von Unternehmensstrategien, 5th ed., Pearson Munich.
Hinterhuber, H. H. (2011): Strategische Unternehmensführung -- I. Strategisches Denken, 8th ed., Erich Schmidt Verlag, Berlin.
Hungenberg, H. (2012): Strategisches Management in Unternehmen: Ziele -- Prozesse -- Verfahren, 7th ed., Gabler, Wiesbaden.
Johnson, G.; Scholes, K.; Whittington, R. (2009): Fundamentals of Strategy, 1st ed., Financial Times and Prentice Hall Harlow.
Kotler, P.; Berger, R.; Bickhoff, N. (2010): The Quintessence of Strategic Management, Springer, Heidelberg.
Laasch, O.; Conaway RN (2014): The Principles of Responsible Management: Global Sustainability, Responsibility, and Ethics, Cengage Stamford.
Meffert, H.; Burmannn, C.; Kirchgeorg, M. (2012): Marketing -- Grundlagen marktorientierter Unternehmensführung, 11th ed., Gabler, Wiesbaden.
Meyer, M. (1995): Ökonomische Organisation der Industrie: Netzwerkarrangements zwischen Markt und Unternehmung, Gabler, Wiesbaden.
Müller-Stewens, G.; Lechner, C. (2011): Strategisches Management -- Wie strategische Initiativen zum Wandel führen, 4th ed., Schäffer-Poeschel Stuttgart.
Porter, M. (1999): Wettbewerb und Strategie, Econ Munich. (Original: Porter, M.: On Competition, Boston, 1998.)
Porter, M. (2014): Wettbewerbsvorteile -- Spitzenleistungen erreichen und behaupten, 8th ed., Campus Frankfurt / New York. (Original: Porter, M.: Competitive Advantage, New York, 1985)

Porter, M. (2013): Wettbewerbsstrategie -- Methoden zur Analyse von Branchen und Konkurrenten, 12th ed., Campus, Frankfurt / New York. (Original: Porter, M.: Competitive Strategy, New York, 1980)
Welge, M. K.; Al-Laham, A. (2012): Strategisches Management: Grundlagen -- Prozesse -- Implementierung, 6th ed., Springer Wiesbaden.

Intended learning outcomes

The students have a deeper understanding of the sustainable corporate management and have the basics of the competitive process and competitive dynamics available. In addition, they can use the acquired knowledge, while taking into account the conventional problems of the strategic and sustainable management, to solve business case studys 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)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Strategic Supply Management	12-M-SBM-141-m01

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

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

Intended learning outcomes

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

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

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)

a) written examination (approx. 40 to 60 minutes) or b) presentation (approx. 20 minutes) with written elaboration (approx. 15 to 20 pages), weighted 1:1 or c) written elaboration (approx. 30 to 40 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

Number of places: 20. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Strategic Production Management	12-M-SPM-141-m01

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

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)

a) written examination (approx. 40 to 60 minutes) or b) presentation (approx. 20 minutes) with written elaboration (approx. 15 to 20 pages), weighted 1:1 or c) written elaboration (approx. 30 to 40 pages)
Language of assessment: German, English
creditable for bonus

Allocation of places

Number of places: 20. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Financial Statement Analysis and Business Valuation	12-M-UA-141-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

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
3. Cash accounting, accural accounting and discounted cash flow valuation: pricing book values
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:
Penman, Stephen H.: Financial Statement Analysis and Security Valuation (most recent edition).

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 to 90 minutes)

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Agency Theory	12-M-B1b-132-m01

Module coordinator	Module offered by
holder of the Chair of Business Management, Banking and Finance	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)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Portfolio Selection and Capital Market Theory	12-M-B1a-132-m01

Module coordinator	Module offered by
holder of the Chair of Business Management, Banking and Finance	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)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Economics of Tax Planning	12-M-SP-141-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Business Taxation	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 deals with tax effects on fundamental economic decisions. Taxes are integrated into standard models for investment decisions, financing decisions, firm valuation, divident policy and remunaration 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)

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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) or c) oral examination
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Work and Information	12-ITA-141-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

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

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

a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) or c) oral examination (one candidate each: approx. 15 to 20 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or d) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Aspects of Business Information Systems 1			12-AWI1-141-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

This course is a dummy module, e. g. for courses in the area of business informatics taken abroad.

Intended learning outcomes

The competences depend on the individual module, which has been taken to transfer these credits to the University of Wuerzburg.

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)

a) written examination (approx. 60 minutes) or
b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) or
c) presentation (15 to 20 minutes) with written elaboration (approx. 20 pages), weighted 1:2 or
d) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or
e) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German, English
Assessment offered: in the semester in which the course is offered and in the subsequent semester
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Aspects of Business Information Systems 2			12-AWI2-141-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

This course is a dummy module, e. g. for courses in the area of business informatics taken abroad.

Intended learning outcomes

The competences depend on the individual module, which has been taken to transfer these credits to the University of Wuerzburg.

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)

a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) or c) presentation (15 to 20 minutes) with written elaboration (approx. 20 pages), weighted 1:2 or d) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or e) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German, English
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Incentives in Organizations			12-M-AO-132-m01
Module coordinator		**Module offered by**	
holder of the Chair for 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 "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 scientifc 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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Strategic Management of Innovation and International Business	12-M-MWT-141-m01

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

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)

a) written elaboration (approx. 15 to 20 pages) or b) presentation (approx. 15 minutes) or c) written examination (approx. 60 minutes)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)

Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Management of Corporate Sustainability			12-M-NUF-141-m01
Module coordinator		**Module offered by**	
holder of the Chair of Entrepreneurship and Strategy		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 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, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Coordination, Budgeting and Incentives in Enterprises			12-M-KOBO-132-m01
Module coordinator		**Module offered by**	
holder of the 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

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 (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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title			Abbreviation
Selected Topics in Business Management and Economics 1			12-M-APW1-141-m01
Module coordinator		**Module offered by**	
Dean of the Faculty of Business Management and 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

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

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

Intended learning outcomes

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

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

V + 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)

a) written examination (approx. 60 to 90 minutes) or
b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or
c) term paper (approx. 15 to 20 pages) or
d) presentation (approx. 30 to 45 minutes)
Language of assessment: German, English
Assessment offered: in the semester in which the course is offered
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Management and Leadership in Organizations	12-MFO-132-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

Part I:
The complexity of the modern work environment and the constantly changing organisational structures of companies lead to a demand for young mangers with a high diversity of expertise that are able to play their part in managing the organisational world. The lecture will provide students with an insight into the characteristics, tasks and instruments as well as the challenges of management in organisations and situations that are becoming ever more complex.

Outline of syllabus:
- Introduction -- Power in the daily management routine
- Fundamentals of management in complex organisations
- Tasks and instruments of management
- Leadership in an intercultural context
- Assurance of employability
- Conclusion -- Management of supervisors and colleagues **Part II:** Today's world of work is characterised by continuous change in a global context. Mergers, integrations and acquisitions - these are key terms in this context. The majority of change processes does not have the desired effect or even fails. This is not least due to the fact that not enough attention is paid to the complexity of these processes and to employees.
The support and integration of successful change processes is a central responsibility of managers as well as a complex and central task that requires sound preparation.

Outline of syllabus:
- Introduction - typical change scenarios
- Psychological basics and concepts
- Approaches and control in change projects
- Measures and instruments of change management
- The role of management
- Conclusion - example of application acquisitions and cases

Intended learning outcomes

Part I: Course objectives:
- Provide a widespread insight into the current status of theory and practice regarding management in complex organizations
- Introduction of essential tasks and instruments of managers and their apply to authentic cases.
- To illustrate and reflect the tensions of management in complex situations and international context Part II: Course objectives:
- Provide a widespread insight into the current status of theory and practice regarding changes
- Introduction, suitability of daily use and critical reflection of essential concepts, models and methods
- Foster the understanding for the necessity, complexity of changes as well as their constraints and barriers.

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

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

- 12-MFO-1-132: V (no information on SWS (weekly contact hours) and course language available)
- 12-MFO-2-132: 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-MFO-1-132: General Management - Key Skills for Young Professionals
- 3 ECTS, Method of grading: numerical grade
- written examination (approx. 60 minutes)
- Language of assessment: German, English

Assessment in module component 12-MFO-2-132: Managing Change
- 2 ECTS, Method of grading: numerical grade
- written examination (approx. 60 minutes)
- Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title	Abbreviation
Policy of Taxation	12-M-F1-132-m01

Module coordinator	Module offered by
holder of the Chair of Public Finance	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:
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 induiced 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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2013)

Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title			Abbreviation
Public Debt			12-M-F2-132-m01

Module coordinator	Module offered by
holder of the Chair of Public Finance	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 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 souvereign 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 economny 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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)

Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title			Abbreviation
Social Insurance and the Welfare State			12-M-F3-132-m01

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

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013)
Master's degree (1 major) Business Information Systems (2014)

Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)

Module title			Abbreviation
E-Business Strategies			12-M-IBS-141-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)

a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) 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 d) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German, English
creditable for bonus

Allocation of places

Number of places: 30. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle

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

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Module appears in
Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Selected Topics in Business Management and Economics 2			12-M-APW2-141-m01
Module coordinator		**Module offered by**	
Dean of the Faculty of Business Management and 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

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

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

Intended learning outcomes

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

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

V + 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)

a) written examination (approx. 60 to 90 minutes) or
b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or
c) term paper (approx. 15 to 20 pages) or
d) presentation (approx. 30 to 45 minutes)
Language of assessment: German, English
Assessment offered: in the semester in which the course is offered
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Selected Topics in Business Management and Economics 3	12-M-APW3-141-m01

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

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

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

Intended learning outcomes

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

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

V + 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)

a) written examination (approx. 60 to 90 minutes) or
b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or
c) term paper (approx. 15 to 20 pages) or
d) presentation (approx. 30 to 45 minutes)
Language of assessment: German, English
Assessment offered: in the semester in which the course is offered
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Selected Topics in Business Management and Economics 4			12-M-APW4-141-m01
Module coordinator		**Module offered by**	
Dean of the Faculty of Business Management and 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

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

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

Intended learning outcomes

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

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

V + 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)

a) written examination (approx. 60 to 90 minutes) or
b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or
c) term paper (approx. 15 to 20 pages) or
d) presentation (approx. 30 to 45 minutes)
Language of assessment: German, English
Assessment offered: in the semester in which the course is offered
creditable for bonus

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2014)
Master's degree (1 major) Business Management (2014)
Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Adaptive Business Platforms 1	12-BSA-141-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)

a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) or c) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German, English
creditable for bonus

Allocation of places

Number of places: 30. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title	Abbreviation
Adaptive Business Platforms 2	12-AGP2-141-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 next generation of business service platforms leads to a transformation of traditional industrial enterprises into service businesses that generate a large proportion of value in developed economies. New ICT technologies such as cloud computing, the Internet of Things and semantic technologies will contribute to the success of these businesses in a similar way as ERP contributed to the success of industrial enterprises. But we are still at the beginning of the evolution of business service platforms, which will have to become more adaptable to support special business models and allow differentiating customer service processes.
The course will discuss different case studies on services businesses. The digital transformation of the software industry into a service industry is the most prominent of these case.

Intended learning outcomes

Be aware of the growing economic importance of the service sector. Understand that services businesses in are facing a special productivity problem, which could not be adressed by the same processes applied in the manufacturing industries. Understand the new ICT technologies we have at hand today to deliver smart solutions for this problem. Be aware of the diversity of services business today where we have no evidence that a general standard can be found applicable to most subsectors similar to the standardization achieved for the manufacturing industries after twenty years of research.

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)

a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) or c) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German, English
creditable for bonus

Allocation of places

Number of places: 30. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Empirical Research in Entrepreneurship and Management			12-M-EGF-141-m01

Module coordinator	Module offered by
holder of the Chair of Entrepreneurship and Strategy	Faculty of Business Management and Economics

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

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)

S + 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) with presentation (approx. 45 minutes), weighted 2:1
Language of assessment: German, English
Assessment offered: once a year, summer semester
creditable for bonus

Allocation of places

Number of places: 30. 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. Places on all courses of the module component with a restric-

ted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.
Additional information
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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Module title			Abbreviation
Economic Geography			12-M-EG-141-m01
Module coordinator		**Module offered by**	
holder of the Chair of 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 covers the determinants of economic activity in space: basics of urban and regional economics; the origins of the new economic geography and model tools involving mobile labour and mobile capital; applications to trade, tax and regional policy issues are examined and the empirics of agglomeration and trade are discussed.

Outline of syllabus:
1. Introduction
2. Economic activity in space: basics
3. From the new trade theory to the new economic geography
4. The core-periphery model and beyond
5. The footloose-capital model and applications
6. Housing, welfare and regional policy
7. The empirics of agglomeration and trade
8. Policy issues
9. Where to go from here?

Reading:
The course uses a combination of textbooks and journal articles. The main textbooks used are:
Brakman, W., H. Garretsen and Ch. van Marrewijk, 2009, The New Introduction to Geographical Economics, Cambridge University Press.
Baldwin, R., R. Forslid, P. Martin, G. Ottaviano and F. Robert-Nicoud, 2003, Economic Geography and Public Policy, Princeton.
Combes, P.P, Th. Mayer and J.F. Thisse, 2008, Economic Geography. The Integration of Regions and Nations, Princeton University Press.
Fujita, M., P.R. Krugman and A.J. Venables, 1999, The Spatial Economy, MIT Press.
Krugman, P.R., 1991, Geography and Trade, MIT Press.

Intended learning outcomes

Students acquire a knowledge of the forces which determine the allocation of economic activity in space and they learn to apply fundamental models of agglomeration to understand and analyze policy issues involving trade, taxation and regional policy questions both analytically and in an economic intuitive way.

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)

a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German, English

Allocation of places

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Additional information

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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)

Thesis

(30 ECTS credits)

Module title			Abbreviation
Master Thesis Business Management			12-M-THB-132-m01

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

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

Students will complete their degree with a Master's thesis in which they will be required to independently research and write on a topic in the area of business management and economics, drawing on the subject-specific knowledge they have acquired and adhering to the principles of good scientific practice. This thesis may either take the form of an analysis and structured presentation of the existing literature on a certain topic or may, as is often the case, also include a presentation of the students' own original achievements, e. g. new algorithms developed by students 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)

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)

written thesis (50 to 70 pages) and colloquium (talk approx. 20 minutes and questions on both talk and thesis approx. 10 minutes), weighted 5:1
Language of assessment: German, English
Assessment offered: on a continuous basis after consultation with supervisor and after registration

Allocation of places

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Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2014)