

Module Catalogue

for the Subject

China Business and Economics

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

Examination regulations version: 2021
Responsible: Faculty of Arts, Historical, Philological, Cultural and Geographical
Studies
Responsible: Institute of East and South Asian Cultural Studies
Responsible: Chair of China Business and Economics

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Learning Outcomes

German contents and learning outcome available but not translated yet.

Wissenschaftliche Befähigung

- Vertiefung der Sprachkompetenzen in der modernen chinesischen Sprache und Schrift im Bereich der Fachsprache.
- Befähigung volkswirtschaftliche und betriebswirtschaftliche Probleme unter Anwendung üblicher Methoden zu analysieren, zu erklären und zu behandeln.
- Befähigung, wirtschaftliche Entwicklungen in China auf der Basis von breitem und integriertem Wissen zum chinesischen Wirtschaftssystem zu interpretieren und zu bewerten.
- Befähigung zur geeigneten mündlichen Präsentation von Problemstellungen und Forschungsergebnissen.
- Befähigung zur fachgerechten Erstellung schriftlicher Arbeiten in englischer Sprache.

Befähigung zur Aufnahme einer Erwerbstätigkeit

- Absolventen/innen verfügen über Problemlösungskompetenz und können mit ihren Kenntnissen und Methoden auch neu auftretende Wirtschaftsfragen analysieren und bearbeiten und ggfs. analoge Fragestellungen für andere Entwicklungs- und Schwellenländer entwickeln.
- Sprach- und Landeskenntnisse des Ziellandes; Absolventen/innen sind in der Lage, Probleme und deren Lösungen zielgruppengerecht und auch in den eingeübten Fremdsprachen aufzubereiten und darzustellen.
- Teamfähigkeit, Konfliktlösungskompetenz: Absolventen/innen sind in der Lage, konstruktiv und zielorientiert in einem heterogenen Team zusammenzuarbeiten, unterschiedliche Ansichten produktiv für die Zielerreichung zu nutzen und mögliche Konflikte zu lösen.
- Befähigung, praxisnahe Lösungen für unternehmerische Probleme im Kontext der wirtschaftlichen Zusammenarbeit mit China zu entwickeln und zu erklären.

Persönlichkeitsentwicklung

- Die Absolventen/innen können ihre erworbenen Kompetenzen in unterschiedlichen interkulturellen Kontexten, insbesondere im chinesischen Kulturkreis anwenden.
- Die Absolventen/innen können sich sicher in einem heterogenen Umfeld bewegen und andere Meinungen konstruktiv für ein gemeinsames Ziel einbinden. Sie sind kritikfähig.
- Die Absolventen/innen sind befähigt, Aufgaben zu gestellten Themen methodisch und fristgerecht zu bearbeiten und sich in neue Arbeitsgebiete selbständig und kritisch einzuarbeiten, was ein lebenslanges Lernen befördert.

Befähigung zum gesellschaftlichen Engagement

- Die Absolventen/innen können kulturelle und gesellschaftliche Entwicklungen vergleichen, kritisch reflektieren und begründet eigene Positionen beziehen. Sie haben die Fähigkeit entwickelt, ihre Kompetenzen in partizipativen Prozessen einzubringen.

Abbreviations used

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

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

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

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

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

Conventions

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

Notes

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

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

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

In accordance with

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

ASPO2015

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

28-Apr-2021 (2021-52)

This module handbook seeks to render, as accurately as possible, the data that is of statutory relevance according to the examination regulations of the degree subject. However, only the FSB (subject-specific provisions) and SFB (list of modules) in their officially published versions shall be legally binding. In the case of doubt, the provisions on, in particular, module assessments specified in the FSB/SFB shall prevail.

Compulsory Courses

(45 ECTS credits)

Module title		Abbreviation
Introduction to China's Economy		04-CBE1-162-m01
Module coordinator		Module offered by
holder of the Chair of China Business and Economics		Institute of East and South Asian Cultural Studies
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
China's economic development has been extraordinary over the past decades. The module explores how history, political system, factor endowment and economic policies have contributed to China's development in the past and characterize the economic situation today. It explains how, for example, macroeconomic theory, political economic theory and new institutional economics identify different drivers of and explanations for China's economic development. The module further addresses specific characteristics and problems of the Chinese business landscape and financial sector.		
Intended learning outcomes		
Students get acquainted with different methods and approaches to explain China's past economic success and current economic situation. Against this background they learn to develop an analytical approach and to structure and write an academic paper on a related topic of interest.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + S (2) Module taught in: English and Chinese		
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) Language of assessment: English and Chinese creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Chinese Politics and Society (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Chinese Politics and Society (2025) Master's degree (1 major) China Business and Economics (2025)		
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Master's degree (1 major) China Language and Economy (2025)

Module title			Abbreviation
Methodological Questions of Chinese Economic Research			o4-CBE2-162-mo1
Module coordinator		Module offered by	
holder of the Chair of China Business and Economics		Institute of East and South Asian Cultural Studies	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
China's size, development trajectory, economic system and business models raise a number of questions with regard to standard economic theory. Therefore this module discusses how China's economy can be grasped with social science and economic research methodologies. At the same time it explores examples how China's case informs and influences economic theory.			
Intended learning outcomes			
Students practice the application of economic theories to China by discussing relevant research examples and by writing an academic paper that uses a relevant methodological approach to address a topic of interest.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2) Module taught in: English and Chinese			
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) Language of assessment: English and Chinese creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) China Business and Economics (2025) Master's degree (1 major) China Language and Economy (2025)			

Module title			Abbreviation
China in the Global Economy			04-CBE3-212-m01
Module coordinator		Module offered by	
holder of the Chair of China Business and Economics		Institute of East and South Asian Cultural Studies	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
2 semester	graduate	--	
Contents			
Over the past decades Chinese have emerged as important players in the global economy and the Chinese government as an important power in global economic governance. This module offers an introduction into China's international economic relations both from an economic and a political perspective. It specifically addresses strategies of Chinese firms for global markets and explores whether and how these differ compared to suggestions in standard international business and economics literature			
Intended learning outcomes			
Students learn to assess the importance of China's economy in the global context and to evaluate China's international economic strategies. They can apply international business and economics concepts to the Chinese context and adapt them to the situation of Chinese firms. The module enables them to analyze emerging issues in international trade and investment from both the Chinese and an international perspective.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + S (2) Module taught in: English and Chinese			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60 minutes) or b) oral examination of one candidate each (approx. 15 minutes) Language of assessment: English and Chinese creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Management (2022) Master's degree (1 major) China Business and Economics (2025) Master's degree (1 major) China Language and Economy (2025)			

Module title		Abbreviation
Organization		12-EBWL-G-212-m01
Module coordinator		Module offered by
holder of the Chair for Human Resource Management and Organisation		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
The lecture Organisation covers the basic methodological, empirical, and institutional concepts of management that are necessary for the further study of the subject. More specifically, it gives answers to the question why there are organisations. In addition, different goals, strategies, and structures of enterprises as well as their economic and societal environment are discussed. Finally, selected empirical findings from organisation research are presented together with the basic tool kit for empirical methods and approaches.		
Intended learning outcomes		
Students should be able to understand, discuss and apply basic theories, econometric techniques as well as empirical findings in organisation science.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + T (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 60 minutes) Language of assessment: German and/or English		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Econometrics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Econometrics (2022) Bachelor's degree (1 major) Artificial Intelligence and Data Science (2022) Master's degree (1 major) Media Entertainment (2022) Master's degree (1 major) Psychology of digital media (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Artificial Intelligence and Data Science (2023)		
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Bachelor's degree (1 major) Mathematics (2023)
 Bachelor's degree (1 major) Business Information Systems (2023)
 Bachelor's degree (1 major) Econometrics (2023)
 Bachelor's degree (1 major) Business Management and Economics (2023)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2024)

Module title		Abbreviation
Investment and Finance		12-I&F-G-212-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Corporate Finance		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>Content:</p> <p>This course offers an introduction to principles of financial mathematics, several methods of capital budgeting and principles of financial economics.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> 1. Principles of financial mathematics 2. Fundamental concepts 3. Problems of investment and finance in one commodity world under certainty 4. Problems of investment and finance in one commodity world under uncertainty 5. Problems of investment and finance in many commodities world under uncertainty 6. Capital market and corporate financing in Germany 		
Intended learning outcomes		
<p>After completing the course "Principles of Investments and Finance", the students will be able</p> <p>(i) to understand the fundamentals in financial mathematics and solve several problems, e.g. via the PV approach;</p> <p>(ii) to address the central problems in intertemporal allocation given different capital market scenarios;</p> <p>(iii) to budget and calculate the optimal useful life given static and dynamic investment approaches under the consideration of several other investment opportunities and the capital market scenario, especially the influence of taxes.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + T (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>written examination (approx. 60 minutes)</p> <p>Language of assessment: German and/or English</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) China Business and Economics (2021)		
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 Bachelor's degree (1 major) Economathematics (2021)
 Bachelor's degree (1 major) Business Management and Economics (2021)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)
 Bachelor's degree (1 major) Economathematics (2022)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2022)
 exchange program Business Management and Economics (2022)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2023)
 Bachelor's degree (1 major) Mathematics (2023)
 Bachelor's degree (1 major) Business Information Systems (2023)
 Bachelor's degree (1 major) Economathematics (2023)
 Bachelor's degree (1 major) Business Management and Economics (2023)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2024)

Module title		Abbreviation
Microeconomics 1		12-Mik1-G-212-m01
Module coordinator		Module offered by
holder of the Chair for Economics, Contract Theory and Information Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>The lecture covers the following topics</p> <p>Theory of the household:</p> <ol style="list-style-type: none"> 1. Utility maximisation under constraints 2. Comparative statics 3. Income and substitution effects 4. Labour supply 5. Intertemporal consumption / savings decisions <p>Theory of the firm:</p> <ol style="list-style-type: none"> 6. Production functions (technology) 7. Profit maximisation 8. Long run versus short run cost minimisation 9. Supply of goods 		
Intended learning outcomes		
Students are systematically trained in microeconomic methods relevant in household and firm theory. Accordingly, they will know how to solve optimization problems under constraints. These scientific methods will serve as useful in many fields of specialization in economics and business administration. In particular, students know analytically how to analyze the impact of changes in the economic environment, e.g., wages, interest rates, income on individual decision making.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + T (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 60 minutes) Language of assessment: German and/or English		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		

Master's degree (1 major) China Business and Economics (2021)
 Bachelor's degree (1 major) Business Information Systems (2021)
 Bachelor's degree (1 major) Econometrics (2021)
 Bachelor's degree (1 major) Business Management and Economics (2021)
 Bachelor's degree (1 major) Econometrics (2022)
 exchange program Business Management and Economics (2022)
 Bachelor's degree (1 major) Mathematics (2023)
 Bachelor's degree (1 major) Business Information Systems (2023)
 Bachelor's degree (1 major) Econometrics (2023)
 Bachelor's degree (1 major) Business Management and Economics (2023)

Module title			Abbreviation
Macroeconomics 1			12-Mak1-G-212-m01
Module coordinator		Module offered by	
holder of the Chair of International Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
<p>Description:</p> <p>This module covers basic macroeconomic relationships, the declaration of employment, production, interest, current and capital account, nominal and real exchange rate, prices and inflation - in the long run (with flexible wages and prices) and in the short term (with fixed wages and prices). The course will familiarise students with concepts which are of central importance in a globalised environment (e. g. interest rate arbitrage, foreign exchange risk, purchasing power parity). The explanations will be applied to current issues (e. g. current account balances in the global economy; questions related to the European monetary union and the global financial crisis).</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none">1. Macroeconomic issues and characteristics<ul style="list-style-type: none">• Issues of macroeconomics• The measurement of economic activity2. Long-term relationships<ul style="list-style-type: none">• The classic long-term model of the closed economy• Money and Inflation• The classic long-term model of a small open economy• Unemployment3. Short and medium-term relationships<ul style="list-style-type: none">• Fluctuations of economic activity: an introduction• The IS-LM model of a closed economy• The IS-LM model of an open economy• Aggregate supply and Phillips curve• Conclusion and outlook <p>Reading:</p> <p>The latest editions of the following textbooks:</p> <p>N. Gregory Mankiw: Macroeconomics [students are recommended to read the original English edition; they may also read the German translation]</p> <p>Olivier Blanchard and David H. Johnson, Macroeconomics Prentice Hall; [a German-language edition of the book by Oliver Blanchard and Gerhard Illing is available from Pearson Studium].</p> <p>Michael Burda and Charles Wyplosz: Macroeconomics. A European text.</p> <p>To illustrate the lecture, case studies in particular will be developed in which more current sources are used.</p>			
Intended learning outcomes			
<p>This expertise enables the students to penetrate economically-intuitively and analytically macroeconomic interactions and problems in the course of advancing globalization and to deal with these arguments. Students learn to interpret on a scientific basis the impact of macroeconomic developments in individual economic actors (businesses, households, the state).</p>			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + T (2)			

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
written examination (approx. 60 minutes) Language of assessment: German and/or English
Allocation of places
--
Additional information
--
Workload
150 h
Teaching cycle
Teaching cycle: winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Mathematics (2023) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023)

Module title		Abbreviation
Chinese Commerce 1		04-CBE4-212-m01
Module coordinator		Module offered by
holder of the Chair of China Business and Economics		Institute of East and South Asian Cultural Studies
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
2 semester	graduate	--
Contents		
Based on an intermediate level of modern Chinese required for admission to China Business and Economics, students will receive language training aiming at an advanced level of applied Chinese business language. This entails harmonizing international students' Chinese language level in the first term. Students are systematically introduced to economic vocabulary in Chinese language by using texts on economic models in Chinese language, as well as material on applied business language. Practical application of usage of economic language is trained in case studies such as stock market games etc. Furthermore, students give presentations on various business strategies and topics such as marketing, value chain, logistics, competitive advantage etc.		
Intended learning outcomes		
Students have good command of economic vocabulary and can produce clear and detailed oral or written presentations on economic issues giving the advantages and disadvantages of various points of views. They are able to read, understand, and analyze Chinese texts and materials on various economic issues. They are able to give a presentation based on theoretical models in Chinese language.		
Courses (type, number of weekly contact hours, language — if other than German)		
Ü (4) Module taught in: Chinese		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 minutes) or b) oral examination of one candidate each (approx. 15 minutes) Language of assessment: Chinese creditable for bonus		
Allocation of places		
--		
Additional information		
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Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Business and Economics (2025)		

Module title		Abbreviation
Chinese Commerce 2		04-CBE5-212-m01
Module coordinator		Module offered by
holder of the Chair of China Business and Economics		Institute of East and South Asian Cultural Studies
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
Students are trained to use Chinese professional language to analyze various economic theories, business strategies, and current economic issues as well as to apply business Chinese to various professional situations. Students give presentations on representative companies.		
Intended learning outcomes		
Students learn to take part in professional economic discussions in Chinese language. Students are able to give a business presentation in appropriate Chinese language. They can use Chinese language flexibly and effectively for social, academic and professional purposes.		
Courses (type, number of weekly contact hours, language — if other than German)		
Ü (2) Module taught in: Chinese		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 minutes) or b) oral examination of one candidate each (approx. 15 minutes) Language of assessment: Chinese creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Business and Economics (2025)		

Compulsory Electives

(45 ECTS credits)

China's Economy

(10 ECTS credits)

Module title			Abbreviation
Case Study			04-CBE6-212-m01
Module coordinator		Module offered by	
holder of the Chair of China Business and Economics		Institute of East and South Asian Cultural Studies	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
2 semester	graduate	--	
Contents			
One of the many challenges that foreign businesses face with regard to the Chinese market is to understand the specific challenges that arise from doing business in or cooperating with China and to translate theoretical knowledge into practical strategies and business cases. Therefore, in this module students built upon theoretical and empirical research done by others to jointly develop a project in which they can apply their insight to a specific case. The case topic changes from year to year and is defined after consultation with the students.			
Intended learning outcomes			
Students understand the differences between markets and business environments. They apply this understanding to a practical case that they collectively analyze within a realistic project. The students learn project management tools to manage the project work themselves with only supportive guidance by the lecturer. Thereby student experience the hurdles of group work and project work. They learn to organize a project within a specific timeframe and to solve related conflicts.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2) Module taught in: English and Chinese			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60 minutes) or b) oral examination of one candidate each (approx. 15 minutes) or c) presentation (approx. 30 to 45 minutes) Language of assessment: English and Chinese creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) China Business and Economics (2025) Master's degree (1 major) China Language and Economy (2025)			

Module title		Abbreviation
Chinese Markets		04-CBE7-212-m01
Module coordinator		Module offered by
holder of the Chair of China Business and Economics		Institute of East and South Asian Cultural Studies
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
2 semester	graduate	--
Contents		
<p>Doing business in China is different from doing business in other markets, and Chinese competitors often differ in their business strategies from other countries' companies. Therefore, foreign firms expanding to China have to adapt their marketing strategies to Chinese customers and consumers, while Chinese firms expanding globally pose a challenge their foreign competitors while they also have to adapt. Based on academic literature and business examples, the module introduces students to the peculiarities of consumerism and marketing in China as well as business strategies of Chinese firms in global markets.</p>		
Intended learning outcomes		
<p>Students learn to consider distinct aspects of consumerism and markets in China and their relevance for marketing strategies of foreign firms operating in China. In addition, they understand how the social, political and economic characteristics of the Chinese market influences internationalization strategies of Chinese firms. By combining the outside-in and the inside-out perspective the develop a deep understanding how differences between societies and markets matter for global business.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>V (2) + S (2) Module taught in: English and Chinese</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 minutes) or b) oral examination of one candidate each (approx. 15 minutes) Language of assessment: English and Chinese creditable for bonus</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
<p>Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Chinese Politics and Society (2025) Master's degree (1 major) China Business and Economics (2025) Master's degree (1 major) China Language and Economy (2025)</p>		

Module title			Abbreviation
Challenges of Sustainable Development in China			04-CBE8-212-m01
Module coordinator		Module offered by	
holder of the Chair of China Business and Economics		Institute of East and South Asian Cultural Studies	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
2 semester	graduate	--	
Contents			
China's economic rise increases the pressure on local and global public goods and changes the setting of global competition. This module interprets these issues as challenges to sustainable development. It addresses the (lack of) environmental and social sustainability of China's growth, as well as countermeasures taken by the Chinese government. In addition, it explores the economic sustainability of China's rise as a question of innovativeness and therefore compares China's national innovation system with those of other economies.			
Intended learning outcomes			
Students can evaluate economic policies from the perspective of their environmental, social and economic sustainability and assess the external effects of economic policies and development. Through intensive discussions and policy round table simulations they experience the dilemma arising from conflicting policy and business targets. At the same time they identify Chinese company and government strategies to overcome the dilemma.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + S (2) Module taught in: English and Chinese			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60 minutes) or b) oral examination of one candidate each (approx. 15 minutes) Language of assessment: English and Chinese creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) China Business and Economics (2025) Master's degree (1 major) China Language and Economy (2025)			

Module title			Abbreviation
Current Topics of Chinese Economic Research			o4-CBE9-212-mo1
Module coordinator		Module offered by	
holder of the Chair of China Business and Economics		Institute of East and South Asian Cultural Studies	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
2 semester	graduate	--	
Contents			
Since the late 1970s the on-going process of reform and opening up has brought about great changes for China's economy and society. More than four decades later the pace of development remains high and the People's Republic of China continues to swiftly catch up to the developed industrial nations. This module discusses recent developments and trends that shape China's economy and society today and in the foreseeable future, i.e. the globalization of Chinese companies and brands, questions of innovativeness, digitization and e-commerce, or structural changes.			
Intended learning outcomes			
Students discuss and evaluate economic and societal developments, based on a selection of primary and secondary sources, against the background of different economic theories. The module enables them to analyze recent developments and identify emerging and future issues in China's rapidly changing economic landscape.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (4) Module taught in: English and Chinese			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60 minutes) or b) oral examination of one candidate each (approx. 15 minutes) Language of assessment: English and Chinese creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) China Business and Economics (2025) Master's degree (1 major) China Language and Economy (2025)			

Chinese Studies

(5 ECTS credits)

Module title		Abbreviation
Introduction to Transformation in Contemporary China		04-CS-TCC-I-192-m01
Module coordinator		Module offered by
holder of the Chair of Contemporary Chinese Studies		Institute of East and South Asian Cultural Studies
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
China exhibits a novel mix of economic dynamism, social modernization and the political structures of an authoritarian political system run by a Communist Party. This unique and at the same time highly dynamic scenario calls for a multi-disciplinary approach to disentangle the various interconnected developments. This introduction provides an overview of relevant research on contemporary China, focusing on either China's politics, society or political economy, depending on the learning agreement with the new student group.		
Intended learning outcomes		
Students gain in-depth understanding of the field of Contemporary Chinese Studies, familiarize themselves with relevant theoretical and methodological approaches and train their analytical capacities. Classroom discussions of relevant research literature enhance the students' oral presentation abilities.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (3) Module taught in: English and Chinese		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) oral examination of one candidate each (approx. 15 minutes) or b) written examination (approx. 60 minutes) Language of assessment: English and Chinese creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Chinese Studies (2019) Master's degree (1 major) Chinese Politics and Society (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Chinese Politics and Society (2025) Master's degree (1 major) China Business and Economics (2025) Master's degree (1 major) China Language and Economy (2025)		

Module title		Abbreviation
Introduction to Heritage and Innovation		04-CS-HI-I-192-m01
Module coordinator		Module offered by
holder of the Chair of Contemporary Chinese Studies		Institute of East and South Asian Cultural Studies
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>This module offers an introduction to some core institutions, practices, concepts and values of the state, society and culture of late imperial China, mainly during the 16th to 18th centuries (mid Ming to mid Qing). It includes both continuous as well as innovative or discontinuous elements, and identifies important fields of tension in the political, social and cultural systems. In order to provide a general focus, a thematic frame of choice is offered, such as local history, gender history, or the history of everyday life, depending on the learning agreement with the new student group. Each topic is viewed through a primary source, besides suitable research literature, with the source text presented in both the original language as well as an English translation. Thus, the course also offers an introduction to a range of source types and genres, and to reading and analyzing them. This course offer is also open to students in the CLE/CBE programs.</p>		
Intended learning outcomes		
<p>Students are familiarized with a range of institutions, issues, concepts and developments of the late-imperial Chinese state, society and culture. They strengthen their abilities to view a problem from various perspectives. They also learn to handle primary sources, approaching them methodically, based on appropriate source critique. Students practice the effective oral presentation of their insights from working on one topic and source, and its written summary in a handout.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>S (3) Module taught in: English and Chinese</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) oral examination of one candidate each (approx. 15 minutes) or b) written examination (approx. 60 minutes) Language of assessment: English and Chinese creditable for bonus</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
<p>Master's degree (1 major) Chinese Studies (2019) Master's degree (1 major) Chinese Politics and Society (2019) Master's degree (1 major) China Business and Economics (2021)</p>		
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Master's degree (1 major) China Language and Economy (2021)
Master's degree (1 major) Chinese Politics and Society (2025)
Master's degree (1 major) China Business and Economics (2025)
Master's degree (1 major) China Language and Economy (2025)

Module title			Abbreviation
Contemporary Politics in Transformation 1			04-CS-TCC1-1-192-m01
Module coordinator		Module offered by	
holder of the Chair of Contemporary Chinese Studies		Institute of East and South Asian Cultural Studies	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
The far-reaching developments in the economic and societal spheres have left their marks on the party-state. They brought about complex processes of change and adaptation in the ways political power is constituted and employed. This opened up the question of limits to this adaptability and the ultimate direction it will take. Classes offered in this module pursue these questions in the form of an overview of different aspects of China's domestic politics (such as grassroots politics, elite politics or political culture) or foreign relations.			
Intended learning outcomes			
Students familiarize themselves with current political trends and developments in China. This is achieved on the basis of critical reading of primary and secondary academic sources on Chinese politics in Chinese and English. Students systematically train the critical assessment and evaluation of research findings, relevant theories and empirical methodologies in this field. Classroom discussions of texts impart debate skills while the written term paper allows for students to exercise writing an academic exposition based on properly selected sources.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (3) Module taught in: English and Chinese			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) oral examination of one candidate each (approx. 15 minutes) or b) written examination (approx. 60 minutes) Language of assessment: English and Chinese creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Chinese Studies (2019) Master's degree (1 major) Chinese Politics and Society (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Chinese Politics and Society (2025) Master's degree (1 major) China Business and Economics (2025) Master's degree (1 major) China Language and Economy (2025)			
Master's with 1 major China Business and Economics (2021)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 36 / 555

Module title			Abbreviation
Contemporary Politics in Transformation 2			04-CS-TCC1-2-192-m01
Module coordinator		Module offered by	
holder of the Chair of Contemporary Chinese Studies		Institute of East and South Asian Cultural Studies	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
Building on the earlier class on contemporary Chinese politics, this module provides a detailed analysis of political trends in Chinese domestic politics. Starting at an advanced level the course will focus on either of the following aspects of Chinese domestic politics: Grassroots Politics (rural and urban governance reforms, protests and contentious politics, NGOs and social activism); Elite Politics (factions and personalities, politics of succession, decision-making structures and processes, elite formation in the wider polity); Political Culture (mass political culture and dominant intellectual trends, political values and attitudes, variants of Chinese nationalism).			
Intended learning outcomes			
Students receive a systematic introduction to research on Chinese politics, learn about relevant theoretical and methodological approaches and the necessary sources. They are acquainted with the current scholarly debates in the field and cutting-edge research. This will prepare them for the writing of their Master's theses.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (3) Module taught in: English and Chinese			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) oral examination of one candidate each (approx. 15 minutes) or b) written examination (approx. 60 minutes) Language of assessment: English and Chinese creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Chinese Studies (2019) Master's degree (1 major) Chinese Politics and Society (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Chinese Politics and Society (2025) Master's degree (1 major) China Business and Economics (2025) Master's degree (1 major) China Language and Economy (2025)			

Module title			Abbreviation
Contemporary Society in Transformation 1			04-CS-TCC2-1-192-m01
Module coordinator		Module offered by	
holder of the Chair of Contemporary Chinese Studies		Institute of East and South Asian Cultural Studies	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
Chinese society is currently undergoing social transformations so rapid and far-reaching that they have few historical precedents. This is the cumulative result of three interrelated processes: modernization, globalization, and transition to a post-socialist society. Consequences of these transformations are at once to be observed on the surface, such as growing social stratification and inequality, as well as hidden below, e.g. value-change and the search for new social identities. Classes offered in this sub-module analyze these issues in the form of an overview of different aspects of China's society (such as modernization and social change, social differentiation and inequality, shifting social identities).			
Intended learning outcomes			
Students familiarize themselves with current social trends and developments in China. This is achieved on the basis of critical reading of primary and secondary academic sources on Chinese society in Chinese and English. Students systematically train the critical assessment and evaluation of research findings, relevant theories and empirical methodologies in this field. Classroom discussions of texts impart debate skills while the written term paper allows for students to exercise writing an academic exposition based on properly selected sources.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (3) Module taught in: English and Chinese			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) oral examination of one candidate each (approx. 15 minutes) or b) written examination (approx. 60 minutes) Language of assessment: English and Chinese creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Chinese Studies (2019) Master's degree (1 major) Chinese Politics and Society (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Chinese Politics and Society (2025)			
Master's with 1 major China Business and Economics (2021)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	
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Master's degree (1 major) China Business and Economics (2025)
Master's degree (1 major) China Language and Economy (2025)

Module title			Abbreviation
Contemporary Society in Transformation 2			04-CS-TCC2-2-192-m01
Module coordinator		Module offered by	
holder of the Chair of Contemporary Chinese Studies		Institute of East and South Asian Cultural Studies	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
Building on the earlier class on contemporary Chinese society, this module provides a detailes analysis of current social trends in China. Starting at an advanced level the course will focus on either of the following aspects of Chinese society: social stratification and inequality (social groups and status, differentiation and inequality), shifting social identities (subjective perspectives on social stratification, the emergence of new social groups and transformation of existing ones, categories of social belonging in China), ethnicity and ethnic relations (ethnic identities, historical and comparative perspectives, ethnoregionalism and development), population and family policies (demographic trends and population policies, birth control and family dynamics, population aging and old-age support, social security and social safety net).			
Intended learning outcomes			
Students receive a systematic introduction to research on China's society, learn about relevant theoretical and methodological approaches and the necessary sources. They are acquainted with the current scholarly debates in the field and cutting-edge research. This will prepare them for the writing of their Master's theses.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (3) Module taught in: English and Chinese			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) oral examination of one candidate each (approx. 15 minutes) or b) written examination (approx. 60 minutes) Language of assessment: English and Chinese creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
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Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Chinese Studies (2019) Master's degree (1 major) Chinese Politics and Society (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Chinese Politics and Society (2025) Master's degree (1 major) China Business and Economics (2025)			
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Master's degree (1 major) China Language and Economy (2025)

Module title		Abbreviation
Contemporary Economy in Transformation 1		04-CS-TCC3-1-192-m01
Module coordinator		Module offered by
holder of the Chair of Contemporary Chinese Studies		Institute of East and South Asian Cultural Studies
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>China's gradualist economic reforms led to an incremental "growing out of the plan" and transition towards the ideal of a "socialist market economy." However, parts of the state-owned industries and crucial state-economy linkages were maintained. At the same time, new forms of regulating and steering the economy had to be devised by the government to adapt to the increasingly marketized environment. These new institutions of an emerging "regulatory state" are, however, not the result of a well-coordinated and rationally planned reform strategy. On the contrary, they are an outgrowth of intensely contentious political and social processes. Classes offered in this sub-module address China's changing political economy in the form of an overview of different aspects of China's political economy in transformation (such as rural political economy, urban economic reforms. Financial sector development, economic policies and regulation).</p>		
Intended learning outcomes		
<p>Students familiarize themselves with current trends and developments in China's political economy. This is achieved on the basis of critical reading of primary and secondary academic sources on Chinese politics in Chinese and English. Students systematically train the critical assessment and evaluation of research findings, relevant theories and empirical methodologies in this field. Classroom discussions of texts impart debate skills while the written term paper allows for students to exercise writing an academic exposition based on properly selected sources.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
S (3) Module taught in: English and Chinese		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) oral examination of one candidate each (approx. 15 minutes) or b) written examination (approx. 60 minutes) Language of assessment: English and Chinese creditable for bonus</p>		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
<p>Master's degree (1 major) Chinese Studies (2019) Master's degree (1 major) Chinese Politics and Society (2019)</p>		
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Master's degree (1 major) China Business and Economics (2021)
Master's degree (1 major) China Language and Economy (2021)
Master's degree (1 major) Chinese Politics and Society (2025)
Master's degree (1 major) China Business and Economics (2025)
Master's degree (1 major) China Language and Economy (2025)

Module title			Abbreviation
Contemporary Economy in Transformation 2			o4-CS-TCC3-2-192-m01
Module coordinator		Module offered by	
holder of the Chair of Contemporary Chinese Studies		Institute of East and South Asian Cultural Studies	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
Building on the earlier class on contemporary China's political economy, this module provides details analysis of the deepening of China's economic transformation. Starting at an advanced level the course will focus on either of the following aspects: rural development (land policy and management, agricultural development and agricultural markets, agro-food businesses, township and village enterprises, rural urbanization), globalization of China's economy (WTO entry and compliance, currency issues, incoming and outgoing foreign direct investments, relations with the "global south", China's role in international financial architecture).			
Intended learning outcomes			
Students receive a systematic introduction to research on China's political economy, learn about relevant theoretical and methodological approaches and the necessary sources. They are acquainted with the current scholarly debates in the field and cutting-edge research. This will prepare them for the writing of their Master's theses.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (3) Module taught in: English and Chinese			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) oral examination of one candidate each (approx. 15 minutes) or b) written examination (approx. 60 minutes) Language of assessment: English and Chinese creditable for bonus			
Allocation of places			
--			
Additional information			
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Workload			
150 h			
Teaching cycle			
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Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Chinese Studies (2019) Master's degree (1 major) Chinese Politics and Society (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Chinese Politics and Society (2025) Master's degree (1 major) China Business and Economics (2025) Master's degree (1 major) China Language and Economy (2025)			

Module title			Abbreviation
Societal Modernism and the Transformation of Arts 1			o4-CS-TCC4-1-192-m01
Module coordinator		Module offered by	
holder of the Chair of Contemporary Chinese Studies		Institute of East and South Asian Cultural Studies	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
Societal modernisms can be found in various aspects of the transformational Chinese society. Visual arts play a specific role in the interaction with other fields of modern Chinese society and culture reflecting political and economic developments in a highly complex way. At the same time Chinese visual arts have interacted with western discourses in art and developed an own language and an own market. The analysis of the discourses in painting, sculpture, conceptual and media art in the period from 1989 to the present is done by visual material, comments of the artists and academic texts.			
Intended learning outcomes			
Students are familiarized with relevant discourses and developments in modern Chinese art. They are introduced to methodological approaches to discourses in modern Chinese culture. They are able to analyze new developments based on an interaction of visual material and written commentaries or academic discussions.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (3) Module taught in: English and Chinese			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) oral examination of one candidate each (approx. 15 minutes) or b) written examination (approx. 60 minutes) Language of assessment: English and Chinese creditable for bonus			
Allocation of places			
--			
Additional information			
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Workload			
150 h			
Teaching cycle			
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Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Chinese Studies (2019) Master's degree (1 major) Chinese Politics and Society (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Chinese Politics and Society (2025) Master's degree (1 major) China Business and Economics (2025) Master's degree (1 major) China Language and Economy (2025)			

Module title		Abbreviation
Societal Modernism and the Transformation of Arts 2		04-CS-TCC4-2-192-m01
Module coordinator		Module offered by
holder of the Chair of Contemporary Chinese Studies		Institute of East and South Asian Cultural Studies
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
Based on an understanding of developments in visual arts in China since 1989 aspects of intensifying or comparative analysis are: - detailed analysis of current developments; - comparative analysis of artists or formal aspects in artwork; - comparisons with developments in further areas of cultural discourse (i.e. literature et al.)		
Intended learning outcomes		
Students understand interactions in recent developments of visual arts. They gain the ability to an in depth comparative analysis of specific developments from context driven as well as external cultural and scientific discourses and independently apply various methodological approaches.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (3) Module taught in: English and Chinese		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) oral examination of one candidate each (approx. 15 minutes) or b) written examination (approx. 60 minutes) Language of assessment: English and Chinese creditable for bonus		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Chinese Studies (2019) Master's degree (1 major) Chinese Politics and Society (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Chinese Politics and Society (2025) Master's degree (1 major) China Business and Economics (2025) Master's degree (1 major) China Language and Economy (2025)		

Module title			Abbreviation
Transformation in Urban and Rural Contemporary China 1			04-CS-TCC5-1-192-m01
Module coordinator		Module offered by	
holder of the Chair of Contemporary Chinese Studies		Institute of East and South Asian Cultural Studies	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
China's society has been undergoing far-reaching transformation since the founding of the PRC, a process that has been dramatically accelerated since the beginning of the reform period. Since the early 2010s more Chinese live in cities than in the countryside, marking an important turning point in history. The process of modernization and the transition towards a post-socialist society is characterized by gradual reforms but also persistence of socialist institutions, most visible in the long-standing urban-rural dichotomy. Institutional barriers and involvement of the party-state continue to influence the process of urbanization and modernization to a great extent, and therefore also the overall makeup of society.			
Intended learning outcomes			
Students are systematically introduced to different aspects of the process of urbanization and modernization in China, which will allow them to better assess overall societal development in the PRC. In-depth knowledge will be gained by reading primary and secondary academic sources in English and Chinese. In-class discussion shall advance understanding and help to foster debate skills.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (3) Module taught in: English and Chinese			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) oral examination of one candidate each (approx. 15 minutes) or b) written examination (approx. 60 minutes) Language of assessment: English and Chinese creditable for bonus			
Allocation of places			
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Additional information			
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Workload			
150 h			
Teaching cycle			
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Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Chinese Studies (2019) Master's degree (1 major) Chinese Politics and Society (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Chinese Politics and Society (2025) Master's degree (1 major) China Business and Economics (2025)			
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Module title		Abbreviation
Transformation in Urban and Rural Contemporary China 2		04-CS-TCC5-2-192-m01
Module coordinator		Module offered by
holder of the Chair of Contemporary Chinese Studies		Institute of East and South Asian Cultural Studies
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
Building on basic knowledge on Transformation in Urban and Rural China this module will take an in-depth look at urban-rural issues that have arisen due to the process of rapid modernization and urbanization since the late 1970s. The class will focus on different aspects, e.g. rural issues (Three Rural Issues, Building a New Socialist Countryside), rural-to-urban transition (shifting identities, in situ urbanization, rural urbanization), or questions of land and property (pro-growth coalitions, urbanization of the soil, urban transitional spaces, land use rights).		
Intended learning outcomes		
Students gain in-depth knowledge of different aspects related to on-going process of urbanization and modernization in contemporary China. They will familiarize themselves with specific issues and related methodological approaches as well as the current state of academic research, thereby training their analytical capacities and preparing them to conduct their own research in this field.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (3) Module taught in: English and Chinese		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) oral examination of one candidate each (approx. 15 minutes) or b) written examination (approx. 60 minutes) Language of assessment: English and Chinese creditable for bonus		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Chinese Studies (2019) Master's degree (1 major) Chinese Politics and Society (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Chinese Politics and Society (2025) Master's degree (1 major) China Business and Economics (2025) Master's degree (1 major) China Language and Economy (2025)		

Module title		Abbreviation
Literature of Late Imperial China 1		04-CS-HI1-1-192-m01
Module coordinator		Module offered by
holder of the Chair of East Asian Cultural Studies		Institute of East and South Asian Cultural Studies
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Chinese literary history, as written in the modern period, emphasizes the genres of narrative and drama, which in premodern times only had subcultural status, but are now considered masterworks of China's literary heritage. The outstanding literary works of Ming and Qing narrative and drama, besides offering profound insights into the historical, social and cultural milieus they represent, also provide access to pertinent contexts, such as the history of the book, of reading, editing and commenting. In terms of genre evolution they are studied as encompassing aspects of both persistent cultural continuity and striking innovation, also mirroring developments in society and culture at large. The courses offered in this module focus on individual literary masterworks exemplifying relevant genres, themes, and periods. Suggested genres (and titles) include the novel (Shuihu zhuan), the vernacular story (San yan), the classical tale (Liaozhai zhiyi), and the song drama (Xixiang ji). The choice of focus depends on the learning agreement with the new student group. While the literary work in question is read and discussed in class only in short, exemplary excerpts, its more comprehensive reading (in either translation or the original text) is required as accompanying homework. The program for the course focuses on a selection of philological and analytical issues. It also provides the basis for individual oral presentations and a starting point for term papers.</p>		
Intended learning outcomes		
<p>Students are familiarized with one outstanding work of premodern Chinese literature, and with a range of contexts and analytical issues relevant for its interpretation and research. They are acquainted with elements of literary analysis and with appropriate, up-to-date methodological approaches. They further develop their skills in academic reading and oral presenting.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>S (3) Module taught in: English and Chinese</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) oral examination of one candidate each (approx. 15 minutes) or b) written examination (approx. 60 minutes) Language of assessment: English and Chinese creditable for bonus</p>		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in

Master's degree (1 major) Chinese Studies (2019)
 Master's degree (1 major) Chinese Politics and Society (2019)
 Master's degree (1 major) China Business and Economics (2021)
 Master's degree (1 major) China Language and Economy (2021)
 Master's degree (1 major) Chinese Politics and Society (2025)
 Master's degree (1 major) China Business and Economics (2025)
 Master's degree (1 major) China Language and Economy (2025)

Module title		Abbreviation
Literature of Late Imperial China 2		04-CS-HI1-2-192-m01
Module coordinator		Module offered by
holder of the Chair of East Asian Cultural Studies		Institute of East and South Asian Cultural Studies
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Chinese literary history, as written in the modern period, emphasizes the genres of narrative and drama, which in premodern times only had subcultural status, but are now considered masterworks of China's literary heritage. The outstanding literary works of Ming and Qing narrative and drama, besides offering profound insights into the historical, social and cultural milieus they represent, also provide access to pertinent contexts, such as the history of the book, of reading, editing and commenting. In terms of genre evolution they are studied as encompassing aspects of both persistent cultural continuity and striking innovation, also mirroring developments in society and culture at large. The courses offered in this module focus on individual literary masterworks exemplifying relevant genres, themes, and periods. Suggested genres (and titles) include the novel (Shuihu zhuan), the vernacular story (San yan), the classical tale (Liaozhai zhiyi), and the song drama (Xixiang ji). The choice of focus depends on the learning agreement with the new student group. While the literary work in question is read and discussed in class only in short, exemplary excerpts, its more comprehensive reading (in either translation or the original text) is required as accompanying homework. The program for the course focuses on a selection of philological and analytical issues. It also provides the basis for individual oral presentations and a starting point for term papers.</p>		
Intended learning outcomes		
<p>Students are familiarized with one outstanding work of premodern Chinese literature, and with a range of contexts and analytical issues relevant for its interpretation and research. They are acquainted with elements of literary analysis and with appropriate, up-to-date methodological approaches. They further develop their skills in academic reading and oral presenting.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>S (3) Module taught in: English and Chinese</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) oral examination of one candidate each (approx. 15 minutes) or b) written examination (approx. 60 minutes) Language of assessment: English and Chinese creditable for bonus</p>		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in

Master's degree (1 major) Chinese Studies (2019)
 Master's degree (1 major) Chinese Politics and Society (2019)
 Master's degree (1 major) China Business and Economics (2021)
 Master's degree (1 major) China Language and Economy (2021)
 Master's degree (1 major) Chinese Politics and Society (2025)
 Master's degree (1 major) China Business and Economics (2025)
 Master's degree (1 major) China Language and Economy (2025)

Module title		Abbreviation
Cultural History of Late Imperial China 1		04-CS-HI2-1-192-m01
Module coordinator		Module offered by
holder of the Chair of East Asian Cultural Studies		Institute of East and South Asian Cultural Studies
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>The society and culture of late imperial China may be analyzed as a complex system of institutions, practices, and values. During the 16th through 18th centuries (mid Ming to mid Qing), this system increasingly became subject to the dynamics of social mobility and the expansion of commerce. Despite a generally strong sense of continuity, the effects and tensions of crises were perceived in all fields of cultural and social life. Courses offered in this module pursue these questions by focusing on one particular field of cultural and social history. Suggested topics and contents include the following: education, literacy and publishing; city and village; or elite and popular culture. The choice of focus depends on the learning agreement with the new student group. The thematic program guides the students toward the exploration of suitable primary source materials and to a range of relevant research literature. It provides the basis for oral presentations and a starting point for individual term papers.</p>		
Intended learning outcomes		
<p>Students are familiarized with one major field of late-imperial Chinese cultural and social history, and with a selection of issues and contexts relevant for its research. They are acquainted with important topics of cultural-historical analysis and with a range of appropriate, up-to-date methodological approaches. They further develop their skills in academic reading and oral presenting.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
S (3)		
Module taught in: English and Chinese		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) oral examination of one candidate each (approx. 15 minutes) or b) written examination (approx. 60 minutes) Language of assessment: English and Chinese creditable for bonus</p>		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
<p>Master's degree (1 major) Chinese Studies (2019) Master's degree (1 major) Chinese Politics and Society (2019) Master's degree (1 major) China Business and Economics (2021)</p>		
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Master's degree (1 major) China Language and Economy (2021)
Master's degree (1 major) Chinese Politics and Society (2025)
Master's degree (1 major) China Business and Economics (2025)
Master's degree (1 major) China Language and Economy (2025)

Module title		Abbreviation
Cultural History of Late Imperial China 2		04-CS-HI2-2-192-m01
Module coordinator		Module offered by
holder of the Chair of East Asian Cultural Studies		Institute of East and South Asian Cultural Studies
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>The society and culture of late imperial China may be analyzed as a complex system of institutions, practices, and values. During the 16th through 18th centuries (mid Ming to mid Qing), this system increasingly became subject to the dynamics of social mobility and the expansion of commerce. Despite a generally strong sense of continuity, the effects and tensions of crises were perceived in all fields of cultural and social life. Courses offered in this module pursue these questions by focusing on one particular field of cultural and social history. Suggested topics and contents include the following: education, literacy and publishing; city and village; or elite and popular culture. The choice of focus depends on the learning agreement with the new student group. The thematic program guides the students toward the exploration of suitable primary source materials and to a range of relevant research literature. It provides the basis for oral presentations and a starting point for individual term papers.</p>		
Intended learning outcomes		
<p>Students are familiarized with social history, and with a selection of issues and contexts relevant for its research. They are acquainted with important topics of cultural-historical analysis and with a range of appropriate, up-to-date methodological approaches. They further develop their skills in academic reading and oral presenting.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
S (3)		
Module taught in: English and Chinese		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) oral examination of one candidate each (approx. 15 minutes) or b) written examination (approx. 60 minutes) Language of assessment: English and Chinese creditable for bonus</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
<p>Master's degree (1 major) Chinese Studies (2019) Master's degree (1 major) Chinese Politics and Society (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021)</p>		
Master's with 1 major China Business and Economics (2021)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 56 / 555

Master's degree (1 major) Chinese Politics and Society (2025)
Master's degree (1 major) China Business and Economics (2025)
Master's degree (1 major) China Language and Economy (2025)

Module title			Abbreviation
Heritage and Innovation (Song-Qing) 1			04-CS-HI3-1-192-m01
Module coordinator		Module offered by	
holder of the Chair of East Asian Cultural Studies		Institute of East and South Asian Cultural Studies	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
Important social and cultural developments and institutions, such as the civil examination system, basically began in the Song dynasty (960-1279) and appear to have continued to persist over much of the second millennium CE, until the end of the Qing dynasty (1644-1911). However, within this overall image of continuity and stability we find extensive histories of reform and change, aiming at the correction of perceived deficiencies or the adaptation to new challenges and developments. This module provides the framework for courses that emphasize the <i>longue durée</i> in China's cultural history, from the Song to the Qing, looking at the cultural histories of social groups and institutions, identifying major periods of crisis, and testing common patterns of periodization. Combining the survey of long-term developments with snapshots in time and case studies, it introduces a selection of source materials and an appropriate range of research literature.			
Intended learning outcomes			
This module develops students' insights into long-term changes and developments in China's social and cultural history, as they learn to consider both continuity and change. They acquire deepened skills in handling source materials from a wide historical range.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (3) Module taught in: English and Chinese			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) oral examination of one candidate each (approx. 15 minutes) or b) written examination (approx. 60 minutes) Language of assessment: English and Chinese creditable for bonus			
Allocation of places			
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Additional information			
--			
Workload			
150 h			
Teaching cycle			
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Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Chinese Studies (2019) Master's degree (1 major) Chinese Politics and Society (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Chinese Politics and Society (2025)			
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Master's degree (1 major) China Business and Economics (2025)
Master's degree (1 major) China Language and Economy (2025)

Module title			Abbreviation
Heritage and Innovation (Song-Qing) 2			04-CS-HI3-2-192-m01
Module coordinator		Module offered by	
holder of the Chair of East Asian Cultural Studies		Institute of East and South Asian Cultural Studies	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
Important social and cultural developments and institutions, such as the civil examination system, basically began in the Song dynasty (960-1279) and appear to have continued to persist over much of the second millennium CE, until the end of the Qing dynasty (1644-1911). However, within this overall image of continuity and stability we find extensive histories of reform and change, aiming at the correction of perceived deficiencies or the adaptation to new challenges and developments. This module provides the framework for courses that emphasize the <i>longue durée</i> in China's cultural history, from the Song to the Qing, looking at the cultural histories of social groups and institutions, identifying major periods of crisis, and testing common patterns of periodization. Combining the survey of long-term developments with snapshots in time and case studies, it introduces a selection of source materials and an appropriate range of research literature.			
Intended learning outcomes			
This module develops students' insights into long-term changes and developments in China's social and cultural history, as they learn to consider both continuity and change. They acquire deepened skills in handling source materials from a wide historical range.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (3) Module taught in: English and Chinese			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) oral examination of one candidate each (approx. 15 minutes) or b) written examination (approx. 60 minutes) Language of assessment: English and Chinese creditable for bonus			
Allocation of places			
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Additional information			
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Workload			
150 h			
Teaching cycle			
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Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Chinese Studies (2019) Master's degree (1 major) Chinese Politics and Society (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Chinese Politics and Society (2025)			
Master's with 1 major China Business and Economics (2021)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 60 / 555

Master's degree (1 major) China Business and Economics (2025)
Master's degree (1 major) China Language and Economy (2025)

Module title		Abbreviation
Intellectual History of China 1 (900-1600)		04-CS-HI4-1-192-m01
Module coordinator		Module offered by
holder of the Chair of East Asian Cultural Studies		Institute of East and South Asian Cultural Studies
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The historical period of the late Tang to the Ming dynasty sees the development of a new Confucian learning in Chinese society. The broader embedment into discourses of political and societal developments, the examination system and the relevance for everyday life will be given. The elaboration of a systematical philosophic terminology and the range of controversial debates among different schools of Confucianism in the period is to be understood.		
Intended learning outcomes		
Students are familiarized with the historical context and terminological system of Confucianism from late Tang to late Ming. They are apt to independently analyze original texts within the framework of Confucianism in the given period, societal context and scientific discourse.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (3) Module taught in: English and Chinese		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) oral examination of one candidate each (approx. 15 minutes) or b) written examination (approx. 60 minutes) Language of assessment: English and Chinese creditable for bonus		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Chinese Studies (2019) Master's degree (1 major) Chinese Politics and Society (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Chinese Politics and Society (2025) Master's degree (1 major) China Business and Economics (2025) Master's degree (1 major) China Language and Economy (2025)		

Module title			Abbreviation
Intellectual History of China 2 (900-1900)			04-CS-HI4-2-192-m01
Module coordinator		Module offered by	
holder of the Chair of East Asian Cultural Studies		Institute of East and South Asian Cultural Studies	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>Based on an understanding of general developments in Confucian discourses in the period from 900-1900 and its terminological implications aspects of intensifying or comparative analysis are:</p> <ul style="list-style-type: none">- Detailed understanding of specific schools and authors- Interaction with non-Confucian positions- Interpretations of Confucian positions within the contemporary Confucian discourse.			
Intended learning outcomes			
<p>Students understand the interactions between philosophical and societal discourses in the given period. They have the ability to an in depth comparative analysis between different Confucian positions from context driven or external scientific discourses as well as to open new fields and new questions in the academic discourse of the specialized field.</p>			
Courses (type, number of weekly contact hours, language — if other than German)			
<p>S (3)</p> <p>Module taught in: English and Chinese</p>			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
<p>a) oral examination of one candidate each (approx. 15 minutes) or</p> <p>b) written examination (approx. 60 minutes)</p> <p>Language of assessment: English and Chinese</p> <p>creditable for bonus</p>			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
<p>Master's degree (1 major) Chinese Studies (2019)</p> <p>Master's degree (1 major) Chinese Politics and Society (2019)</p> <p>Master's degree (1 major) China Business and Economics (2021)</p> <p>Master's degree (1 major) China Language and Economy (2021)</p> <p>Master's degree (1 major) Chinese Politics and Society (2025)</p> <p>Master's degree (1 major) China Business and Economics (2025)</p> <p>Master's degree (1 major) China Language and Economy (2025)</p>			

Module title		Abbreviation
East Asian History (600-1800) 1		04-CS-HI5-1-192-m01
Module coordinator		Module offered by
holder of the Chair of East Asian Cultural Studies		Institute of East and South Asian Cultural Studies
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>This class focusses on interactions and connections between China, Korea and Japan. These may be direct and obvious interactions such as trade (including smuggling, piracy), warfare, and diplomatic relations, or religious, philosophical, and institutional ideas and phenomena usually taken over from China in a variant more adequate for the smaller countries. Cultural phenomena discussed include (women's) literature, music, and especially painting. East Asian History I covers the time until about 1600, East Asian History II deals with the period from 1600 to 1800 (Tokugawa-shogunate in Japan, Qing-dynasty in China, Western ideas introduced by early Christian mission).</p>		
Intended learning outcomes		
<p>Students of Chinese Studies will widen their horizon and learn about different ways of implementing Chinese concepts in different settings. They will develop a deep understanding for societal conditions enabling or hindering close contacts and interactions between states and individuals.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
S (3)		
Module taught in: English and Chinese		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) oral examination of one candidate each (approx. 15 minutes) or b) written examination (approx. 60 minutes) Language of assessment: English and Chinese creditable for bonus</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
<p>Master's degree (1 major) Chinese Studies (2019) Master's degree (1 major) Chinese Politics and Society (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Chinese Politics and Society (2025) Master's degree (1 major) China Business and Economics (2025) Master's degree (1 major) China Language and Economy (2025)</p>		
Master's with 1 major China Business and Economics (2021)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 64 / 555

Module title		Abbreviation
East Asian History (600-1800) 2		04-CS-HI5-2-192-m01
Module coordinator		Module offered by
holder of the Chair of East Asian Cultural Studies		Institute of East and South Asian Cultural Studies
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
A specific aspects such as trade, warfare, diplomatic relations, religious, philosophical, and institutional ideas as well as cultural phenomena such as (women's) literature, music, and especially painting are intensified. Another possible focus of intensification is choosing a well-defined segment of time. This implies reading first hand historical sources.		
Intended learning outcomes		
Students will be enabled to work from primary sources and develop question within a defined set of theories and concrete historical examples.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (3) Module taught in: English and Chinese		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) oral examination of one candidate each (approx. 15 minutes) or b) written examination (approx. 60 minutes) Language of assessment: English and Chinese creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Chinese Studies (2019) Master's degree (1 major) Chinese Politics and Society (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Chinese Politics and Society (2025) Master's degree (1 major) China Business and Economics (2025) Master's degree (1 major) China Language and Economy (2025)		

Economic Sciences 1

(5 ECTS credits)

Module title			Abbreviation
Accounting			12-ExtUR-G-212-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Business Taxation		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
This course offers an introduction to the fundamentals of financial accounting, including the technique of double-entry book-keeping as well as the fundamentals of recognition, valuation and presentation of assets, liabilities and equity according to German commercial law.			
Intended learning outcomes			
Students acquire a basic understanding of the fundamentals of financial accounting. They are able to arrange, reproduce and apply this knowledge, i.e. they are able to solve simple accounting problems.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + T (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
written examination (approx. 60 minutes) Language of assessment: German and/or English			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: winter semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) Bachelor's degree (1 major) Artificial Intelligence and Data Science (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Artificial Intelligence and Data Science (2023) Bachelor's degree (1 major) Mathematics (2023) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023)			
Master's with 1 major China Business and Economics (2021)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	
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Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)
Bachelor's degree (1 major) Artificial Intelligence and Data Science (2024)

Module title		Abbreviation
Managerial Accounting		12-IntUR-G-212-mo1
Module coordinator		Module offered by
holder of the Chair of Business Management, Controlling and Accounting		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>Content: This course offers an introduction to aims and methods of managerial accounting (cost accounting).</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> 1. Managerial accounting and financial accounting 2. Managerial accounting: basic terms 3. Different types of costs 4. Cost centre accounting based on total costs 5. Job costing based on total costs 6. Cost centre accounting and job costing based on direct/variable costs 7. Budgeting and cost-variance analysis 8. Cost-volume-profit analysis 9. Cost information and operating decisions <p>Reading: Coenenberg/Fischer/Günther: Kostenrechnung und Kostenanalyse, Stuttgart. Friedl/Hofmann/Pedell: Kostenrechnung. Eine entscheidungsorientierte Einführung. (most recent editions)</p>		
Intended learning outcomes		
<p>After completing the course "Management Accounting and Control", the students will be able to</p> <ul style="list-style-type: none"> (i) set out the responsibilities of the company's internal accounting and control; (ii) define the central concepts of internal enterprise computing restriction and control and assign case studies the terms; (iii) apply the basic methods of internal corporate accounting and control on a full and cost base to idealized case studies of medium difficulty that calculate relevant costs and benefits and take on this basis a reasoned decision. 		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + T (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>written examination (approx. 60 minutes) Language of assessment: German and/or English</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		

Teaching cycle
Teaching cycle: summer semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) Bachelor's degree (1 major) Artificial Intelligence and Data Science (2022) Bachelor's degree (1 major) Artificial Intelligence and Data Science (2023) Bachelor's degree (1 major) Mathematics (2023) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023) Bachelor's degree (1 major) Artificial Intelligence and Data Science (2024)

Module title		Abbreviation
Marketing		12-Mark-G-212-m01
Module coordinator		Module offered by
holder of the Chair of Business Administration and Marketing		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>Description</p> <p>In this module, students will acquire the theoretical foundations of market-oriented management.</p> <p>Content:</p> <p>With the stakeholder approach as a starting point, the basic design of market-oriented management will be explained and exemplified in the 5 classical steps: situation analysis, objectives, strategies, tools and controlling. The course will focus not only on the behavioural approaches of consumer behaviour but also on industrial purchasing behaviour. A case study introducing students to the fundamental principles of market research based on a conjoint analysis will provide students with deeper insights into the topic.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> 1. Marketing, entrepreneurship and business management 2. Explanations of consumer behaviour 3. Fundamentals of market research 4. Strategic marketing; marketing tools 5. Corporate social responsibility versus creating shared value <p>Reading:</p> <p>Foscht, T. / Swoboda, B.: Käuferverhalten: Grundlagen -- Perspektiven -- Anwendungen, 4th revised and exp. ed., Wiesbaden 2011.</p> <p>Homburg, Ch.: Grundlagen des Marketingmanagements: Einführung in Strategie, Instrumente, Umsetzung und Unternehmensführung, 4th revised and exp. ed., Wiesbaden 2012.</p> <p>Homburg, Ch.: Grundlagen des Marketingmanagements: Einführung in Strategie, Instrumente, Umsetzung und Unternehmensführung, 3rd ed., Wiesbaden, 2012a.</p> <p>Kroeber-Riel, W. / Weinberg, P.: Konsumentenverhalten, 9th ed., Munich 2009.</p> <p>Meffert, H. / Burman, Ch / Kirchgeorg, M.: Marketing -- Grundlagen marktorientierter Unternehmensführung: Konzepte -- Instrumente -- Praxisbeispiele, 11th revised and exp. ed., Wiesbaden 2012.</p> <p>Meffert, H. / Burman, Ch / Becker, Ch.: Internationales Marketing-Management -- Ein markenorientierter Ansatz, 4th ed., Stuttgart 2010.</p> <p>Meyer, M.: Ökonomische Organisation der Industrie: Netzwerkarrangements zwischen Markt und Unternehmung, Wiesbaden 1995.</p> <p>Porter, M. E.: Wettbewerbsvorteile -- Spitzenleistungen erreichen und behaupten, 8th ed., Campus Frankfurt / New York 2014. (Original: Porter, M.: Competitive Advantage, New York 1985.)</p> <p>Simon, H. / Fassnacht, M.: Preismanagement, Strategie -- Analyse -- Entscheidung -- Umsetzung, 3rd ed., Wiesbaden 2009.</p>		
Intended learning outcomes		
The students have a basic understanding of business management and are able to classify the knowledge systematically. In addition, they can use the acquired knowledge solve and identify the conventional problem fields of business management.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + T (2)		

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
written examination (approx. 60 minutes) Language of assessment: German and/or English
Allocation of places
--
Additional information
--
Workload
150 h
Teaching cycle
Teaching cycle: summer semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module appears in
<p>Master's degree (1 major) China Business and Economics (2021)</p> <p>Bachelor's degree (1 major) Business Information Systems (2021)</p> <p>Bachelor's degree (1 major) Econometrics (2021)</p> <p>Bachelor's degree (1 major) Business Management and Economics (2021)</p> <p>Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)</p> <p>Bachelor's degree (1 major) Econometrics (2022)</p> <p>exchange program Business Management and Economics (2022)</p> <p>Bachelor's degree (1 major) Mathematics (2023)</p> <p>Bachelor's degree (1 major) Business Information Systems (2023)</p> <p>Bachelor's degree (1 major) Econometrics (2023)</p> <p>Bachelor's degree (1 major) Business Management and Economics (2023)</p> <p>Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)</p> <p>Bachelor's degree (1 major) Artificial Intelligence and Data Science (2024)</p>

Module title			Abbreviation
Supply, Production and Operations Management			12-BPL-G-212-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Industrial Management		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
This course will provide students with an overview of fundamental processes in procurement, production and logistics and the related corporate functions as well as a model-based introduction to related planning procedures.			
Intended learning outcomes			
The students will be able to describe and discuss the objectives and major processes in the domains of corporate procurement, production and logistics as well as their interdependencies. Furthermore, they are capable of developing and applying basic planning models in these fields.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + T (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
written examination (approx. 60 minutes) Language of assessment: German and/or English			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: winter semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) Bachelor's degree (1 major) Artificial Intelligence and Data Science (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Artificial Intelligence and Data Science (2023) Bachelor's degree (1 major) Mathematics (2023) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023)			
Master's with 1 major China Business and Economics (2021)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 73 / 555

Bachelor's degree (1 major) Business Management and Economics (2023)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2024)

Module title		Abbreviation
Microeconomics 2		12-Mik2-G-212-m01
Module coordinator		Module offered by
holder of the Chair of Industrial Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>Outline of syllabus:</p> <ol style="list-style-type: none"> 1. Cost minimisation 2. Profit maximisation and the supply function 3. Short-run market equilibrium 4. Long-run market equilibrium 5. Government interventions 6. Monopoly 7. Pricing strategies with market power 8. Introduction to game theory 9. Strategic interaction and oligopoly 		
Intended learning outcomes		
<p>The aim of the course is to understand how markets work. We will investigate the behavior of a company in different market structures; namely perfectly competitive markets, monopoly markets and all forms in between, the so-called oligopoly markets. Ultimately, we are interested in whether the market results from a social point of view is desirable. Using our models, we will also try to analyze the consequences of different government interventions. The knowledge that students gain in this course will be in their future course of studies of benefits to them. In almost all business and economics lectures markets play a role. It also discussed in detail how economic actors make their decisions. Students will thus learn the important building blocks of economic thought. This knowledge will also be useful in the workplace and even in their private lives.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + T (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>written examination (approx. 60 minutes) Language of assessment: German and/or English</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
<p>Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021)</p>		
Master's with 1 major China Business and Economics (2021)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 75 / 555

Bachelor's degree (1 major) Economathematics (2021)
 Bachelor's degree (1 major) Business Management and Economics (2021)
 Bachelor's degree (1 major) Economathematics (2022)
 exchange program Business Management and Economics (2022)
 Bachelor's degree (1 major) Mathematics (2023)
 Bachelor's degree (1 major) Business Information Systems (2023)
 Bachelor's degree (1 major) Economathematics (2023)
 Bachelor's degree (1 major) Business Management and Economics (2023)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2024)

Module title		Abbreviation
Macroeconomics 2		12-Mak2-G-212-m01
Module coordinator		Module offered by
holder of the Chair of Public Finance		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>Description:</p> <p>The lecture provides an introduction to long run or dynamic issues of macroeconomic theory and policy.</p> <p>Contents:</p> <ol style="list-style-type: none"> 1. Phillips curve and dynamic model 2. Growth theory and policy 3. Microeconomic foundations of macroeconomics 4. Macroeconomic policy <p>Lecture notes to be provided by Chair.</p>		
Intended learning outcomes		
<p>After completing the course "Makroökonomie 2" students are familiar with the most important concepts of growth theory, they know the microeconomic foundations of modern macroeconomic theory and understand the intertemporal budget constraint of the government. Therefore they are able to discuss the growth and distributional consequences of policy reforms by applying simple economic models.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + T (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>written examination (approx. 60 minutes)</p> <p>Language of assessment: German and/or English</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
<p>Master's degree (1 major) China Business and Economics (2021)</p> <p>Bachelor's degree (1 major) Business Information Systems (2021)</p> <p>Bachelor's degree (1 major) Economathematics (2021)</p> <p>Bachelor's degree (1 major) Business Management and Economics (2021)</p> <p>Bachelor's degree (1 major) Economathematics (2022)</p> <p>exchange program Business Management and Economics (2022)</p>		
Master's with 1 major China Business and Economics (2021)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 77 / 555

Bachelor's degree (1 major) Mathematics (2023)
 Bachelor's degree (1 major) Business Information Systems (2023)
 Bachelor's degree (1 major) Econometrics (2023)
 Bachelor's degree (1 major) Business Management and Economics (2023)

Module title		Abbreviation
Public Policy		12-WiPo-G-212-m01
Module coordinator		Module offered by
holder of the Chair of Labour Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>This course provides an introduction into public policy. Public policy studies the role of the government in the economy. It basically answers four questions:</p> <ul style="list-style-type: none"> • When should the government intervene? • How might the government intervene? • What is the effect of those interventions? • Why do governments choose to intervene in the way that they do? <p>The lecture will cover the following topics:</p> <ol style="list-style-type: none"> 1. Introduction into public economics/finance 2. Theoretical toolkit 3. Empirical toolkit 4. Public goods 5. Cost Benefit Analysis 		
Intended learning outcomes		
<p>The aim of the course is to provide students with an understanding of the public policy making process of the government and to endow them with the necessary skills to judge about and/or design public policies. Students will learn the core theoretical models of public economics as well as modern empirical methods of public finance. The focus will not lie on the theoretical details, but rather on the beauty of the different methods to provide answers to public policy questions.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + T (2)		
Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 minutes) or b) portfolio (approx. 20 pages)</p> <p>Language of assessment: German and/or English</p>		
Allocation of places		
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Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) China Business and Economics (2021)		
Master's with 1 major China Business and Economics (2021)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 79 / 555

Bachelor's degree (1 major) Business Information Systems (2021)
 Bachelor's degree (1 major) Economathematics (2021)
 Bachelor's degree (1 major) Business Management and Economics (2021)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)
 Bachelor's degree (1 major) Economathematics (2022)
 exchange program Business Management and Economics (2022)
 Bachelor's degree (1 major) Mathematics (2023)
 Bachelor's degree (1 major) Business Information Systems (2023)
 Bachelor's degree (1 major) Economathematics (2023)
 Bachelor's degree (1 major) Business Management and Economics (2023)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2024)

Module title			Abbreviation
Statistics			12-Stat-G-212-mo1
Module coordinator		Module offered by	
holder of the Chair of Econometrics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
<p>Description:</p> <p>This module deals with the basic terms and concepts of descriptive statistics, indices and probability calculus. It introduces students to common frequency distributions and fundamental distributional characteristics of one-dimensional data as well as basic concepts and methodology necessary for the description and interpretation of multi-dimensional data. In addition, interpretation and calculation with indices as well as fundamental terms of probability calculus are discussed in the second half of the course.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none">1. Basic terms in statistics2. Frequency distributions3. Distributional characteristics4. Multi-dimensional data5. Index calculus6. Fundamental probability calculus7. Random variables and distributions <p>Reading:</p> <p>Assenmacher, W.: Deskriptive Statistik, Springer.</p> <p>Bamberg, G., Baur, F.: Statistik, Oldenbourg.</p> <p>Bohley, P.: Statistik, Oldenbourg.</p> <p>Hartung, J., Elpelt, B., Klösner, K.-H.: Statistik, Oldenbourg.</p> <p>Hippmann, H.-D.: Statistik, Schäffer-Poeschel.</p> <p>Leiner, B.: Einführung in die Statistik.</p> <p>Litz, H.-P.: Statistische Methoden in den Wirtschafts- und Sozialwissenschaften, Oldenbourg.</p> <p>Mosler, K., Schmid, F.: Beschreibende Statistik und Wirtschaftsstatistik, Springer.</p> <p>Schaich, E., Köhle, B., Hartung, J.: Statistik I für Volkswirte, Betriebswirte und Soziologen, Verlag Franz Vahlen.</p> <p>Schira, J.: Statistische Methoden der VWL und BWL, Pearson Studium.</p>			
Intended learning outcomes			
<p>Students acquire knowledge of the fundamental terms and concepts of descriptive statistics. In particular, they become familiar with the application and interpretation of common visual and formal tools for descriptive data analysis while simultaneously learning how to competently deal with economic and/or statistical data. On the visual side, this includes knowledge of the construction and interpretation of histograms, bar plots, pie charts, and empirical distribution functions, while on the formal side students learn how to deal with basic distributional characteristics and correlation measures. Additionally, students are familiarized with index calculus and interpretation (in particular the Laspeyres and the Paasche price index) as well as with the most fundamental concepts and terms of probability calculus.</p> <p>The competences acquired in this course serve as a prerequisite for "Introductory Statistics II".</p>			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + T (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
written examination (approx. 60 to 120 minutes)			
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Allocation of places
--
Additional information
--
Workload
150 h
Teaching cycle
Teaching cycle: summer semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title			Abbreviation
Econometrics			12-QWF-G-212-m01
Module coordinator		Module offered by	
holder of the Chair of Econometrics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
<p>Description:</p> <p>This module deals with random variables and their statistical distributions as well as with the basic terms and methods of inferential statistics. Some of the most famous distributions such as the normal, binomial, poisson or the exponential distribution are introduced in the first half of the course. The second half deals with the fundamental concepts and techniques used in inferential statistics, including interval estimation and the construction, application and interpretation of hypothesis tests. Additionally, an introduction to multiple regression analysis is given towards the end of the course.</p> <p>The knowledge and skills acquired in this course serve as a prerequisite for the course "Computerpraktikum" ("Computer Lab in Regression Analysis") and the subsequent Master's course "Ökonometrie I" ("Econometrics I").</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none">1. Random variables and their distributions2. Distribution parameters3. On the importance of the normal distribution4. Central limit theorems5. Inferential statistics6. Interval estimation7. Hypothesis testing8. Regression analysis			
Intended learning outcomes			
<p>Students acquire a basic knowledge of the techniques necessary for the analysis of random events. They will be familiar with different distributions and their respective parameters. Apart from basic estimation methods for these unknown parameters, students learn how to construct and interpret common statistical tests and are able to apply these to specific economic or business questions. Additionally, students acquire a basic understanding of ordinary least square (OLS), enabling them to read simple scientific papers and to apply these tools to scientific questions.</p> <p>The competences acquired in this course serve as a prerequisite for the course "Computer Lab in Regression Analysis" and the subsequent Master's course "Econometrics I".</p>			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + T (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
written examination (approx. 60 to 120 minutes)			
Allocation of places			
--			
Additional information			
--			

Workload
150 h
Teaching cycle
Teaching cycle: winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title			Abbreviation
Business Informatics			12-EWiinf-G-212-mo1
Module coordinator		Module offered by	
holder of the Chair of Business Management and Business Information Systems		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
<p>This course provides a comprehensive overview of the theoretical and practical aspects of information systems. The content ranges from the history of information systems and business software to business models, technical requirements and process modelling. In addition to the lectures, tutorials with practical exercises in HTML, CSS, process mining and BPMN support a deeper understanding and application of the knowledge learnt.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none">1. overview and technological basics of WI2. hardware, computer networks and the internet3. databases and blockchain4. business models, company structure and organisation5. connection between business administration and information systems6. business software and process mining7. software development8. future technologies and current research <p>Reading:</p> <p>Thome: Grundzüge der Wirtschaftsinformatik.</p>			
Intended learning outcomes			
<p>The "Business Informatics" module aims to achieve the following learning outcomes:</p> <ol style="list-style-type: none">1. Apply fundamentals: after completing the module, students will have an understanding of the basic concepts and terms of information systems and will be able to explain lecture elements addressed, such as hardware components, various database types or blockchain technology. Thanks to the practical exercises, they are able to implement simple applications and apply what they have learnt in practice. The students were also able to gain an overview of the various fields of business informatics.2. Analysing business processes and system landscapes: After completing the module, students will be able to analyse business models and process modelling and demonstrate their skills by creating BPMN diagrams in practical exercises. They know the basics of software development and are familiar with ERP systems.3. Conception of business solutions: Students are able to use learned knowledge about business software, structural and process organisation and new technologies to develop realistic solution strategies and business models for operational challenges. They have knowledge of the integration of information systems into operational processes.4. Evaluating technology trends: Participants will be able to critically evaluate current and future trends in business informatics, including artificial intelligence and Industry 4.0, and contribute their assessments to discussions.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + T (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
<p>written examination (approx. 60 minutes)</p> <p>Language of assessment: German and/or English</p> <p>creditable for bonus</p>			
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Allocation of places
--
Additional information
--
Workload
150 h
Teaching cycle
Teaching cycle: winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module appears in
<p>Master's degree (1 major) China Business and Economics (2021)</p> <p>Bachelor's degree (1 major) Business Information Systems (2021)</p> <p>Bachelor's degree (1 major) Business Management and Economics (2021)</p> <p>Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)</p> <p>Bachelor's degree (1 major) Artificial Intelligence and Data Science (2022)</p> <p>exchange program Business Management and Economics (2022)</p> <p>Bachelor's degree (1 major) Artificial Intelligence and Data Science (2023)</p> <p>Bachelor's degree (1 major) Mathematics (2023)</p> <p>Bachelor's degree (1 major) Business Information Systems (2023)</p> <p>Bachelor's degree (1 major) Business Management and Economics (2023)</p> <p>Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)</p>

Module title			Abbreviation
E-Business			12-Ebus-F-212-m01
Module coordinator		Module offered by	
holder of the Chair of Information Systems Engineering		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
E-business is a comprehensive, digital processing of business transactions between private and public enterprises as well as institutions and their clients on global public and private networks such as the internet. Precisely because euphoria for e-business has waned considerably in recent years, a lot of emphasis is now being placed on introducing such solutions in a user-oriented way. This lecture will first discuss the supporting economic theories and will then describe and analyse individual solutions such as e-procurement, e-shop, e-marketplace and e-community in detail.			
Intended learning outcomes			
The module provides students with knowledge about: (i) E-Procurement (ii) E-Shop (iii) E-Marketplace (iv) E-Community			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + T (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) or c) term paper (approx. 10 pages) and presentation (approx. 10 minutes); (weighted 2:1) or d) oral examination in groups of up to 3 candidates (approx. 10 minutes per candidate) Language of assessment: German and/or English			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: summer semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022)			
Master's with 1 major China Business and Economics (2021)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 87 / 555

Bachelor's degree (1 major) Artificial Intelligence and Data Science (2022)
 Master's degree (1 major) Media Entertainment (2022)
 Master's degree (1 major) Psychology of digital media (2022)
 exchange program Business Management and Economics (2022)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2023)
 Bachelor's degree (1 major) Mathematics (2023)
 Bachelor's degree (1 major) Business Information Systems (2023)
 Bachelor's degree (1 major) Econometrics (2023)
 Bachelor's degree (1 major) Business Management and Economics (2023)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2024)

Module title		Abbreviation
Entrepreneurship, Competition and Strategy		12-U&UF-F-152-m01
Module coordinator		Module offered by
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>Description:</p> <p>The module builds on the introductory course "Grundlagen marktorientierter Unternehmensführung" ("Fundamentals of Market-based Management"). It provides a systematic introduction to the approaches of corporate management (stakeholder and shareholder value approach) as well as an overview of market-oriented corporate governance. In addition, aspects of responsible leadership will be discussed.</p> <p>The theory of Chester Barnard with the idea of creating a complex economic incentive contribution balance in the company will help students develop an in-depth understanding of typical management tasks. In addition, the course will focus on the development of business plans for the successful establishment and the continued existence of companies.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> 1. Business and strategy in economic theory 2. Business plan as a strategy concept 3. Stakeholder management and responsible leadership 4. Stakeholder value, shareholder value and creating shared value 		
Intended learning outcomes		
Students will gain profound knowledge of basics in business as well as basics in different approaches in corporate management. Furthermore the students will get an overview of the main tools to create a business plan.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 60 minutes)		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: no courses offered		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015)		
Master's with 1 major China Business and Economics (2021)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 89 / 555

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)
 Master's degree (1 major) China Business and Economics (2016)
 Bachelor's degree (1 major) Business Information Systems (2016)
 Bachelor's degree (1 major) Econometrics (2017)
 Master's degree (1 major) China Business and Economics (2019)
 Bachelor's degree (1 major) Business Information Systems (2019)
 Bachelor's degree (1 major) Business Management and Economics (2019)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)
 Bachelor's degree (1 major) Business Information Systems (2020)
 Master's degree (1 major) China Business and Economics (2021)
 Bachelor's degree (1 major) Business Information Systems (2021)
 Bachelor's degree (1 major) Econometrics (2021)
 Bachelor's degree (1 major) Business Management and Economics (2021)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)
 Bachelor's degree (1 major) Econometrics (2022)

Module title			Abbreviation
Sales and Customer Relationship Management			12-SCRM-211-m01
Module coordinator		Module offered by	
holder of the Chair of Business Administration and Marketing		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
<p>A key challenge for companies in a marketing context is to choose the right approaches on how to deliver their products and services to customers. In doing so, companies need to carefully consider their customers' needs and requirements to successfully manage company-customer relationships.</p> <p>This course focuses on classic and new approaches of sales and customer relationship management. In particular, it covers the set-up of sales systems in terms of offline channels (e.g., retail stores) and online channels (e.g., online shops or market places), their interplay (e.g., multi-channel management), or the management of the sales force.</p> <p>Moreover, it focuses on different types of customer-firm interactions, on approaches of analyzing customer satisfaction and loyalty, as well as on customer complaint management, cross-selling management or customer experience management.</p>			
Intended learning outcomes			
The major goal of this class is to learn about and understand how sales management and customer relationship management work and to be able to transfer respective concepts to real life / business practice.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) Written examination (approx. 60 to 120 minutes) or b) Term paper (to be prepared by one candidate or in groups of 3 candidates approx. 10 pages each person) or c) oral examination in groups (groups of 3, approx. 10 minutes each candidate) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
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Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: summer semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Bachelor's degree (1 major) Business Management and Economics (2015)			

Master's with 1 major China Business and Economics (2021)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 91 / 555
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Bachelor's degree (1 major) Economathematics (2015)
 Bachelor's degree (1 major) Business Information Systems (2015)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)
 Bachelor's degree (1 major) Business Information Systems (2016)
 Bachelor's degree (1 major) Economathematics (2017)
 Bachelor's degree (1 major) Business Information Systems (2019)
 Bachelor's degree (1 major) Business Management and Economics (2019)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)
 Bachelor's degree (1 major) Business Information Systems (2020)
 Master's degree (1 major) China Business and Economics (2021)
 Bachelor's degree (1 major) Business Information Systems (2021)
 Bachelor's degree (1 major) Economathematics (2021)
 Bachelor's degree (1 major) Business Management and Economics (2021)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)
 Bachelor's degree (1 major) Economathematics (2022)
 exchange program Business Management and Economics (2022)
 Bachelor's degree (1 major) Business Information Systems (2023)
 Bachelor's degree (1 major) Economathematics (2023)
 Bachelor's degree (1 major) Business Management and Economics (2023)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title		Abbreviation
Seminar: Marketing		12-SMA-211-m01
Module coordinator		Module offered by
holder of the Chair of Business Administration and Marketing		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
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		
i. understand the fundamentals of scientific literature reviews; ii. integrate elaborated content in a scientific thesis; iii. create presentations independently.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
term paper (approx. 15 pages) and presentation (approx. 25 minutes); (weighted 2:1) Language of assessment: German and/or English		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Econometrics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Econometrics (2017) Bachelor's degree (1 major) Business Information Systems (2019)		
Master's with 1 major China Business and Economics (2021)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 93 / 555

Bachelor's degree (1 major) Business Management and Economics (2019)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)
 Bachelor's degree (1 major) Business Information Systems (2020)
 Master's degree (1 major) China Business and Economics (2021)
 Bachelor's degree (1 major) Business Information Systems (2021)
 Bachelor's degree (1 major) Economathematics (2021)
 Bachelor's degree (1 major) Business Management and Economics (2021)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)
 Bachelor's degree (1 major) Economathematics (2022)
 Bachelor's degree (1 major) Business Information Systems (2023)
 Bachelor's degree (1 major) Economathematics (2023)
 Bachelor's degree (1 major) Business Management and Economics (2023)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title		Abbreviation
International Marketing		12-INMA-211-m01
Module coordinator		Module offered by
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
The course seeks to familiarize students with the tools and terminology to explore and understand marketing practices in an international environment. They will learn the scope and challenges of international marketing, the dynamic environment of international trade, culture, political, legal, and business systems of globalizing markets, opportunities and threats on global markets and develop decision-making skills for the successful formulation, implementation and control of international marketing strategies. In particular, the course highlights strategic and managerial issues related to international marketing.		
Intended learning outcomes		
Students are required to study and prepare marketing approaches to enter and operate in international markets. Students intensify their knowledge and develop theoretical and practical concepts through case studies.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) Written examination (approx. 60 minutes) or b) Term paper (15 to 20 pages) or c) Term paper (10 to 15 pages) and presentation (approx. 20 minutes); (weighted 2:1) or d) oral examination (approx. 20 minutes) Language of assessment: German and/or English		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: no courses offered		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Economathematics (2017) Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)		
Master's with 1 major China Business and Economics (2021)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 95 / 555

Bachelor's degree (1 major) Economathematics (2022)
exchange program Business Management and Economics (2022)
Bachelor's degree (1 major) Business Information Systems (2023)
Bachelor's degree (1 major) Economathematics (2023)
Bachelor's degree (1 major) Business Management and Economics (2023)
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title			Abbreviation
Supply, Production and Logistics Management. Material Requirements Planning			12-BPL-F-212-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Industrial Management		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
This module builds on the course "Beschaffung, Produktion und Logistik - Grundlagen" ("Procurement, Production and Logistics - Basics"). After a general introduction into the domain of Material Requirements Planning, the focus is set on forecasting models, on Bill of Materials explosion calculation methods and on economic Order Quantity (EOQ) models. Within the field of EOQ models both static and dynamic models are addressed, including questions of rebates, restrictions, and determining adequate cost parameters.			
Intended learning outcomes			
The students have a deep understanding regarding the addresses models and are able to compute mathematical solutions in the domains of forecasting models, on Bill of Materials explosion and on economic Order Quantity (EOQ).			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60 minutes) or b) term paper (15 to 20 pages) or c) term paper (10 to 15 pages) and presentation (approx. 20 minutes); (weighted 2:1) or d) oral examination (approx. 20 minutes)			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: summer semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023)			
Master's with 1 major China Business and Economics (2021)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	
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Bachelor's degree (1 major) Economathematics (2023)
 Bachelor's degree (1 major) Business Management and Economics (2023)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title		Abbreviation
Humanitarian Supply Chain Management		12-HSCM-211-mo1
Module coordinator		Module offered by
holder of the Chair of Business Management and Industrial Management		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
Despite the solidarity-based nature of humanitarian aid, up to 70% of the activities of humanitarian aid organizations are related to both, the design and the coordination of logistical processes. Humanitarian assistance is delivered through humanitarian supply chains, systems concerned with planning, executing, and controlling the effective, cost-efficient flow and storage of materials, goods, and related information from the point of origin to the point of consumption in order to meet the needs of the beneficiaries. While aid organizations do not operate in a traditional business environment, the requirements for managing humanitarian supply chains effectively and efficiently are fundamentally comparable to those of commercial supply chains. Similarly, humanitarian organizations often employ business managers to manage their business processes. The management of the supply chain of a humanitarian organization, therefore, requires basic business knowledge that will be addressed in this course.		
Intended learning outcomes		
The course will provide you with a basic understanding of factors influencing humanitarian supply chains and fundamental insights in managing them efficiently and effectively. You will learn about the different roles of humanitarian organizations and the challenges they face. Furthermore, you will be introduced to general supply chain management concepts that can also be applied in the humanitarian context, and that can provide a significant positive impact on the organization of humanitarian operations.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English		
Allocation of places		
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Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015)		
Master's with 1 major China Business and Economics (2021)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 99 / 555

Bachelor's degree (1 major) Business Information Systems (2015)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)
 Bachelor's degree (1 major) Business Information Systems (2016)
 Bachelor's degree (1 major) Economathematics (2017)
 Bachelor's degree (1 major) Business Information Systems (2019)
 Bachelor's degree (1 major) Business Management and Economics (2019)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)
 Bachelor's degree (1 major) Business Information Systems (2020)
 Master's degree (1 major) China Business and Economics (2021)
 Bachelor's degree (1 major) Business Information Systems (2021)
 Bachelor's degree (1 major) Economathematics (2021)
 Bachelor's degree (1 major) Business Management and Economics (2021)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)
 Bachelor's degree (1 major) Economathematics (2022)
 exchange program Business Management and Economics (2022)
 Bachelor's degree (1 major) Business Information Systems (2023)
 Bachelor's degree (1 major) Economathematics (2023)
 Bachelor's degree (1 major) Business Management and Economics (2023)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)
 Bachelor's degree (1 major) Business Information Systems (2024)
 Bachelor's degree (1 major) Economathematics (2024)
 Bachelor's degree (1 major) Business Management and Economics (2024)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2024)
 Bachelor's degree (1 major) Economathematics (2025)

Module title			Abbreviation
Seminar: Supply, Production and Logistics Management			12-BPL-FS-212-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Industrial Management		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
The seminar is focusing on specific problems in the areas of procurement, production, logistics or business management. Students will independently work on the respective problem and write a seminar (term) paper. Usually, this will be largely literature based with students learning how to carry out structured literature analyses and prepare systematic evaluations. In individual cases, students may also conduct empirical research of their own or further develop formal models.			
Intended learning outcomes			
The students will be able to work on selected problems on their own and based on the literature and structure them in a (seminar) paper.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) term paper (approx. 15 pages) and presentation (approx. 20 minutes); (weighted 2:1) or b) term paper (approx. 20 to 25 pages) Language of assessment: German and/or English			
Allocation of places			
15 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
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Workload			
150 h			
Teaching cycle			
Teaching cycle: each semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023)			
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Bachelor's degree (1 major) Economathematics (2023)
 Bachelor's degree (1 major) Business Management and Economics (2023)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title		Abbreviation
Strategic and Innovation Management		12-IM-212-m01
Module coordinator		Module offered by
holder of the Chair of Entrepreneurship and Strategy		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>The course will provide students with an overview of essential topics of innovation management. Particular emphasis will be on the application of theoretical concepts to practical examples and cases. The course will develop the innovation process starting with the idea and ending with the market entry of an innovation. The course will consist of two core elements: 1. "Creating Value": how can companies create something new? and 2. "Profiting from Value": how can companies profit from innovations? The course will use practical examples from numerous industries such as world-class restaurants, music, consumer goods, electricity or the software industry.</p>		
Intended learning outcomes		
<p>At the end of the module students are able to understand:</p> <ul style="list-style-type: none"> • The importance of innovations • The sources of innovations • The New Product Development process • The roles in the innovation process • The importance of intellectual property rights • How innovations diffuse in the market 		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 minutes) or b) term paper (as individual or group work; approx. 10 pages each person) or c) oral examination in groups of up to 3 candidates (approx. 10 minutes each candidate) Language of assessment: German and/or English</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
<p>Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021)</p>		
Master's with 1 major China Business and Economics (2021)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 103 / 555

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)
 Bachelor's degree (1 major) Economathematics (2022)
 Master's degree (1 major) Media Entertainment (2022)
 Master's degree (1 major) Psychology of digital media (2022)
 exchange program Business Management and Economics (2022)
 Bachelor's degree (1 major) Business Information Systems (2023)
 Bachelor's degree (1 major) Economathematics (2023)
 Bachelor's degree (1 major) Business Management and Economics (2023)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title		Abbreviation
Entrepreneurship		12-EPS-212-m01
Module coordinator		Module offered by
holder of the Chair of Entrepreneurship and Strategy		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>Description:</p> <p>The course introduces students to the basics of entrepreneurial self-employment. In addition to discussing theoretical concepts covering the definition, creation and performance of new ventures, the course will also discuss methods and instruments for a potential entrepreneurial career. Several content areas of start-up planning are being covered during the course of the lecture including team compilation, business model creation and financing.</p> <p>Contents of the course:</p> <ol style="list-style-type: none"> 1. Introduction to entrepreneurship 2. Human resources in start-ups 3. Opportunity analysis 4. Business modelling 5. Entrepreneurship in the digital industry 6. Business planning 7. Finance 8. Marketing in start-ups 		
Intended learning outcomes		
<p>After completing the module "Entrepreneurship", the students should be able to</p> <ol style="list-style-type: none"> (i) describe and problematize the concept of entrepreneurship and the entrepreneurial perspective; (ii) describe and analyze the entrepreneurial process, its drivers, characteristics and context; (iii) apply theories within the entrepreneurship field to real life situations; (iv) take initiatives and independently develop a business idea and use knowledge gained from earlier courses in business administration in order to develop this idea in a business plan sketch; (v) plan human resources and marketing in a start-up. 		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>V (2) + Ü (2)</p> <p>Module taught in: German and/or English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 minutes) or</p> <p>b) term paper (as individual or group work; approx. 10 pages each person) or</p> <p>c) oral examination in groups of up to 3 candidates (approx. 10 minutes each candidate)</p> <p>Language of assessment: German and/or English</p>		
Allocation of places		
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Additional information		
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Workload		
150 h		

Teaching cycle
Teaching cycle: winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Econometrics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Econometrics (2022) Master's degree (1 major) Media Entertainment (2022) Master's degree (1 major) Psychology of digital media (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Econometrics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title		Abbreviation
Seminar: Research Seminar		12-RES-211-m01
Module coordinator		Module offered by
holder of the Chair of Entrepreneurship and Strategy		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
Students develop seminar papers on varying topics in the domain of entrepreneurship, strategy, and innovation and present the key insights from their work.		
Intended learning outcomes		
<p>Educational aims</p> <ul style="list-style-type: none"> • Raise students' awareness of research positioning and theoretical modelling • Familiarize students with systematic literature search • Enable students to develop a well-structured, academic manuscript <p>Learning outcomes</p> <p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> • Formulate an adequate research question • Effectively search the literature • Structure and write-down an academic manuscript • Present and explain their research outcomes in class 		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2)		
Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
Term paper (10 to 15 pages) and presentation (in groups of up to three candidates, approx. 10 minutes per candidate)		
Language of assessment: German and/or English		
Allocation of places		
<p>15 places.</p> <p>Should the number of applications exceed the number of available places, places will be allocated as follows:</p> <p>(1) Applicants who have already achieved a total of 90 ECTS credits or more will be given preferential consideration.</p> <p>(2) When places are allocated in accordance with (1) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken so far; among applicants with the same average grade, places will be allocated by lot.</p>		
Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		

Bachelor's degree (1 major) Economathematics (2015)
 Bachelor's degree (1 major) Economathematics (2017)
 Master's degree (1 major) China Business and Economics (2021)
 Bachelor's degree (1 major) Business Information Systems (2021)
 Bachelor's degree (1 major) Economathematics (2021)
 Bachelor's degree (1 major) Business Management and Economics (2021)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)
 Bachelor's degree (1 major) Economathematics (2022)
 Bachelor's degree (1 major) Business Information Systems (2023)
 Bachelor's degree (1 major) Economathematics (2023)
 Bachelor's degree (1 major) Business Management and Economics (2023)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title		Abbreviation
Seminar: Business Simulation		12-BUS-211-m01
Module coordinator		Module offered by
holder of the Chair of Entrepreneurship and Strategy		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>This action-oriented module complements the lecture “Strategic and Innovation Management” (12-IM). In teams of up to four students, student compete in a business simulation that covers critical elements of managerial decision making. Participants act as a board of directors to develop the business by making decisions related to strategy, finance, market, operations, staffing, and innovation. This provides a unique opportunity to directly apply and critically reflect topics discussed in the classroom, while working in a team.</p>		
Intended learning outcomes		
<p><i>Educational aims</i></p> <ul style="list-style-type: none"> • Raise students’ situational awareness in managerial decision making • Promote students’ ability to make informed managerial decisions in complex situation • Sensitize students for the need to anticipate competitive actions and reactions <p><i>Learning outcomes</i></p> <p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> • Understand how management theories can be applied in ‘real-life’ decision making scenarios • Understand the interconnectivity of managerial decisions in different areas of a company, e.g., marketing, finance, and innovation • Make managerial group decisions based on anticipated competitor behavior 		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>S (2)</p> <p>Module taught in: German and/or English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>Term paper (10 to 15 pages) and presentation (in groups of up to three candidates, approx. 10 minutes per candidate)</p> <p>Language of assessment: German and/or English</p>		
Allocation of places		
<p>15 places.</p> <p>WB4</p> <p>Should the number of applications exceed the number of available places, places will be allocated as follows:</p> <p>(1) Applicants who have already achieved a total of 90 ECTS credits or more will be given preferential consideration.</p> <p>(2) When places are allocated in accordance with (1) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken so far; among applicants with the same average grade, places will be allocated by lot.</p>		
Additional information		
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Workload		
150 h		

Teaching cycle
Teaching cycle: each semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
<p>Bachelor's degree (1 major) Economathematics (2015)</p> <p>Bachelor's degree (1 major) Economathematics (2017)</p> <p>Master's degree (1 major) China Business and Economics (2021)</p> <p>Bachelor's degree (1 major) Business Information Systems (2021)</p> <p>Bachelor's degree (1 major) Economathematics (2021)</p> <p>Bachelor's degree (1 major) Business Management and Economics (2021)</p> <p>Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)</p> <p>Bachelor's degree (1 major) Economathematics (2022)</p> <p>Bachelor's degree (1 major) Business Information Systems (2023)</p> <p>Bachelor's degree (1 major) Economathematics (2023)</p> <p>Bachelor's degree (1 major) Business Management and Economics (2023)</p> <p>Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)</p>

Module title		Abbreviation
Seminar: Business Plan		12-BPS-211-m01
Module coordinator		Module offered by
holder of the Chair of Entrepreneurship and Strategy		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
Students work in teams of up to three students to develop a business model and a business plan for an own business idea or a notional one.		
Intended learning outcomes		
<p><i>Educational aims</i></p> <ul style="list-style-type: none"> • Clarify the role of business models and business plans • Clarify theoretical concepts related to business models and business plans • Enable students to critically appraise alternative approaches to business modelling and business planning • Enable students to evaluate the boundaries and risks of business modelling and business planning <p><i>Learning outcomes</i></p> <p>On successful completion of this module you will be able to:</p> <ul style="list-style-type: none"> • Assess the role of business models and business plans for startups and established companies • Make judgements about the design of business models and business plans • Create and evaluate concepts related to business models and business plans • Systematically choose between different routes of action 		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
Term paper (10 to 15 pages) and presentation (in groups of up to three candidates, approx. 10 minutes per candidate) Language of assessment: German and/or English		
Allocation of places		
15 places. WB4 Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Applicants who have already achieved a total of 90 ECTS credits or more will be given preferential consideration. (2) When places are allocated in accordance with (1) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken so far; among applicants with the same average grade, places will be allocated by lot.		
Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: each semester		
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Module appears in

Bachelor's degree (1 major) Economathematics (2015)
 Bachelor's degree (1 major) Economathematics (2017)
 Master's degree (1 major) China Business and Economics (2021)
 Bachelor's degree (1 major) Business Information Systems (2021)
 Bachelor's degree (1 major) Economathematics (2021)
 Bachelor's degree (1 major) Business Management and Economics (2021)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)
 Bachelor's degree (1 major) Economathematics (2022)
 exchange program Business Management and Economics (2022)
 Bachelor's degree (1 major) Business Information Systems (2023)
 Bachelor's degree (1 major) Economathematics (2023)
 Bachelor's degree (1 major) Business Management and Economics (2023)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title			Abbreviation
Supply Chain Management			12-SCM-F-212-m01
Module coordinator		Module offered by	
holder of the Chair of Logistics and Quantitative Methods		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
The seminar "Supply Chain Management" will introduce students to tactical and operational planning problems of supply chain management. It will discuss the wording of these as formal models and, with the help of a continuous case study, will acquaint students with the implementation of these models in SAP APO.			
Intended learning outcomes			
After completing this seminar students can (i) apply selected and applied quantitative models for procurement, production, sales and supply chain management; (ii) face the practical problems when using real data to feed models; (iii) understand the challenges to reach a coordinated decision in a company.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) or c) term paper (approx. 10 to 15 pages) and presentation (approx. 10 minutes); (weighted 2:1) Language of assessment: German and/or English			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023)			
Master's with 1 major China Business and Economics (2021)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	
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Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title			Abbreviation
Seminar: Logistics & Supply Chain Management			12-LSCM-212-m01
Module coordinator		Module offered by	
holder of the Chair of Logistics and Quantitative Methods		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
In this module, students will learn, on a case-by-case basis, how companies successfully implemented quantitative planning methods to optimise their processes in logistics and supply chain management.			
Intended learning outcomes			
After completing this module students can			
1. understand mathematical models to solve practical problems in logistics and supply chain management,			
2. evaluate and critique the results of such models, and			
3. understand, describe, and evaluate the limits of such models.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
written elaboration (approx. 10 to 15 pages) and presentation (approx. 10 minutes), (weighted 2:1)			
Language of assessment: German and/or English			
Allocation of places			
20 places.			
Should the number of applications exceed the number of available places, places will be allocated as follows:			
(1) Applicants who have already achieved a total of 90 ECTS credits or more will be given preferential consideration. (2) When places are allocated in accordance with (1) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken so far; among applicants with the same average grade, places will be allocated by lot.			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) China Business and Economics (2021)			
Bachelor's degree (1 major) Business Information Systems (2021)			
Bachelor's degree (1 major) Economathematics (2021)			
Bachelor's degree (1 major) Business Management and Economics (2021)			
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)			
Bachelor's degree (1 major) Economathematics (2022)			
exchange program Business Management and Economics (2022)			
Bachelor's degree (1 major) Business Information Systems (2023)			
Bachelor's degree (1 major) Economathematics (2023)			
Master's with 1 major China Business and Economics (2021)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 115 / 555

Bachelor's degree (1 major) Business Management and Economics (2023)

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title			Abbreviation
Toyota Supply Chain Management			12-MDM-212-m01
Module coordinator		Module offered by	
holder of the Chair of Logistics and Quantitative Methods		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
<p>Toyota is still considered to be a pioneer in the field of automobile production although it has recently had to cope with difficulties (e.g. recalls, production shortfalls caused by natural disasters) and had lost its dominant position in the automotive market to General Motors and Volkswagen—at least temporarily. The development of concepts, such as Lean Manufacturing, Total Quality Management, Kaizen, Kanban, etc., can be attributed completely or at least partially to Toyota. These concepts integrated in the so-called Toyota Production System (TPS) are now considered standard elements of modern production systems and are standard repertoire in business management. However, with a focus on the management of production systems, they only represent one of the cornerstones of the successful Toyota model. Toyota currently operates extremely efficient global supply chains with international production sites (in Japan, USA, France, Brazil, Argentina, Malaysia, Pakistan, etc.), globally distributed suppliers and a worldwide dealer network. Toyota implemented not only efficient production (with TPS), but also sustained efficient design and coordination of globally distributed value-added activities. To accomplish this, Toyota has consistently developed its management philosophy and the principles underlying TPS and integrated these in the "Toyota supply chain". While we were able to learn from Toyota in the past as to how production systems can be designed, today we can learn from Toyota as to how complex global supply chains in the automotive industry - but also in other industries - should be designed and coordinated. Notably its planning principles are - despite the greater complexity - easy to understand, simple to implement and are based on simple 'ground rules'. The aim of this seminar is to learn from the Toyota supply chain.</p>			
Intended learning outcomes			
<p>Drawing on current cutting-edge research, students are enabled to critically and independently 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.</p>			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
<p>written elaboration (approx. 10 to 15 pages) and presentation (approx. 10 minutes), (weighted 2:1) Language of assessment: German and/or English</p>			
Allocation of places			
<p>20 places. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Applicants who have already achieved a total of 90 ECTS credits or more will be given preferential consideration. (2) When places are allocated in accordance with (1) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken so far; among applicants with the same average grade, places will be allocated by lot.</p>			
Additional information			
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Workload			
150 h			

Teaching cycle
Teaching cycle: after announcement
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022)

Module title		Abbreviation
Games and Strategies		12-S&W1-F-212-m01
Module coordinator		Module offered by
holder of the Chair of Industrial Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>Outline of syllabus:</p> <ol style="list-style-type: none"> Static games with complete information <ul style="list-style-type: none"> Concept of a game Solution concepts and the Nash equilibrium Continuous strategy sets Nash equilibrium in mixed strategies Dynamic games with complete information <ul style="list-style-type: none"> Subgame perfect Nash equilibrium Repeated games Static games with incomplete information: Bayesian Nash equilibrium Dynamic games with incomplete information <ul style="list-style-type: none"> Perfect Bayesian Nash equilibrium Signaling games 		
Intended learning outcomes		
<p>Students which complete this course will be able to</p> <p>(i) explain different equilibrium concepts (Nash equilibrium, subgame perfect equilibrium, bayesian equilibrium, perfect bayesian equilibrium);</p> <p>(ii) explain for which kind of strategic situation each of these equilibrium concepts were developed;</p> <p>(iii) apply these concepts to simple realistic strategic situations;</p> <p>(iv) choose the appropriate equilibrium concept which fits best to a given strategic situation.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 60 minutes)		
Language of assessment: German and/or English		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		

Master's degree (1 major) China Business and Economics (2021)
 Bachelor's degree (1 major) Business Information Systems (2021)
 Bachelor's degree (1 major) Econometrics (2021)
 Bachelor's degree (1 major) Business Management and Economics (2021)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)
 Bachelor's degree (1 major) Econometrics (2022)
 exchange program Business Management and Economics (2022)
 Bachelor's degree (1 major) Business Information Systems (2023)
 Bachelor's degree (1 major) Econometrics (2023)
 Bachelor's degree (1 major) Business Management and Economics (2023)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title		Abbreviation
Competition Policy		12-S&W2-F-212-m01
Module coordinator		Module offered by
holder of the Chair of Industrial Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>Content:</p> <p>German and European Competition Policy illustrated by real world cases of the Competition Protection Office.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> 1. History of economic thought on competition and mission statements 2. Overview of German and European competition law 3. Fundamentals of industrial economics 4. Classic cartels 5. Tacit collusion 6. Horizontal mergers 7. Joint ventures 8. Abuse of dominant positions: price level 9. Abuse of dominant positions: price discrimination 10. Vertical restraints 11. Vertical mergers <p>Reading:</p> <p>Schulz: Wettbewerbspolitik, Tübingen.</p>		
Intended learning outcomes		
<p>After completing the course students are able to</p> <p>(i) recognize the potential of lessening competition due to certain practices by firms;</p> <p>(ii) argue by using results from industrial economics why certain practices hinder competition;</p> <p>(iii) understand decisions of the Bundeskartellamt and of the European Commission and evaluate such decisions from an economic point of view.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>V (3) + Ü (2)</p> <p>Module taught in: German and/or English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 to 90 minutes) or</p> <p>b) term paper (approx. 10 pages) and presentation (approx. 15 minutes); (weighted 2:1)</p> <p>Language of assessment: German and/or English</p>		
Allocation of places		
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Additional information		
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Workload		
150 h		

Teaching cycle
Teaching cycle: winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title		Abbreviation
Economics of Regulation		12-S&W3-F-212-m01
Module coordinator		Module offered by
holder of the Chair of Industrial Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>Outline of syllabus:</p> <ol style="list-style-type: none"> 1. Repetition of micro skills <ul style="list-style-type: none"> • Definitions and basic concepts • Market analysis 2. Introduction to regulation theory <ul style="list-style-type: none"> • The regulatory process • The natural monopoly • Optimal pricing of natural monopoly • Privatisation 3. Practice of economic regulation <ul style="list-style-type: none"> • Past and recent experience in Europe and around the world • Analysis of selected naturally monopolistic markets <p>This course will be taught in English.</p>		
Intended learning outcomes		
<p>The aim of this course is to provide the students with an understanding of the economic analysis that underpins competition policy and regulatory policy towards network utilities and to provide them with some institutional background.</p> <p>Upon successful completion of this module the students will</p> <ol style="list-style-type: none"> (i) acquire an understanding of the underlying reasons why some markets cannot be made competitive; (ii) acquire a knowledge of the economic principles that lie behind the application of competition policy and utility regulation; (iii) develop an understanding of the ways in which economic analysis can positively inform competition policy and utility regulation, and the limitations of economic analysis in this context; (iv) learn from the practical experiences of market regulation and deregulation of the last 20-30 years. 		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 to 120 minutes) or b) term paper (approx. 10 pages) and presentation (approx. 15 minutes), (weighted 2:1) Language of assessment: German and/or English		
Allocation of places		
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Additional information		
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Workload		
150 h		

Teaching cycle
Teaching cycle: summer semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title			Abbreviation
Seminar: Competition and Strategy			12-S&W-FS-212-m01
Module coordinator		Module offered by	
holder of the Chair of Industrial Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
This course covers selected topics from the field of industrial economics. Students will be expected to independently work on a topic, submit a written piece of work and present their findings orally.			
Intended learning outcomes			
Students are able to independently investigate and classify scientific publications on their relevance to a given theme. In addition, they are able to present the results orally and in writing by conventional scientific standards.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2) Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
term paper (approx. 15 pages) and presentation (approx. 20 minutes); (weighted 2:1) Language of assessment: German and/or English			
Allocation of places			
15 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
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Workload			
150 h			
Teaching cycle			
Teaching cycle: each semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)			

Module title			Abbreviation
Industrial Organization			12-IIO-212-m01
Module coordinator		Module offered by	
holder of the Chair of Industrial Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
<p>Description:</p> <p>The purpose of this course is to provide an introduction to the main concepts and analytical tools of the theory of industrial organisation. Industrial organisation studies examine how firms interact and compete with each other in the market. The focus is predominantly on markets characterised by imperfect competition (so-called oligopoly competition), i. e. markets where firms can exercise market power.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none">1. Games and strategy2. Oligopoly3. Product differentiation4. Dynamic and repeated games5. Collusion6. Market structure, entry and exit7. Mergers8. Vertical relations9. Strategic behaviour by incumbent firms <p>This course will be taught in English.</p>			
Intended learning outcomes			
<p>The purpose of this course is to provide an introduction to the main concepts and analytical tools of the theory of industrial organization. Industrial organization studies how firms interact and compete with each other in the market. The focus is predominantly on markets characterized by imperfect competition, i.e. markets where firms can exercise market power. Students who complete this course will be able to comprehend and use simple game theoretic models of oligopoly competition. By using these models, they will be able to understand and suggest managerial policies. They will be able to comment on governmental remedies in case of market failure within the context of the existing competition laws.</p> <p>This course will be taught in English.</p>			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60 to 120 minutes) or b) term paper (approx. 10 pages) and presentation (approx. 15 minutes); (weighted 2:1) Language of assessment: German and/or English			
Allocation of places			
--			
Additional information			
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Workload
150 h
Teaching cycle
Teaching cycle: winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title		Abbreviation
Markets & Management 1		12-M&M-1-212-m01
Module coordinator		Module offered by
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none"> • courses taken at other German or non-German universities • additional courses offered on a short-term basis • courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions) <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>		
Intended learning outcomes		
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 minutes) or</p> <p>b) term paper (10 to 15 pages) and presentation (approx. 20 minutes); (weighted 2:1) or</p> <p>c) oral examination (approx. 20 minutes)</p> <p>Language of assessment: German and/or English</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: no courses offered		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) China Business and Economics (2021)		
Bachelor's degree (1 major) Business Management and Economics (2021)		

Module title		Abbreviation
Markets & Management 2		12-M&M-2-212-m01
Module coordinator		Module offered by
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
--		
Intended learning outcomes		
--		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 minutes) or b) term paper (10 to 15 pages) and presentation (approx. 20 minutes); (weighted 2:1) or c) oral examination (approx. 20 minutes) Language of assessment: German and/or English		
Allocation of places		
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Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: no courses offered		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Management and Economics (2021)		

Module title		Abbreviation
Markets & Management 3		12-M&M-3-212-m01
Module coordinator		Module offered by
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none"> • courses taken at other German or non-German universities • additional courses offered on a short-term basis • courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions) <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>		
Intended learning outcomes		
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 minutes) or</p> <p>b) term paper (10 to 15 pages) and presentation (approx. 20 minutes); (weighted 2:1) or</p> <p>c) oral examination (approx. 20 minutes)</p> <p>Language of assessment: German and/or English</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: no courses offered		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) China Business and Economics (2021)		
Bachelor's degree (1 major) Business Management and Economics (2021)		

Module title		Abbreviation
Markets & Management 4		12-M&M-4-212-m01
Module coordinator		Module offered by
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none"> • courses taken at other German or non-German universities • additional courses offered on a short-term basis • courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions) <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer</p>		
Intended learning outcomes		
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 minutes) or</p> <p>b) term paper (10 to 15 pages) and presentation (approx. 20 minutes); (weighted 2:1) or</p> <p>c) oral examination (approx. 20 minutes)</p> <p>Language of assessment: German and/or English</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: no courses offered		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) China Business and Economics (2021)		
Bachelor's degree (1 major) Business Management and Economics (2021)		

Module title		Abbreviation
Integrated Business Processes		12-GP-G-152-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Business Information Systems		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>This course is aimed at students of Wirtschaftsinformatik (Business Information Systems) and Wirtschaftswissenschaft (Business Management and Economics) interested in the topic. The course is divided up into two parts. In the theoretical part, students will acquire the necessary theoretical knowledge that will serve as a basis for the practical part. The practical exercise will present students with an opportunity to apply their newly acquired knowledge by working with an SAP S4/HANA on case studies on the model company Almika. In this context, the human resources, purchasing, sales, service, project management and finance departments will be dealt with.</p> <p>The course will introduce students to business processes of an ERP system (Enterprise Resource Planning) using the example of SAP S/4HANA. In addition to the basic principles, students will also become familiar with the processes and functionalities.</p>		
Intended learning outcomes		
<p>After completing the course, the students will be able to</p> <ol style="list-style-type: none"> 1. reflect technical principles and operational models of ERP systems, 2. understand the functionality of ERP systems and 3. perform and understand business processes within the ERP system SAP Business ByDesign. 		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 minutes) or</p> <p>b) term paper (approx. 15 pages) or</p> <p>c) term paper (approx. 10 to 15 pages) and presentation (approx. 10 minutes); (weighted 2:1) creditable for bonus</p>		
Allocation of places		
<p>15 places. (1) The number of places is not restricted for students of the Bachelor's degree subject Wirtschaftsinformatik (Business Information Systems) (BSc with 180 ECTS credits). (2) Additional places will be allocated to students of other subjects provided there is enough capacity. These additional places will be allocated by lot among all applicants irrespective of their subjects. (3) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (4) A waiting list will be maintained and places re-allocated by lot as they become available.</p>		
Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in

Bachelor's degree (1 major) Computer Science (2015)
 Bachelor's degree (1 major) Business Management and Economics (2015)
 Bachelor's degree (1 major) Econometrics (2015)
 Bachelor's degree (1 major) Business Information Systems (2015)
 Master's degree (1 major) Media Communication (2015)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)
 Master's degree (1 major) China Business and Economics (2016)
 Bachelor's degree (1 major) Business Information Systems (2016)
 Master's degree (1 major) Media Communication (2016)
 Bachelor's degree (1 major) Econometrics (2017)
 Bachelor's degree (1 major) Computer Science (2017)
 Master's degree (1 major) Media Communication (2018)
 Bachelor's degree (1 major) Computer Science (2019)
 Master's degree (1 major) China Business and Economics (2019)
 Bachelor's degree (1 major) Business Information Systems (2019)
 Bachelor's degree (1 major) Business Management and Economics (2019)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)
 Master's degree (1 major) Media Communication (2019)
 Bachelor's degree (1 major) Business Information Systems (2020)
 Master's degree (1 major) China Business and Economics (2021)
 Bachelor's degree (1 major) Business Information Systems (2021)
 Bachelor's degree (1 major) Econometrics (2021)
 Bachelor's degree (1 major) Business Management and Economics (2021)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)
 Bachelor's degree (1 major) Econometrics (2022)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2022)
 exchange program Business Management and Economics (2022)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2023)
 Bachelor's degree (1 major) Business Information Systems (2023)
 Bachelor's degree (1 major) Econometrics (2023)
 Bachelor's degree (1 major) Business Management and Economics (2023)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title			Abbreviation
Forward and Reverse Business Engineering			12-FRBE-F-152-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Business Information Systems		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
<p>"Business Engineering" refers to the method and model-based design theory for companies in the information age. "Forward" refers to design methods (such as situation analysis, requirements analysis and business process modelling) that help implement a new solution. "Reverse" refers to approaches (such as the use and process analysis) that make it possible to improve or re-design existing structures and processes. Market requirements and technological innovation potential are typical reasons for the continuous transformation of a company. The resulting change needs to be implemented into the organisational structure, business processes and information systems.</p> <p>The course traces the implementation cycle of enterprise software from the point of view of a member of a project team. In addition to acquainting students with the theoretical basis of adaptation, the course will also discuss examples from practical projects.</p>			
Intended learning outcomes			
<p>The "Forward und Reverse Business Engineering" module aims to achieve the following learning outcomes:</p> <ol style="list-style-type: none">1. Students acquire profound expertise in the process of adapting business software libraries and learn how to apply this knowledge to practical scenarios.2. Mastery of forward engineering methods such as situation analysis, requirements analysis, process modeling, and business blueprinting, as well as reverse engineering methods like reverse business engineering and their practical implementation in corresponding tools.3. Students develop interdisciplinary methodological skills that enable them to independently and flexibly tackle complex challenges. This includes, in particular, the application of the aforementioned methods of forward and reverse engineering			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
<p>a) written examination (approx. 60 minutes) or</p> <p>b) term paper (approx. 15 pages) or</p> <p>c) term paper (approx. 10 to 15 pages) and presentation (approx. 10 minutes); (weighted 2:1)</p> <p>creditable for bonus</p>			
Allocation of places			
<p>50 places. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Bachelor's students of Wirtschaftsinformatik (Business Information Systems) (BSc with 180 ECTS credits) will be given preferential consideration. (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group. (4) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (5) A waiting list will be maintained and places re-allocated by lot as they become available.</p>			
Additional information			
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Workload
150 h
Teaching cycle
Teaching cycle: winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
<p>Bachelor's degree (1 major) Computer Science (2015)</p> <p>Bachelor's degree (1 major) Business Management and Economics (2015)</p> <p>Bachelor's degree (1 major) Econometrics (2015)</p> <p>Bachelor's degree (1 major) Business Information Systems (2015)</p> <p>Master's degree (1 major) Media Communication (2015)</p> <p>Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)</p> <p>Master's degree (1 major) China Business and Economics (2016)</p> <p>Bachelor's degree (1 major) Business Information Systems (2016)</p> <p>Master's degree (1 major) Media Communication (2016)</p> <p>Bachelor's degree (1 major) Econometrics (2017)</p> <p>Bachelor's degree (1 major) Computer Science (2017)</p> <p>Master's degree (1 major) Media Communication (2018)</p> <p>Bachelor's degree (1 major) Computer Science (2019)</p> <p>Master's degree (1 major) China Business and Economics (2019)</p> <p>Bachelor's degree (1 major) Business Information Systems (2019)</p> <p>Bachelor's degree (1 major) Business Management and Economics (2019)</p> <p>Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)</p> <p>Master's degree (1 major) Media Communication (2019)</p> <p>Bachelor's degree (1 major) Business Information Systems (2020)</p> <p>Master's degree (1 major) China Business and Economics (2021)</p> <p>Bachelor's degree (1 major) Business Information Systems (2021)</p> <p>Bachelor's degree (1 major) Econometrics (2021)</p> <p>Bachelor's degree (1 major) Business Management and Economics (2021)</p> <p>Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)</p> <p>Bachelor's degree (1 major) Econometrics (2022)</p> <p>Bachelor's degree (1 major) Artificial Intelligence and Data Science (2022)</p> <p>exchange program Business Management and Economics (2022)</p> <p>Bachelor's degree (1 major) Artificial Intelligence and Data Science (2023)</p> <p>Bachelor's degree (1 major) Business Information Systems (2023)</p> <p>Bachelor's degree (1 major) Econometrics (2023)</p> <p>Bachelor's degree (1 major) Business Management and Economics (2023)</p> <p>Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)</p>

Module title		Abbreviation
Seminar: Information Systems		12-Wiinf-FS-212-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Business Information Systems		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>In this course, students will acquire important knowledge and skills that will enable them to prepare a well-structured term paper and to present the results of their work with the help of relevant topics in the fields of information systems and enterprise systems.</p> <p>Reading: will vary according to topic</p>		
Intended learning outcomes		
<p>After completing the course "Wirtschaftsinformatik-Seminar", students will be able to</p> <ol style="list-style-type: none"> 1. understand the fundamentals of scientific literature reviews; 2. integrate elaborated content in a scientific thesis; 3. create presentations independently. 		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>term paper (approx. 20 pages) and presentation (approx. 20 minutes); (weighted 2:1)</p> <p>Language of assessment: German and/or English</p> <p>creditable for bonus</p>		
Allocation of places		
<p>15 places.</p> <p>Should the number of applications exceed the number of available places, places will be allocated as follows:</p> <p>(1) Bachelor's students of Wirtschaftsinformatik (Business Information Systems) (BSc with 180 ECTS credits) will be given preferential consideration. (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group. (4) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (5) A waiting list will be maintained and places re-allocated by lot as they become available.</p>		
Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) China Business and Economics (2021)		
Master's with 1 major China Business and Economics (2021)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 136 / 555

Bachelor's degree (1 major) Business Information Systems (2021)
 Bachelor's degree (1 major) Econometrics (2021)
 Bachelor's degree (1 major) Business Management and Economics (2021)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)
 Bachelor's degree (1 major) Econometrics (2022)
 exchange program Business Management and Economics (2022)
 Bachelor's degree (1 major) Business Information Systems (2023)
 Bachelor's degree (1 major) Econometrics (2023)
 Bachelor's degree (1 major) Business Management and Economics (2023)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title			Abbreviation
Web Programming			12-WebP-F-152-mo1
Module coordinator		Module offered by	
holder of the Chair of Business Management and Business Information Systems		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
<p>The "Web Programming" course combines the theoretical foundations of web programming from both backend and frontend architecture with the practical application of various techniques and methods. The course emphasizes a strong practical approach, with homework and exercises being consistently present. It is aimed primarily at beginners but also accommodates students with programming experience. Our goal is to encourage programming through the course, applicable to students with or without prior knowledge.</p>			
<p>Course Structure:</p> <ul style="list-style-type: none">• Fundamental understanding of databases, data modeling, and backend development (ERM, SQL/NoSQL DB, Python)• Understanding the basics of frontend development and the application of HTML, CSS, and JavaScript• Distinguishing between programming languages and frameworks (SQL, Python, Flask, HTML, CSS, JavaScript, React) in frontend and backend• Recognizing and understanding application architecture• Visualizing data through practical application of the D3.js library• Recognizing and understanding design patterns and current trends• Integrating backend and frontend by implementing a Flask web application• Strengthening modeling and programming skills through regular exercises			
Intended learning outcomes			
<p>The "Web Programming" module aims to achieve the following learning outcomes:</p> <ol style="list-style-type: none">1. Fundamentals of Web Technologies: Students acquire basic knowledge of HTML, CSS, and JavaScript to develop simple web applications. They also learn to distinguish between various programming languages and frameworks such as Python, Flask, and React, gaining insights into different aspects of web development and their applications.2. Integration of Frontend and Backend: Through practical projects, students gain a deep understanding of the connection between frontend and backend. They analyze and implement data modeling, databases (SQL/NoSQL), and server-side programming, combining these with user interfaces.3. Development of User-Centered Web Applications: Students use their knowledge of web technologies to create user-friendly and functional web applications. There is a strong focus on technical and visual implementation. Regular exercises support the deepening and application of the acquired knowledge.4. Evaluation of Web Trends: Participants critically assess current and future trends in web development, particularly in the areas of usability and new web design techniques. They discuss their impact on practice, recognizing and understanding design patterns and current trends.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
<p>a) written examination (approx. 60 minutes) or</p> <p>b) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or</p> <p>c) completion of programming exercises (approx. 20 hours) and written examination (approx. 60 minutes), weighted 1:1</p>			
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Language of assessment: German and/or English
Allocation of places
--
Additional information
--
Workload
150 h
Teaching cycle
Teaching cycle: each semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module appears in
<p>Bachelor's degree (1 major) Business Management and Economics (2015)</p> <p>Bachelor's degree (1 major) Economathematics (2015)</p> <p>Bachelor's degree (1 major) Business Information Systems (2015)</p> <p>Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)</p> <p>Bachelor's degree (1 major) Business Information Systems (2016)</p> <p>Bachelor's degree (1 major) Economathematics (2017)</p> <p>Bachelor's degree (1 major) Business Information Systems (2019)</p> <p>Bachelor's degree (1 major) Business Management and Economics (2019)</p> <p>Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)</p> <p>Bachelor's degree (1 major) Business Information Systems (2020)</p> <p>Master's degree (1 major) China Business and Economics (2021)</p> <p>Bachelor's degree (1 major) Business Information Systems (2021)</p> <p>Bachelor's degree (1 major) Economathematics (2021)</p> <p>Bachelor's degree (1 major) Business Management and Economics (2021)</p> <p>Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)</p> <p>Bachelor's degree (1 major) Economathematics (2022)</p> <p>exchange program Business Management and Economics (2022)</p> <p>Bachelor's degree (1 major) Business Information Systems (2023)</p> <p>Bachelor's degree (1 major) Economathematics (2023)</p> <p>Bachelor's degree (1 major) Business Management and Economics (2023)</p> <p>Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)</p>

Module title		Abbreviation
Advanced Web Engineering		12-AWE-152-m01
Module coordinator		Module offered by
holder of the Chair of Information Systems Engineering		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
The module provides an introduction to the development of web-based applications based on current development systems, software components and frameworks.		
Intended learning outcomes		
<ul style="list-style-type: none"> - Understand the technological foundations of web applications - Designing the architecture and data model of an application system - Implementing with the help of SW components and frameworks 		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 minutes) or b) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or c) completion of programming exercises (approx. 20 hours) and written examination (approx. 60 minutes), weighted 1:1 Language of assessment: German and/or English		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)		
Master's with 1 major China Business and Economics (2021)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 140 / 555

Bachelor's degree (1 major) Business Information Systems (2020)
 Master's degree (1 major) China Business and Economics (2021)
 Bachelor's degree (1 major) Business Information Systems (2021)
 Bachelor's degree (1 major) Economathematics (2021)
 Bachelor's degree (1 major) Business Management and Economics (2021)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)
 Bachelor's degree (1 major) Economathematics (2022)
 exchange program Business Management and Economics (2022)

Module title		Abbreviation
E-Business Project		12-EBP-152-m01
Module coordinator		Module offered by
holder of the Chair of Information Systems Engineering		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
In this course, students will acquire the technical, organisational and social skills necessary for a real e-business. The principal distinguishing feature of this course is its high practical relevance. The project work - evolving from the conceptual design to status presentations and final report - will be completed in small groups.		
Intended learning outcomes		
<ul style="list-style-type: none"> • Understand challenges of real e-business organisations • Apply the acquired knowledge to solve a specific, real problem • Present the developed results 		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 20 pages) or c) term paper (approx. 10 to 20 pages) and presentation (approx. 15 minutes), weighted 2:1 or d) entirely or partly computerised written examination (approx. 60 minutes) Language of assessment: German and/or English		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Master's degree (1 major) China Business and Economics (2016) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019)		
Master's with 1 major China Business and Economics (2021)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 142 / 555

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)
 Bachelor's degree (1 major) Business Information Systems (2020)
 Master's degree (1 major) China Business and Economics (2021)
 Bachelor's degree (1 major) Business Information Systems (2021)
 Bachelor's degree (1 major) Economathematics (2021)
 Bachelor's degree (1 major) Business Management and Economics (2021)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)
 Bachelor's degree (1 major) Economathematics (2022)
 Bachelor's degree (1 major) Business Information Systems (2023)
 Bachelor's degree (1 major) Economathematics (2023)
 Bachelor's degree (1 major) Business Management and Economics (2023)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title			Abbreviation
Business Intelligence			12-BIF-211-m01
Module coordinator		Module offered by	
holder of the Chair of Information Systems Engineering		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
Technologies and methods of "Business Intelligence" are aimed at supporting managerial decision-making processes by analyzing and presenting large amounts of data. The module provides an overview of the corresponding analytical information systems, their technical architecture and areas of application. In the practical exercises, the concepts taught are practically demonstrated and applied by the example of a state-of-the-art BI software suite.			
Intended learning outcomes			
<ul style="list-style-type: none">Understand the technological foundations of data warehouses and BI tools.Analyse and design conceptual models for analytical information systems.Apply real-world BI software products to analyse large structured data sets.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 20 pages) or c) term paper (10 to 20 pages) and presentation (approx. 15 minutes); (weighted 2:1) or d) entirely or partly computerised written examination (approx. 60 minutes) Language of assessment: German and/or English			
Allocation of places			
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Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: winter semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Economathematics (2017) Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) Bachelor's degree (1 major) Business Information Systems (2023)			
Master's with 1 major China Business and Economics (2021)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 144 / 555

Bachelor's degree (1 major) Economathematics (2023)
Bachelor's degree (1 major) Business Management and Economics (2023)
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title		Abbreviation
Programming for Management Students		12-PFM-192-m01
Module coordinator		Module offered by
holder of the Chair of Business Analytics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>In the context of digitization, dealing with program code is regularly of great importance for economists, e.g. in automated data analysis or computer-aided modeling of value creation processes. Likewise, in digital transformation projects, it is of great importance to understand how a programmer thinks and implements the tasks assigned to him. This facilitates communication as well as the actual development, adaptation and debugging of the project.</p> <ul style="list-style-type: none"> • Introduction to the basics of algorithms • Programmatic constructs and structures • Data structures • Concepts of object-oriented programming • Practical examples and exercises 		
Intended learning outcomes		
The lecture teaches the basics of the programmer. At the end of the course, the participants should be able to understand simple Python programs and are able to independently implement simple small programming projects in practice with Python.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) Written examination (approx. 60 minutes) or b) Oral examination in groups of up to 3 candidates (approx. 10 minutes per candidate) or c) Programming exercises (approx. 20 hours total) and written examination (approx. 60 minutes); (weighted 1:1) or d) entirely or partly computerised written examination (approx. 60 minutes) Language of assessment: German and/or English</p>		
Allocation of places		
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Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
<p>Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)</p>		
Master's with 1 major China Business and Economics (2021)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 146 / 555

Bachelor's degree (1 major) Economathematics (2017)
 Bachelor's degree (1 major) Business Information Systems (2019)
 Bachelor's degree (1 major) Business Management and Economics (2019)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)
 Master's degree (1 major) China Business and Economics (2021)
 Bachelor's degree (1 major) Economathematics (2021)
 Bachelor's degree (1 major) Business Management and Economics (2021)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)
 Bachelor's degree (1 major) Economathematics (2022)
 Bachelor's degree (1 major) Economathematics (2023)
 Bachelor's degree (1 major) Business Management and Economics (2023)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title			Abbreviation
Data Management and Analysis			12-DM-F-202-m01
Module coordinator		Module offered by	
holder of the Chair of Business Analytics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
The module teaches on the one hand basics and concepts of modeling data and querying and manipulating databases. Additionally, fundamentals of data analysis as well as data analysis processes are introduced.			
Focal points are:			
<ul style="list-style-type: none">• Fundamentals and application of semantic data modelling• Fundamentals and application of the relational data model• Fundamentals and application of data query languages• Hypothesis-driven and model-building data analysis• Data analysis processes and their comparison• Supervised and unsupervised learning processes			
Intended learning outcomes			
Upon completion of the module students are able <ul style="list-style-type: none">• to design good conceptual and logical data models;• to transform conceptual data models into physical data schemas;• to formulate complex database queries;• to design different applications with databases• perform and interpret hypothesis testing on real data• understand the basics of supervised and unsupervised machine learning			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) Written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) or c) term paper (approx. 10 pages) and presentation (approx. 10 minutes); (weighted 2:1) or d) oral examination in groups (groups of up to 3; approx. 10 minutes per candidate) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
50 places. (1) No restrictions with regard to available places for Bachelor's students of Wirtschaftsinformatik (Business Information Systems) (BSc with 180 ECTS credits). (2) Additional places will be allocated to students of other subjects provided there is enough capacity. These additional places will be allocated by lot among all applicants irrespective of their subjects. (3) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (4) A waiting list will be maintained and places re-allocated by lot as they become available. (4) A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
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Workload
150 h
Teaching cycle
Teaching cycle: summer semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
<p>Bachelor's degree (1 major) Business Management and Economics (2015)</p> <p>Bachelor's degree (1 major) Economathematics (2015)</p> <p>Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)</p> <p>Bachelor's degree (1 major) Economathematics (2017)</p> <p>Bachelor's degree (1 major) Business Management and Economics (2019)</p> <p>Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)</p> <p>Bachelor's degree (1 major) Business Information Systems (2020)</p> <p>Master's degree (1 major) China Business and Economics (2021)</p> <p>Bachelor's degree (1 major) Business Information Systems (2021)</p> <p>Bachelor's degree (1 major) Economathematics (2021)</p> <p>Bachelor's degree (1 major) Business Management and Economics (2021)</p> <p>Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)</p> <p>Bachelor's degree (1 major) Economathematics (2022)</p> <p>exchange program Business Management and Economics (2022)</p>

Module title		Abbreviation
Planning and Decision Making in Business Information Systems		12-PEBI-211-m01
Module coordinator		Module offered by
holder of the Chair of Business Analytics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
Quantitative methods form a central basis for business planning and decision-making. From the information systems perspective, these methods must be integrated into IT systems and processes. The lecture presents fundamental concepts and methods from the areas of decision theory and analysis, mathematical optimization and discrete Markov chains. The methods are applied in the exercise on the basis of examples and solved computer-aided.		
Intended learning outcomes		
<ul style="list-style-type: none"> • Normative and empirical decision theory • Fundamentals of linear programming • Sensitivity analysis • Discrete Optimization • Discrete Markov chains 		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) Written examination (approx. 60 minutes) or b) oral examination (20 to 30 minutes) or c) exercises (approx. 6 pages) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Economathematics (2017) Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021)		
Master's with 1 major China Business and Economics (2021)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 150 / 555

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)
Bachelor's degree (1 major) Economathematics (2022)
exchange program Business Management and Economics (2022)

Module title		Abbreviation
Primer in Data Science		12-PDS-211-m01
Module coordinator		Module offered by
holder of the Chair of Business Analytics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>Data science is concerned with extracting knowledge and valuable insights from data assets. It is an emerging field that is currently in high demand in both academia and industry. This course provides a practical introduction to the full spectrum of data science techniques spanning data acquisition and processing, data visualization and presentation, creation and evaluation of machine learning models.</p> <p>The course focuses on the practical aspects of data science, with emphasis on the implementation and use of the above techniques. Students will complete programming homework assignments that emphasize practical understanding of the methods described in the course.</p>		
Intended learning outcomes		
<p>Topics covered include:</p> <ul style="list-style-type: none"> • Data acquisition and processing • graph and network models • text analysis • working with geospatial data • Usage of machine learning models (supervised and unsupervised) 		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 minutes) or b) oral examination (approx. 20 to 30 minutes) or c) exercises (approx. 6 pages) Language of assessment: German and/or English creditable for bonus</p>		
Allocation of places		
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Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
<p>Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Econometrics (2015)</p>		
Master's with 1 major China Business and Economics (2021)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 152 / 555

Bachelor's degree (1 major) Business Information Systems (2015)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)
 Bachelor's degree (1 major) Business Information Systems (2016)
 Bachelor's degree (1 major) Econometrics (2017)
 Bachelor's degree (1 major) Business Information Systems (2019)
 Bachelor's degree (1 major) Business Management and Economics (2019)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)
 Bachelor's degree (1 major) Business Information Systems (2020)
 Master's degree (1 major) China Business and Economics (2021)
 Bachelor's degree (1 major) Business Information Systems (2021)
 Bachelor's degree (1 major) Econometrics (2021)
 Bachelor's degree (1 major) Business Management and Economics (2021)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)
 Bachelor's degree (1 major) Econometrics (2022)
 exchange program Business Management and Economics (2022)
 Bachelor's degree (1 major) Business Information Systems (2023)
 Bachelor's degree (1 major) Econometrics (2023)
 Bachelor's degree (1 major) Business Management and Economics (2023)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title			Abbreviation
Business Strategy for Information and Network Industries			12-BSINI-212-m01
Module coordinator		Module offered by	
holder of the Chair of Industrial Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
<p>Outline of syllabus:</p> <p>1. Pricing of information goods</p> <ul style="list-style-type: none">• market segmentation methods• digital rights management and piracy• alternative monetisation strategies <p>2. Network effects</p> <ul style="list-style-type: none">• consumer demand in markets with network effects, rational expectations• monopoly pricing• competition in markets with network effects• compatibility and multi-homing: dynamic competition <p>3. Competition in markets with switching costs</p> <p>4. Two (multi)-sided markets and platforms</p> <ul style="list-style-type: none">• monopoly pricing in platform markets• competition in platform markets: non-price strategies <p>The course will be taught in English.</p>			
Intended learning outcomes			
After successful completion of this class, the students should be familiar with issues arising in many of the increasingly important hi-tech industries. They will be able to comment on emerging selling mechanisms for books, music and video. They will be able to explain the underlying logic for observed pricing patterns for software products, social media sites and the services found in the so called sharing economy. They will not only be able to understand observed behavior in information goods markets, industries which exhibit network effects and platform markets but will be able argue for new strategies in light of the specific features a market/product may exhibit.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60 to 120 minutes) or b) term paper (approx. 10 pages) and presentation (approx. 15 minutes); (weighted 2:1) Language of assessment: German and/or English			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: summer semester			
Master's with 1 major China Business and Economics (2021)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 154 / 555

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Module appears in

Master's degree (1 major) China Business and Economics (2021)
Bachelor's degree (1 major) Business Information Systems (2021)
Bachelor's degree (1 major) Econometrics (2021)
Bachelor's degree (1 major) Business Management and Economics (2021)
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)
Bachelor's degree (1 major) Econometrics (2022)
exchange program Business Management and Economics (2022)
Bachelor's degree (1 major) Business Information Systems (2023)
Bachelor's degree (1 major) Econometrics (2023)
Bachelor's degree (1 major) Business Management and Economics (2023)
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title		Abbreviation
Computational Economics		12-CE-212-m01
Module coordinator		Module offered by
holder of the Chair of Public Finance		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>This module introduces students to the numerical implementation of economic models. It consists of three main parts:</p> <ol style="list-style-type: none"> 1. The programming language FORTRAN 90 2. Numerical solution methods 3. Economic applications: <ul style="list-style-type: none"> - The static general equilibrium model - Topics in finance and risk management - Life cycle model - Overlapping generations model 		
Intended learning outcomes		
<p>After finishing this module students are able to</p> <ol style="list-style-type: none"> 1. implement simple economic models on the computer using Fortran 90 2. using MonteCarlo techniques to find optimal portfolio structures and option prices 3. quantify the risks of portfolios of banks and insurance companies 4. simulate simple reforms of the tax and transfer system 5. interpret the simulation results economically. 		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>P (2) Module taught in: German and/or English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>written examination (approx. 60 minutes) and exercises (approx. 10 pages), (weighted 1:1) Language of assessment: German and/or English</p>		
Allocation of places		
<p>20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.</p>		
Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) China Business and Economics (2021)		
Master's with 1 major China Business and Economics (2021)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 156 / 555

Bachelor's degree (1 major) Business Information Systems (2021)
 Bachelor's degree (1 major) Economathematics (2021)
 Bachelor's degree (1 major) Business Management and Economics (2021)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)
 Bachelor's degree (1 major) Economathematics (2022)
 exchange program Business Management and Economics (2022)
 Bachelor's degree (1 major) Business Information Systems (2023)
 Bachelor's degree (1 major) Economathematics (2023)
 Bachelor's degree (1 major) Business Management and Economics (2023)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title			Abbreviation
Practice of Data Analysis			12-PD-152-m01
Module coordinator		Module offered by	
holder of the Chair of Econometrics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
Daily work in all areas of business - companies, science, institutions and politics - is based on the acquisition, processing and analysis of various data. These must be collected or generated and then processed and analyzed. In addition, data-based processes and business models offer many opportunities and challenges. The course covers the above mentioned topics and includes a theoretical and a practical part. In the theoretical part, basic knowledge in dealing with data, empirical work and the statistical software R will be taught. In the practical part of the research seminar webinars & field trips are offered.			
Intended learning outcomes			
Students able to apply statistical methods to collect numerical data.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 10 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German and/or English			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: summer semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Master's degree (1 major) China Business and Economics (2016) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2020) Master's degree (1 major) China Business and Economics (2021)			
Master's with 1 major China Business and Economics (2021)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	
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Bachelor's degree (1 major) Business Information Systems (2021)
 Bachelor's degree (1 major) Economathematics (2021)
 Bachelor's degree (1 major) Business Management and Economics (2021)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)
 Bachelor's degree (1 major) Economathematics (2022)
 exchange program Business Management and Economics (2022)
 Bachelor's degree (1 major) Business Information Systems (2023)
 Bachelor's degree (1 major) Economathematics (2023)
 Bachelor's degree (1 major) Business Management and Economics (2023)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title		Abbreviation
Computerlab - Applied Econometrics		12-CQW-212-m01
Module coordinator		Module offered by
holder of the Chair of Econometrics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>This module builds on the lectures "Grundlagen der Statistik" ("Descriptive Statistics and Introduction to Probability") and "Grundlagen der QWF" ("Introduction to Statistical Inference and Regression Analysis"). It introduces students to the simulation of different distributions and the application of linear regression analysis. In the first part of the course, different distributions are introduced, simulated with Excel and their theoretical moments are estimated. In the second part, linear regression analysis is introduced, different specifications are estimated and interpreted and potential pitfalls are pointed out.</p>		
Intended learning outcomes		
<p>After finishing this course students acquired several skills. They</p> <ul style="list-style-type: none"> (i) get an overview of several distributions; (ii) know how to simulate those distributions in MS Excel and are able to estimate and interpret the related theoretical moments; (iii) can perform smaller simulations in Excel; (iv) get to know a variety of different Excel commands which are important for statistical working; (v) are introduced to the linear regression analysis, can perform it in Excel and Gretl, and know how to interpret the results. 		
Courses (type, number of weekly contact hours, language — if other than German)		
P (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<ul style="list-style-type: none"> a) written examination (approx. 60 minutes) or b) term paper (approx. 10 pages) and presentation (approx. 20 minutes), weighted 2:1 		
Allocation of places		
<p>20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.</p>		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
<p>Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021)</p>		
Master's with 1 major China Business and Economics (2021)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 160 / 555

Bachelor's degree (1 major) Business Management and Economics (2021)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)
 Bachelor's degree (1 major) Econometrics (2022)
 exchange program Business Management and Economics (2022)
 Bachelor's degree (1 major) Business Information Systems (2023)
 Bachelor's degree (1 major) Econometrics (2023)
 Bachelor's degree (1 major) Business Management and Economics (2023)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title			Abbreviation
Seminar: Econometrics			12-QWF-FS-212-m01
Module coordinator		Module offered by	
holder of the Chair of Econometrics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
This module will take the form of a seminar. Participants will independently work on a subdomain of applied quantitative economics, either theoretically or applying the techniques they have acquired in an empirical study.			
Intended learning outcomes			
Students acquire the ability to work independently on a given topic in applied quantitative economics, write a summary, and present it to and discuss it with other seminar participants.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
term paper (approx. 15 pages) and presentation (approx. 25 minutes); (weighted 2:1)			
Allocation of places			
15 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: each semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)			

Module title		Abbreviation
Information & Digitalization 1		12-I&D-1-212-m01
Module coordinator		Module offered by
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none"> • courses taken at other German or non-German universities • additional courses offered on a short-term basis • courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions) <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>		
Intended learning outcomes		
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 minutes) or</p> <p>b) term paper (10 to 15 pages) and presentation (approx. 20 minutes); (weighted 2:1) or</p> <p>c) oral examination (approx. 20 minutes)</p> <p>Language of assessment: German and/or English</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: no courses offered		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
<p>Master's degree (1 major) China Business and Economics (2021)</p> <p>Bachelor's degree (1 major) Business Management and Economics (2021)</p> <p>exchange program Business Management and Economics (2022)</p>		

Module title			Abbreviation
Information & Digitalization 2			12-I&D-2-212-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none">• courses taken at other German or non-German universities• additional courses offered on a short-term basis• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions) <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>			
Intended learning outcomes			
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
<p>a) written examination (approx. 60 minutes) or</p> <p>b) term paper (10 to 15 pages) and presentation (approx. 20 minutes); (weighted 2:1) or</p> <p>c) oral examination (approx. 20 minutes)</p> <p>Language of assessment: German and/or English</p>			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
<p>Master's degree (1 major) China Business and Economics (2021)</p> <p>Bachelor's degree (1 major) Business Management and Economics (2021)</p> <p>exchange program Business Management and Economics (2022)</p>			

Module title		Abbreviation
Information & Digitalization 3		12-I&D-3-212-m01
Module coordinator		Module offered by
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none"> • courses taken at other German or non-German universities • additional courses offered on a short-term basis • courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions) <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>		
Intended learning outcomes		
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 minutes) or</p> <p>b) term paper (10 to 15 pages) and presentation (approx. 20 minutes); (weighted 2:1) or</p> <p>c) oral examination (approx. 20 minutes)</p> <p>Language of assessment: German and/or English</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: no courses offered		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
<p>Master's degree (1 major) China Business and Economics (2021)</p> <p>Bachelor's degree (1 major) Business Management and Economics (2021)</p> <p>exchange program Business Management and Economics (2022)</p>		

Module title		Abbreviation
Information & Digitalization 4		12-I&D-4-212-m01
Module coordinator		Module offered by
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none"> • courses taken at other German or non-German universities • additional courses offered on a short-term basis • courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions) <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>		
Intended learning outcomes		
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 minutes) or b) term paper (10 to 15 pages) and presentation (approx. 20 minutes); (weighted 2:1) or c) oral examination (approx. 20 minutes) Language of assessment: German and/or English</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: no courses offered		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
<p>Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) exchange program Business Management and Economics (2022)</p>		

Module title			Abbreviation
Financial Accounting			12-Wipr1-F-212-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Accounting		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
<p>Financial reporting should generate information that is made accessible to various stakeholders. Companies based in Germany are generally required to prepare annual financial statements according to the accounting principles of the German Commercial Code (HGB). This module offers a systematic analysis and interpretation of the applicable accounting principles. In addition to the purpose and principles of accounting, more extensive recognition and valuation principles in the annual financial statement, as well as group accounting practices are covered.</p> <p>Outline</p> <ul style="list-style-type: none">• Introduction to the basic functions of accounting• Overview of the German system of Generally Accepted Accounting Principles (GAAP)• Recognition principles• Initial and subsequent measurement principles• Necessity of consolidated financial statements• Scope of consolidation• Basics of consolidation			
Intended learning outcomes			
<p>Upon completion of this module, students will be able to:</p> <ul style="list-style-type: none">• Classify and evaluate various accounting issues from a theoretical perspective;• Evaluate alternative actions and develop appropriate accounting strategies;• Understand the necessity of consolidated financial statements and perform basic consolidation measures.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
<p>a) written examination (approx. 60 minutes) or</p> <p>b) term paper (approx. 10 pages)</p> <p>Language of assessment: German and/or English</p>			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: summer semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in

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 Bachelor's degree (1 major) Business Information Systems (2021)
 Bachelor's degree (1 major) Econometrics (2021)
 Bachelor's degree (1 major) Business Management and Economics (2021)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)
 Bachelor's degree (1 major) Econometrics (2022)
 exchange program Business Management and Economics (2022)
 Bachelor's degree (1 major) Business Information Systems (2023)
 Bachelor's degree (1 major) Econometrics (2023)
 Bachelor's degree (1 major) Business Management and Economics (2023)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title			Abbreviation
International Accounting			12-Wipr2-F-212-mo1
Module coordinator		Module offered by	
holder of the Chair of Business Management and Accounting		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
<p>Outline of syllabus:</p> <ol style="list-style-type: none">1. Fundamentals of group accounting2. Legal obligations for group accounts3. Consolidated companies4. Capital consolidation5. Debt consolidation6. Consolidation of intercompany results7. Consolidation of income and expenses8. Equity method9. Selected problems <p>Reading:</p> <p>Baetge/Kirsch/Thiele: Konzernbilanzen, Düsseldorf. (most recent edition)</p>			
Intended learning outcomes			
<p>After finishing this module "Konzernrechnungslegung nach HGB und IFRS", the students will be able</p> <p>(i) to present the purposes of group accounting;</p> <p>(ii) to identify and interpret central legal rules;</p> <p>(iii) to apply consolidation methods on problems of moderate difficulty (in terms of capital, debt, interim results, expenses and income) and preparing the necessary entries for the group accounts;</p> <p>(iv) to name central differences for group accounts according to the German Commercial Code (HGB) and IFRS and give reasons for the differences.</p>			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
<p>a) written examination (approx. 60 minutes) or</p> <p>b) term paper (approx. 10 pages)</p> <p>Language of assessment: German and/or English</p>			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: winter semester			

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

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Module appears in

Master's degree (1 major) China Business and Economics (2021)
Bachelor's degree (1 major) Business Information Systems (2021)
Bachelor's degree (1 major) Econometrics (2021)
Bachelor's degree (1 major) Business Management and Economics (2021)
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)
Bachelor's degree (1 major) Econometrics (2022)
exchange program Business Management and Economics (2022)

Module title			Abbreviation
Financial Statement Analysis and Valuation			12-Wipr3-F-212-mo1
Module coordinator		Module offered by	
holder of the Chair of Business Management and Accounting		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
SAP S/4HANA, as a leading enterprise resource planning (ERP) system, is transforming financial operations with its advanced capabilities in processing large volumes of data and integrating financial information across business units. This module provides a hands-on introduction to the accounting modules of SAP S/4HANA. Through practical sessions and case studies, students will learn the key functionalities of selected modules and work in groups to explore various case scenarios using the SAP S/4HANA environment.			
Intended learning outcomes			
Upon completion of this module, students will be able to: <ul style="list-style-type: none">• Understand the basic structure of SAP S/4HANA and selected modules;• Account for various transactions using SAP S/4HANA;• Evaluate alternative actions and develop appropriate accounting strategies.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 10 pages) Language of assessment: German and/or English			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: winter semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023)			
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Bachelor's degree (1 major) Business Management and Economics (2023)
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title		Abbreviation
Seminar: Financial Accounting		12-Wipr-FS-212-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Accounting		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>In this module, students engage with the scientific literature in the fields of accounting and finance. The aim of the seminar is to write a systematic literature review on a previously chosen topic area. Students will have access to an online tool for literature analysis developed by the department for this purpose.</p> <p>Students should have an interest in a topic from the field of accounting or finance that belongs to one of the following areas:</p> <ul style="list-style-type: none"> • Financial Accounting • Corporate Disclosure • Sustainability Reporting • Standard Setting • Capital Markets • Valuation • Digital Transformation in Accounting • Auditing • Corporate Governance 		
Intended learning outcomes		
<p>Upon completion of this module, students will be able to:</p> <ul style="list-style-type: none"> • Identify and motivate a relevant topic area in the field of Accounting or Finance; • Find and analyze scientific literature on a specific topic area; • Analyze and discuss selected studies. 		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>term paper (approx. 15 pages) and presentation (approx. 20 minutes); (weighted 2:1)</p> <p>Language of assessment: German and/or English</p>		
Allocation of places		
<p>15 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.</p>		
Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: each semester		

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

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Module appears in

Master's degree (1 major) China Business and Economics (2021)
Bachelor's degree (1 major) Business Information Systems (2021)
Bachelor's degree (1 major) Econometrics (2021)
Bachelor's degree (1 major) Business Management and Economics (2021)
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)
Bachelor's degree (1 major) Econometrics (2022)
Bachelor's degree (1 major) Business Information Systems (2023)
Bachelor's degree (1 major) Econometrics (2023)
Bachelor's degree (1 major) Business Management and Economics (2023)
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title		Abbreviation
Decision Theory		12-I&F-F-192-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Corporate Finance		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>Based on the decision theory under certainty, this module covers normative decision theory under uncertainty in its manifestations of the expected utility theory and the $\mu - \#$ theory.</p> <p>Syllabus:</p> <p>Part 1: Decisions under certainty</p> <ol style="list-style-type: none"> 1. Fisher mode 2. Revealed preferences 3. Preference relations <p>Part 2: Decisions under uncertainty: Expected Utility Theory</p> <ol style="list-style-type: none"> 1. The basic model 2. Risk preferences 3. Intensity of risk aversion 4. Stochastic dominance 5. Prospect Theory <p>Part 3: Decisions under uncertainty: $\mu - \#$ principle</p> <ol style="list-style-type: none"> 1. Introduction 2. Relation to expected utility theory 3. Application in Portfolio Theory & Tobin-Separation 4. Properties 		
Intended learning outcomes		
The students acquire knowledge about how to describe appropriate decision situations and how to solve them based on the learned concepts.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 60 minutes)		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		

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

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Module appears in

Bachelor's degree (1 major) Business Information Systems (2019)
 Bachelor's degree (1 major) Business Management and Economics (2019)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)
 Bachelor's degree (1 major) Business Information Systems (2020)
 Master's degree (1 major) China Business and Economics (2021)
 Bachelor's degree (1 major) Business Information Systems (2021)
 Bachelor's degree (1 major) Economathematics (2021)
 Bachelor's degree (1 major) Business Management and Economics (2021)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)
 Bachelor's degree (1 major) Economathematics (2022)
 exchange program Business Management and Economics (2022)
 Bachelor's degree (1 major) Business Information Systems (2023)
 Bachelor's degree (1 major) Economathematics (2023)
 Bachelor's degree (1 major) Business Management and Economics (2023)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title		Abbreviation
Seminar: Investment and Finance		12-I&F-FS-212-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Corporate Finance		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
This seminar deals with current topics of investments and finance. 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		
After completing the seminar "Investments and Finance", the students acquired detailed knowledge of important fields of investments and finance. They are also able to process their research findings in a written assignment and to present their findings.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
term paper (approx. 15 pages) and oral examination (approx. 25 minutes); (weighted 3:2)		
Allocation of places		
15 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023)		
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Bachelor's degree (1 major) Economathematics (2023)
Bachelor's degree (1 major) Business Management and Economics (2023)
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title			Abbreviation
Introduction to Risk Management			12-ERM-211-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Corporate Finance		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
<p>This module provides an overview of the form and approach of the systematic risk management process in a business context. This risk management process consists of the process steps of risk identification, risk assessment and aggregation, risk management and risk control.</p> <p>This course is based on this process structure and is structured accordingly:</p> <p>Legal and business motivation for risk management. Risk identification Risk assessment and aggregation Risk control Risk control and reporting Risk management information systems (RMIS) M1 Legal and business motivation for risk management</p> <p>In Germany, outside the banking sector, there have been legal regulations for setting up corporate risk management since the KonTraG came into force in 1998. In addition to the legal obligation to set up a risk management system, the systematic handling of risks is also of interest from a business management point of view, as the conscious acceptance of risks has a significant positive influence on the company's ability to plan and control.</p> <p>M2 Risk identification</p> <p>Risk identification involves systematically recording all of a company's major risks. The earlier risks are identified, the more comprehensively appropriate countermeasures can be taken. Risk identification is a fundamental task of risk management, as it provides the information basis for all further process steps, because only identified risks can be assessed, aggregated and controlled. Various methods can be used to identify risks.</p> <p>M3 Risk assessment and aggregation</p> <p>Once risks have been identified, they must be assessed. Both qualitative and quantitative methods are available for this purpose. The objective of risk assessment is to describe the risk in terms of appropriate statistical distribution functions. Once the relevant risks have been described by distribution functions, the next task is to determine the company's overall risk position by means of a so-called risk aggregation.</p> <p>M4 Risk management</p> <p>This module deals with the options for risk control. Risk management is strongly linked to a company's strategy, as this is also where the company's attitude towards risk is anchored (risk appetite). In addition, the risk coverage potential (=available equity capital) is of decisive and existential importance. Various strategies can be used to manage risks.</p> <p>M5 Risk control and reporting</p> <p>With the help of early warning indicators (so-called key risk indicators, KRI), (negative) changes in the scope or probability of risk occurrence can be monitored and identified in good time. However, risk control does not only</p>			
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monitor KRI, it is also used to control measures implemented as part of risk management and to evaluate them for efficiency and success.

As part of risk reporting, all findings from the individual risk management process phases are transferred to a risk report. The addressees of the risk report are risk officers, department heads, the Board of Management, the Supervisory Board or external parties such as auditors, shareholders or rating agencies. The scope and level of detail of the risk report depend on the recipient of the report.

M6 | Risk management information systems (RMIS)

A prerequisite for the company-wide and sustainable establishment of a risk management system is the software support provided by risk management information systems. Although known risks can be recorded and processed using standard tools such as Excel spreadsheets, they quickly reach their limits. As soon as additional users are to be integrated, an integrated software approach is required, as risk management information systems entail.

Intended learning outcomes

Students are taught the fundamentals of risk management. The students are able to identify, record and evaluate risks in a structured manner and furthermore express the scope of risk on a mathematical basis. The students are able to derive suitable risk measures and know how risks can be monitored.

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

V (2) + Ü (2)

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

written examination (approx. 60 minutes)

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: each semester

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

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Module appears in

Bachelor's degree (1 major) Business Management and Economics (2015)
Bachelor's degree (1 major) Economathematics (2015)
Bachelor's degree (1 major) Business Information Systems (2015)
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)
Bachelor's degree (1 major) Business Information Systems (2016)
Bachelor's degree (1 major) Economathematics (2017)
Bachelor's degree (1 major) Business Information Systems (2019)
Bachelor's degree (1 major) Business Management and Economics (2019)
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)
Bachelor's degree (1 major) Business Information Systems (2020)
Master's degree (1 major) China Business and Economics (2021)
Bachelor's degree (1 major) Business Information Systems (2021)
Bachelor's degree (1 major) Economathematics (2021)
Bachelor's degree (1 major) Business Management and Economics (2021)
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)
Bachelor's degree (1 major) Economathematics (2022)

exchange program Business Management and Economics (2022)
Bachelor's degree (1 major) Business Information Systems (2023)
Bachelor's degree (1 major) Econometrics (2023)
Bachelor's degree (1 major) Business Management and Economics (2023)
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title			Abbreviation
Business Valuation between Financial Mathematics and Data on Capital Market			12-UBW-F-152-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Corporate Finance		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
Content: This course deals with the "objectified corporate valuation" of public companies, the components of the discount rate and the mathematical structure of the DCF methods.			
Outline of syllabus: 1. Introduction 2. Uncertainty as the central problem in the valuation of a company 3. Estimation of surpluses: accuracy and consistency 4. Risk free rate: capitalised value under certainty applying different interest rate structures 5. The risk premium: identification of the relevant risk and its equivalence for valuation object and alternative investment 6. Different discounted cash flow valuation methods: formal foundations and economic principles			
Intended learning outcomes			
After completion of the module "Business valuation between Financial Mathematics and capital market data" students can (i) understand the modern process of objectified business valuation theory; (ii) examine submitted reviews according to consistent application of these methods.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
written examination (approx. 60 minutes)			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015)			
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Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)
 Master's degree (1 major) China Business and Economics (2016)
 Bachelor's degree (1 major) Business Information Systems (2016)
 Bachelor's degree (1 major) Econometrics (2017)
 Master's degree (1 major) China Business and Economics (2019)
 Bachelor's degree (1 major) Business Information Systems (2019)
 Bachelor's degree (1 major) Business Management and Economics (2019)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)
 Bachelor's degree (1 major) Business Information Systems (2020)
 Master's degree (1 major) China Business and Economics (2021)
 Bachelor's degree (1 major) Business Information Systems (2021)
 Bachelor's degree (1 major) Econometrics (2021)
 Bachelor's degree (1 major) Business Management and Economics (2021)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)
 Bachelor's degree (1 major) Econometrics (2022)
 exchange program Business Management and Economics (2022)
 Bachelor's degree (1 major) Business Information Systems (2023)
 Bachelor's degree (1 major) Econometrics (2023)
 Bachelor's degree (1 major) Business Management and Economics (2023)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title			Abbreviation
Business Taxation 1: An Introduction to Tax Law & Tax Planning			12-St1-F-152-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Business Taxation		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
This module will introduce students to the field of business taxation. It will provide an overview of German tax law and will analyse tax effects on economic decisions in standard models for investment and financing decisions.			
Intended learning outcomes			
Students get an overview of the German tax law and they acquire the ability to recognize and understand the effect of taxation in fundamental economic decisions. Therefore, the module is recommended also for students who don't want to specialize in finance and accounting but rather in management studies.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
written examination (approx. 60 minutes) creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: summer semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Master's degree (1 major) China Business and Economics (2016) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020)			
Master's with 1 major China Business and Economics (2021)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	
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Master's degree (1 major) China Business and Economics (2021)
 Bachelor's degree (1 major) Business Information Systems (2021)
 Bachelor's degree (1 major) Econometrics (2021)
 Bachelor's degree (1 major) Business Management and Economics (2021)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)
 Bachelor's degree (1 major) Econometrics (2022)
 exchange program Business Management and Economics (2022)

Module title		Abbreviation
Business Taxation 2: The Taxation of Income in Germany		12-St2-F-152-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Business Taxation		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>In this module, students will acquire an in-depth knowledge of the system of income taxation in Germany which consists of personal income tax, corporate income tax and trade tax, a special income tax on business income.</p> <p>1 INCOME TAX (EStG)</p> <p>1.1 Income concepts and legal definitions of income 1.2 Determining income in accordance with the EStG</p> <p>2 CORPORATE INCOME TAX (KStG)</p> <p>2.1 Basic principles 2.2 Determination of income 2.3 Loss offset rules 2.4 Special issues with equity capital for tax purposes 2.5 Treatment of shareholdings</p> <p>3 TRADE TAX (GewStG)</p> <p>3.1 Basic principles 3.2 Loss offset rules 3.3 Group taxation in the trade tax</p> <p>4 CASE STUDY PROFIT CALCULATION UNDER COMMERCIAL AND TAX LAW</p>		
Intended learning outcomes		
Students acquire in-depth knowledge of the system of income taxation in Germany. They are able to solve practical problems of medium to high complexity in this filed by means of the tax code, other legal texts and secondary literature.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 60 minutes) creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		

Teaching cycle

Teaching cycle: winter semester

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

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Module appears in

Bachelor's degree (1 major) Business Management and Economics (2015)
 Bachelor's degree (1 major) Econometrics (2015)
 Bachelor's degree (1 major) Business Information Systems (2015)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)
 Master's degree (1 major) China Business and Economics (2016)
 Bachelor's degree (1 major) Business Information Systems (2016)
 Bachelor's degree (1 major) Econometrics (2017)
 Master's degree (1 major) China Business and Economics (2019)
 Bachelor's degree (1 major) Business Information Systems (2019)
 Bachelor's degree (1 major) Business Management and Economics (2019)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)
 Bachelor's degree (1 major) Business Information Systems (2020)
 Master's degree (1 major) China Business and Economics (2021)
 Bachelor's degree (1 major) Business Information Systems (2021)
 Bachelor's degree (1 major) Econometrics (2021)
 Bachelor's degree (1 major) Business Management and Economics (2021)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)
 Bachelor's degree (1 major) Econometrics (2022)
 exchange program Business Management and Economics (2022)
 Bachelor's degree (1 major) Business Information Systems (2023)
 Bachelor's degree (1 major) Econometrics (2023)
 Bachelor's degree (1 major) Business Management and Economics (2023)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title		Abbreviation
Business Taxation 3: Introduction to VAT		12-St3-F-152-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Business Taxation		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
Introduction to German value added tax.		
Intended learning outcomes		
Students acquire a thorough knowledge of German VAT law. They are able to solve VAT problems of low to medium complexity by using the tax code itself as well as related literature.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 minutes) or b) oral examination (one candidate each: approx. 10 to 15 minutes, groups of 2: approx. 20 minutes, groups of 3: approx. 30 minutes) creditable for bonus		
Allocation of places		
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Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Master's degree (1 major) China Business and Economics (2016) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020) Master's degree (1 major) China Business and Economics (2021)		
Master's with 1 major China Business and Economics (2021)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 188 / 555

Bachelor's degree (1 major) Business Information Systems (2021)
 Bachelor's degree (1 major) Economathematics (2021)
 Bachelor's degree (1 major) Business Management and Economics (2021)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)
 Bachelor's degree (1 major) Economathematics (2022)
 exchange program Business Management and Economics (2022)
 Bachelor's degree (1 major) Business Information Systems (2023)
 Bachelor's degree (1 major) Economathematics (2023)
 Bachelor's degree (1 major) Business Management and Economics (2023)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title			Abbreviation
Selected Topics in Business Taxation			12-StAP-V-212-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Business Taxation		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
This module deals with selected problems and issues of business taxation.			
Intended learning outcomes			
The students will be able to edit and solve selected problems and issues of business.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 10 to 15 pages) and presentation (approx. 20 minutes); (weighted 2:1) or c) oral examination in groups of up to 3 candidates (approx. 10 minutes per candidate) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)			

Module title		Abbreviation
Seminar: Business Taxation		12-StAP-S-212-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Business Taxation		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
This module deals with selected problems and issues of business taxation.		
Intended learning outcomes		
The students will be able to edit and solve selected problems and issues of business taxation.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 10 to 15 pages) and presentation (approx. 20 minutes); (weighted 2:1) or c) oral examination in groups of up to 3 candidates (approx. 10 minutes per candidate) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023)		
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Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title			Abbreviation
Managerial Accounting: cost-based decision-making and control			12-KR-152-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management, Controlling and Accounting		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
First, this module will discuss basic principles of accounting such as full and direct costing as well as cost and performance accounting in the context of decision-making. The course will then focus on decision-making processes (short-term production planning, pricing decisions) and internal control calculations (the role of controls, deviation analyses).			
Intended learning outcomes			
This module provides competences in order to apply systems of full and direct costing, cost and performance accounting with regard to decision-making and internal control processes. After completing the course unit, students will be able to understand and assess the theoretical principles and interrelationships in decision-making and control as well as be able to apply them to examples from corporate practice. The goal is to promote analytical thinking and problem-solving abilities by analyses of complex problem structures.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
written examination (approx. 60 minutes)			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: winter semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Master's degree (1 major) China Business and Economics (2016) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019)			
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Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)
 Bachelor's degree (1 major) Business Information Systems (2020)
 Master's degree (1 major) China Business and Economics (2021)
 Bachelor's degree (1 major) Business Information Systems (2021)
 Bachelor's degree (1 major) Econometrics (2021)
 Bachelor's degree (1 major) Business Management and Economics (2021)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)
 Bachelor's degree (1 major) Econometrics (2022)
 exchange program Business Management and Economics (2022)
 Bachelor's degree (1 major) Business Information Systems (2023)
 Bachelor's degree (1 major) Econometrics (2023)
 Bachelor's degree (1 major) Business Management and Economics (2023)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title			Abbreviation
Sales Accounting & Management			12-VeCo-212-mo1
Module coordinator		Module offered by	
holder of the Chair of Business Management, Controlling and Accounting		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
The focus of the lecture is the support of sales management by controlling. The course covers the positioning of sales and sales management with a special emphasis on B2B sales of IT companies and the position of sales controlling as a subset of overall controlling in different business organisations. The course discusses basic requirements of an ideal support of sales by controlling as well as possible elements with which this support function can be realised, such as management information systems, target management and customer relationship management.			
Intended learning outcomes			
Knowledge about the practice of working in sales management and the associated sales is acquired. By displaying theoretical tools to support sales management by the controlling and the balance with the reality in companies, participants further acquire skills to evaluate the possible use of sales management tools in practice.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
written examination (approx. 60 minutes)			
Allocation of places			
40 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
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Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023)			
Master's with 1 major China Business and Economics (2021)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	
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Bachelor's degree (1 major) Economathematics (2023)
 Bachelor's degree (1 major) Business Management and Economics (2023)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title			Abbreviation
Seminar: Managerial Accounting			12-AAC-212-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management, Controlling and Accounting		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
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 the focuses of module "Entscheidungs- und Kontrollrechnung" ("Management Accounting: Decision Making and Control").			
Intended learning outcomes			
After completing the controlling bachelor seminar, students will be able to (i) understand and apply the fundamentals of scientific literature reviews; (ii) use elaborated content to write scientific papers; (iii) create presentations and lectures independently.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
term paper (approx. 12 pages) and presentation (approx. 20 minutes), (weighted 2:1)			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: each semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)			

Module title		Abbreviation
Monetary Policy and Financial Markets		12-EuGP-F-212-m01
Module coordinator		Module offered by
holder of the Senior Professorship for Economics, Money and International Economic Relations		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>The course discusses the following questions:</p> <ol style="list-style-type: none"> 1. Why is price stability the main objective of the ECB? 2. How can the ECB control interest rates and the creation of credit? Why did the financial crisis happen? 3. How does interest rate policy influence macroeconomic objectives (price stability and full employment)? 4. Why is it important for monetary policy to be independent? 5. How does the ECB know, how to set interest rates? (strategies of monetary policy) 6. Why did central banks engage in unconventional monetary policy during the last years? 		
Intended learning outcomes		
By completing this course, students receive a profound understanding of theory and practice of monetary policy. Next to a profound knowledge of monetary policy in general, students are able to form a critical opinion about the conduct of monetary policy by the European Central Bank and in part about the policy of other central banks.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 60 minutes) Language of assessment: German and/or English		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023)		
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Bachelor's degree (1 major) Economathematics (2023)
 Bachelor's degree (1 major) Business Management and Economics (2023)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title		Abbreviation
International Money & Finance		12-IFM-212-m01
Module coordinator		Module offered by
holder of the Senior Professorship for Economics, Money and International Economic Relations		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
The module introduces students to exchange rate theory, the determinants of international financial flows and monetary open economy models for the analysis of monetary and fiscal policy. The module is divided into three parts. The first one covers exchange rates and the second one the balance of payments, international financial flows and financial market globalization. Based on these two, the third one focusses on economic policy applications including the exchange rate regime choice, exchange rate crises and optimum currency area theory.		
Intended learning outcomes		
Students will acquire a basic understanding of international finance and learn analyzing practical examples with monetary models. Students gain expertise on institutional aspects and theoretical models. Having completed the module, students will be able to understand current developments in international finance and apply models and theories to analyze and evaluate these.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 60 minutes) Language of assessment: German and/or English		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: after announcement		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023)		
Master's with 1 major China Business and Economics (2021)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 200 / 555

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title			Abbreviation
Applied Business Cycle Analysis and Forecasting			12-AKP-211-m01
Module coordinator		Module offered by	
holder of the Chair of Monetary Economics and International Financial Markets		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
This module is an introduction to economic forecasting and business cycle analysis. The course is divided into three sections. In the first section, statistical and methodological basics on quantitative macroeconomic analysis and forecasting are discussed. The second section covers various aspects and issues related to economic forecasting. In the last sections, recent developments, topics, and research insights are presented.			
Intended learning outcomes			
Students will acquire a basic understanding of the theory and practice of applied business cycle analysis and forecasting. Further, students will learn how to analyze and answer real-world economic problems using their economic toolkit. Students gain expertise on applying their knowledge gained in basic economics courses on policy-relevant issues. Having completed the module, students will be able to understand current macroeconomic and economic policy developments and to use models and theories to analyze and evaluate these.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2) Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) Written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) or c) term paper (10 to 15 pages) and presentation (approx. 20 minutes); (weighted 2:1) or d) oral examination (approx. 20 minutes) Language of assessment: German and/or English			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017)			
Master's with 1 major China Business and Economics (2021)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	
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Bachelor's degree (1 major) Business Information Systems (2019)
 Bachelor's degree (1 major) Business Management and Economics (2019)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)
 Bachelor's degree (1 major) Business Information Systems (2020)
 Master's degree (1 major) China Business and Economics (2021)
 Bachelor's degree (1 major) Business Information Systems (2021)
 Bachelor's degree (1 major) Economathematics (2021)
 Bachelor's degree (1 major) Business Management and Economics (2021)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)
 Bachelor's degree (1 major) Economathematics (2022)
 Bachelor's degree (1 major) Business Information Systems (2023)
 Bachelor's degree (1 major) Economathematics (2023)
 Bachelor's degree (1 major) Business Management and Economics (2023)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title			Abbreviation
Seminar: Economic Policy			12-VWL1-FS-212-m01
Module coordinator		Module offered by	
holder of the Chair of Monetary Economics and International Financial Markets		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
Acquiring an in-depth understanding of specific problems of macroeconomics.			
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 bachelor thesis.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2) Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
term paper (approx. 15 pages) and presentation (approx. 25 minutes); (weighted 2:1) Language of assessment: German and/or English			
Allocation of places			
15 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023)			
Master's with 1 major China Business and Economics (2021)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	
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Bachelor's degree (1 major) Business Management and Economics (2023)
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title			Abbreviation
Seminar: Public Finance			12-Fiwi-FS-212-m01
Module coordinator		Module offered by	
holder of the Chair of Public Finance		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
In this course, students will acquire an in-depth understanding of specific problems discussed in "Makroökonomik II" ("Macroeconomics II") and "Mikroökonomik III" ("Microeconomics III"). The course will use scientific economic journal articles in German and English language.			
Intended learning outcomes			
After completing this module, students (i) consolidate what they have learned and if necessary apply additional techniques of scientific work; (ii) create, present and defend a research paper; (iii) deal with the working papers of other participants; (iv) are better prepared for the processing of the bachelor thesis.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
term paper (approx. 15 pages) and presentation (approx. 25 minutes); (weighted 2:1)			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: each semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)			

Module title			Abbreviation
Economic Principles of Risk Management			12-Risk-152-m01
Module coordinator		Module offered by	
holder of the Chair for Economics, Contract Theory and Information Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
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 (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
written examination (approx. 60 minutes) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: summer semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Master's degree (1 major) China Business and Economics (2016)			
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Bachelor's degree (1 major) Business Information Systems (2016)
 Bachelor's degree (1 major) Economathematics (2017)
 Master's degree (1 major) China Business and Economics (2019)
 Bachelor's degree (1 major) Business Information Systems (2019)
 Bachelor's degree (1 major) Business Management and Economics (2019)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)
 Bachelor's degree (1 major) Business Information Systems (2020)
 Master's degree (1 major) China Business and Economics (2021)
 Bachelor's degree (1 major) Business Information Systems (2021)
 Bachelor's degree (1 major) Economathematics (2021)
 Bachelor's degree (1 major) Business Management and Economics (2021)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)
 Bachelor's degree (1 major) Economathematics (2022)
 exchange program Business Management and Economics (2022)
 Bachelor's degree (1 major) Business Information Systems (2023)
 Bachelor's degree (1 major) Economathematics (2023)
 Bachelor's degree (1 major) Business Management and Economics (2023)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title			Abbreviation
Insurance Markets			12-VM-152-m01
Module coordinator		Module offered by	
holder of the Chair for Economics, Contract Theory and Information Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
Asymmetric information makes insurance markets different from common goods markets. Research questions and methods thus have to take these special features into account. Typical subjects covered in the course: 1. Demand for insurance 2. Supply of insurance 3. Adverse selection in insurance markets 4. Moral hazard in insurance markets 5. Empirical assessment of information problems 6. Informal insurance schemes 7. Insurance and bounded rationality			
Intended learning outcomes			
After completing the course students are able to 1. explain the essential results of the economic analysis of insurance markets, 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, 4. analyse the impact of certain insurance contracts on market outcomes.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
written examination (approx. 60 minutes)			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Master's degree (1 major) China Business and Economics (2016) Bachelor's degree (1 major) Business Information Systems (2016)			
Master's with 1 major China Business and Economics (2021)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	
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Bachelor's degree (1 major) Econometrics (2017)
 Master's degree (1 major) China Business and Economics (2019)
 Bachelor's degree (1 major) Business Information Systems (2019)
 Bachelor's degree (1 major) Business Management and Economics (2019)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)
 Bachelor's degree (1 major) Business Information Systems (2020)
 Master's degree (1 major) China Business and Economics (2021)
 Bachelor's degree (1 major) Business Information Systems (2021)
 Bachelor's degree (1 major) Econometrics (2021)
 Bachelor's degree (1 major) Business Management and Economics (2021)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)
 Bachelor's degree (1 major) Econometrics (2022)

Module title			Abbreviation
Business Cycle Analysis			12-Konj1-F-212-mo1
Module coordinator		Module offered by	
head of the Work Group of Empirical Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
The course will introduce students to the theory of business cycle dynamics. Capitalist based economies are subject to pronounced cycles of economic booms and busts. In this course, we will find out why! Kicking off the lecture, we will look at some stylised empirical facts of business cycles. Afterwards, we will give a structural interpretation, focusing in particular on housing and asset markets and their role for the business cycle. We will also take a closer look at investment, one of the main cycle-makers. Afterwards, we will ask the question of how monetary and fiscal policy can safeguard the business cycle. Special attention will be given to the euro area. We will also invite an expert to give a practical introduction to business cycle indicators.			
Intended learning outcomes			
The course offers an introduction into a vast array of analytical tools. Students (i) are exposed to 1st and 2nd order difference equations and learn how to solve them; (ii) learn how business cycle indicator are constructed; (iii) are supplied with up to date knowledge on the interaction of business cycles, asset markets and economic policy which enables them to critically access contemporaneous policy.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60 minutes) or b) term paper (as individual or group work; approx. 10 pages each person) or c) oral examination in groups of up to 3 candidates (approx. 10 minutes each candidate)			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: winter semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022)			
Master's with 1 major China Business and Economics (2021)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 211 / 555

Bachelor's degree (1 major) Business Information Systems (2023)
 Bachelor's degree (1 major) Econometrics (2023)
 Bachelor's degree (1 major) Business Management and Economics (2023)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title			Abbreviation
Seminar: Business cycles, corporate finance and asset markets			12-KUV-211-m01
Module coordinator		Module offered by	
head of the Work Group of Empirical Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
The modul is located in the nexus of business cycles, corporate finance and asset markets. Being located at the intersection between economics and finance the modul adresses the interaction between business cycles, corporate fiannce and aset markets. Concretely students can work on subjects like „what is the impact of interest rate changes by the central bank on the housing market“, „how do asset markets and household consumption interact“ and „what is the interrelationship bewtween financing conditions and the business cycle“. From a methodological point of view the course targets to built on existing methological toolkits aquired during the bachelor studies. Students are guided to deepen their understanding on those toolkits to analyze data and to generate results.			
Intended learning outcomes			
The modul equips students with the necessary tools to analyze data to generate results on topics of interest. Besides students need to present their findings and communicate their results to other studends.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
term paper (approx. 15 pages) and presentation (approx. 25 minutes); (weighted 2:1)			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: each semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020)			
Master's with 1 major China Business and Economics (2021)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	
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Master's degree (1 major) China Business and Economics (2021)
 Bachelor's degree (1 major) Business Information Systems (2021)
 Bachelor's degree (1 major) Econometrics (2021)
 Bachelor's degree (1 major) Business Management and Economics (2021)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)
 Bachelor's degree (1 major) Econometrics (2022)
 exchange program Business Management and Economics (2022)
 Bachelor's degree (1 major) Business Information Systems (2023)
 Bachelor's degree (1 major) Econometrics (2023)
 Bachelor's degree (1 major) Business Management and Economics (2023)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title		Abbreviation
European Macroeconomics		12-EM-211-m01
Module coordinator		Module offered by
holder of the Senior Professorship for Economics, Money and International Economic Relations		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>This course focuses on the macroeconomics of the euro area. It is based on a theoretical part which provides a critical presentation of the two core macroeconomic paradigms: the (neo)classical approach and the Keynesian approach. This allows a comparative analysis of policy implications for important macroeconomic topics (unemployment, inflation, government debt, financial system). The policy-oriented part discusses the monetary policy of the ECB and the challenges for fiscal policy in the euro area, which are due to the lack of fiscal policy integration. The course will also present other euro area specific topics (e.g. Optimum currency area, euro crises, Next Generation EU).</p>		
Intended learning outcomes		
<p>After completing this course, students will have gained a profound understanding of (applied) macroeconomic policies in general and specifically in the EMU. The students will have a deeper understanding of the two core macroeconomic models and their application for economic policy by using empirical data. Thus, they will enhance their general macroeconomic understanding by applying it to real world problems. In addition, students will develop a sound knowledge of the institutions of common fiscal and monetary policy in Europe.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) Written examination (approx. 60 minutes) or b) term paper (10 to 15 pages) and presentation (approx. 20 minutes); (weighted 2:1) or c) oral examination (approx. 20 minutes) Language of assessment: German and/or English</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
<p>Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Bachelor's degree (1 major) Business Information Systems (2016)</p>		
Master's with 1 major China Business and Economics (2021)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 215 / 555

Bachelor's degree (1 major) Economathematics (2017)
 Bachelor's degree (1 major) Business Information Systems (2019)
 Bachelor's degree (1 major) Business Management and Economics (2019)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)
 Bachelor's degree (1 major) Business Information Systems (2020)
 Master's degree (1 major) China Business and Economics (2021)
 Bachelor's degree (1 major) Business Information Systems (2021)
 Bachelor's degree (1 major) Economathematics (2021)
 Bachelor's degree (1 major) Business Management and Economics (2021)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)
 Bachelor's degree (1 major) Economathematics (2022)
 exchange program Business Management and Economics (2022)
 Bachelor's degree (1 major) Business Information Systems (2023)
 Bachelor's degree (1 major) Economathematics (2023)
 Bachelor's degree (1 major) Business Management and Economics (2023)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title			Abbreviation
Money & Finance 1			12-G&F-1-212-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none">• courses taken at other German or non-German universities• additional courses offered on a short-term basis• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions) <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>			
Intended learning outcomes			
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
<p>a) written examination (approx. 60 minutes) or</p> <p>b) term paper (10 to 15 pages) and presentation (approx. 20 minutes); (weighted 2:1) or</p> <p>c) oral examination (approx. 20 minutes)</p> <p>Language of assessment: German and/or English</p>			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
<p>Master's degree (1 major) China Business and Economics (2021)</p> <p>Bachelor's degree (1 major) Business Management and Economics (2021)</p>			

Module title		Abbreviation
Money & Finance 2		12-G&F-2-212-m01
Module coordinator		Module offered by
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none"> • courses taken at other German or non-German universities • additional courses offered on a short-term basis • courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions) <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>		
Intended learning outcomes		
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 minutes) or</p> <p>b) term paper (10 to 15 pages) and presentation (approx. 20 minutes); (weighted 2:1) or</p> <p>c) oral examination (approx. 20 minutes)</p> <p>Language of assessment: German and/or English</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: no courses offered		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) China Business and Economics (2021)		
Bachelor's degree (1 major) Business Management and Economics (2021)		

Module title		Abbreviation
Money & Finance 3		12-G&F-3-212-m01
Module coordinator		Module offered by
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none"> • courses taken at other German or non-German universities • additional courses offered on a short-term basis • courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions) <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>		
Intended learning outcomes		
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 minutes) or b) term paper (10 to 15 pages) and presentation (approx. 20 minutes); (weighted 2:1) or c) oral examination (approx. 20 minutes) Language of assessment: German and/or English</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: no courses offered		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
<p>Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Management and Economics (2021)</p>		

Module title		Abbreviation
Money & Finance 4		12-G&F-4-212-m01
Module coordinator		Module offered by
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none"> • courses taken at other German or non-German universities • additional courses offered on a short-term basis • courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions) <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>		
Intended learning outcomes		
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 minutes) or b) term paper (10 to 15 pages) and presentation (approx. 20 minutes); (weighted 2:1) or c) oral examination (approx. 20 minutes) Language of assessment: German and/or English</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: no courses offered		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) China Business and Economics (2021)		
Bachelor's degree (1 major) Business Management and Economics (2021)		

Module title			Abbreviation
Human Resource Management			12-P&O-F-212-mo1
Module coordinator		Module offered by	
holder of the Chair for Human Resource Management and Organisation		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
The lecture Personnel Management covers basic methodological, empirical, and institutional concepts of the subject. More specifically, on the basis of the principal-agent model answers are given on how the basic dilemma of the relationship between employer and employee can be solved. Mainly financial incentives on the individual and team level are presented and discussed. In addition, possibilities to reduce information asymmetries are presented.			
Intended learning outcomes			
Students should be able to understand, discuss and apply basic theories, econometric techniques as well as empirical findings in personnel management.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
written examination (approx. 60 minutes)			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: summer semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) Master's degree (1 major) Media Entertainment (2022) Master's degree (1 major) Psychology of digital media (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)			
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Module title			Abbreviation
Seminar: Human Resource Management & Organizational Theory			12-P&O-FS-212-m01
Module coordinator		Module offered by	
holder of the Chair for Human Resource Management and Organisation		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
Students will write a seminar paper on, deliver a talk on and discuss current issues in the field of human re- sources 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 (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
term paper (approx. 15 pages) and presentation (approx. 20 minutes), (weighted 1:1) Language of assessment: German and/or English			
Allocation of places			
15 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allo- cated by lot as they become available.			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: each semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)			

Module title			Abbreviation
International Economics			12-IntÖk-152-m01
Module coordinator		Module offered by	
holder of the Chair of International Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
<u>Content</u> The course starts with an introduction into facts, trends and issues pertaining to the real side of globalization. The main part of the course deals with explanations of international trade (comparative advantage, product variety) and for international factor movements (if time permits). Current issues and controversies (e.g. globalization and labor; globalization and the environment; migration within the European Union) are analyzed on this background.			
<u>Outline</u> I International Economics – Trends and current developments II Internationale Trade 1 Ricardian Theory: Labor productivity and comparative advantage 2 Heckscher-Ohlin-factor proportion theory and the general neoclassical model 3 New Trade Theory: Product differentiation, scale economies, firm heterogeneity III International Factor Movements [time permitting]			
<u>Literature</u> This course does not strictly follow a single textbook. The best general reference is: Krugman, P.R., M. Obstfeld, M.J. Melitz (2018), International Economics. Theory and policy (older versions will also do). The course develops case studies that use additional references.			
Intended learning outcomes			
The students acquire the ability to critically reflect and understand trends and developments concerning the real side of the world economy: trade flows and international factor movements. They are enabled to understand and defend the causes and consequences of globalization both analytically as well as in an intuitive manner. They acquire the scientific knowledge to evaluate controversies associated with the ongoing deepening of the international division of labor.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
written examination (approx. 60 minutes) Language of assessment: German and/or English			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			

Teaching cycle

Teaching cycle: summer semester

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

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Module appears in

Bachelor's degree (1 major) Business Management and Economics (2015)
 Bachelor's degree (1 major) Economathematics (2015)
 Bachelor's degree (1 major) Business Information Systems (2015)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)
 Master's degree (1 major) China Business and Economics (2016)
 Bachelor's degree (1 major) Business Information Systems (2016)
 Bachelor's degree (1 major) Economathematics (2017)
 Master's degree (1 major) China Business and Economics (2019)
 Bachelor's degree (1 major) Business Information Systems (2019)
 Bachelor's degree (1 major) Business Management and Economics (2019)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)
 Bachelor's degree (1 major) Business Information Systems (2020)
 Master's degree (1 major) China Business and Economics (2021)
 Bachelor's degree (1 major) Business Information Systems (2021)
 Bachelor's degree (1 major) Economathematics (2021)
 Bachelor's degree (1 major) Business Management and Economics (2021)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)
 Bachelor's degree (1 major) Economathematics (2022)
 exchange program Business Management and Economics (2022)
 Bachelor's degree (1 major) Business Information Systems (2023)
 Bachelor's degree (1 major) Economathematics (2023)
 Bachelor's degree (1 major) Business Management and Economics (2023)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title			Abbreviation
Seminar: International Economics			12-IntÖk-FS-152-mo1
Module coordinator		Module offered by	
holder of the Chair of International Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
<u>Content</u> Current topics in international economics and economic geography [e.g. Urbanization and Inequality; Tasks, Trade, and Cities; Outsourcing, Offshoring and Multinational Firms; Competition of Locations, Jurisdictions and Systems; Globalization and the Environment; Trade, Multinational Firms and Labor Markets; Triumph of the City]			
<u>Literature</u> Peer-reviewed articles 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 (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
term paper (approx. 15 pages) and presentation (approx. 30 minutes), weighted 3:1 Language of assessment: German and/or English			
Allocation of places			
10 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: each semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Master's degree (1 major) China Business and Economics (2016)			
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Bachelor's degree (1 major) Business Information Systems (2016)
 Bachelor's degree (1 major) Economathematics (2017)
 Master's degree (1 major) China Business and Economics (2019)
 Bachelor's degree (1 major) Business Information Systems (2019)
 Bachelor's degree (1 major) Business Management and Economics (2019)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)
 Bachelor's degree (1 major) Business Information Systems (2020)
 Master's degree (1 major) China Business and Economics (2021)
 Bachelor's degree (1 major) Business Information Systems (2021)
 Bachelor's degree (1 major) Economathematics (2021)
 Bachelor's degree (1 major) Business Management and Economics (2021)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)
 Bachelor's degree (1 major) Economathematics (2022)
 exchange program Business Management and Economics (2022)
 Bachelor's degree (1 major) Business Information Systems (2023)
 Bachelor's degree (1 major) Economathematics (2023)
 Bachelor's degree (1 major) Business Management and Economics (2023)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title			Abbreviation
Applied Regional and Urban Economics			12-ARS-152-m01
Module coordinator		Module offered by	
holder of the Chair of Industrial Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
I A brief revision of econometrics: OLS and fixed effects regression II Geographical agglomeration of economic activity III Firm heterogeneity and the exporter wage premium IV A brief revision of econometrics: Instrumental variables regression V German local labour markets and "the Rise of the East"			
Intended learning outcomes			
<p>This course focuses on the empirical analysis of current topics in international and regional economics. After reviewing some theoretical background and empirical methods, students learn to comprehend empirical studies, recognize possible pitfalls and conduct their own analyses using statistical software packages and authentic datasets. A strong focus is put on the identification of causal effects. Students should already have basic knowledge in econometric analysis and international trade theory.</p> <p>The lecture starts with a revision of basic empirical methods. The first application is to analyse if and why (and to what magnitude) firms benefit from being located in agglomerations such as the Silicon Valley. Next, we analyse the role of firms in international trade. What distinguishes exporters from non-exporters and are employees of exporters better off? Returning to a regional perspective, we then discuss several recent research papers on the adjustment of local labor markets to increasing trade with China and Eastern Europe.</p> <p>In a complementary lab tutorial (Übung) students learn to conduct empirical analyses by themselves. In hands-on exercises, they first practice how to obtain and prepare datasets and how to use summary statistics to find general patterns in the data. We then apply our theoretical knowledge from the lecture to devise empirical strategies and to interpret our results.</p>			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 10 pages) including empirical analysis prepared by candidates Language of assessment: German and/or English			
Allocation of places			
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Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: summer semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			

Master's with 1 major China Business and Economics (2021)

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Bachelor's degree (1 major) Business Management and Economics (2015)
 Bachelor's degree (1 major) Econometrics (2015)
 Bachelor's degree (1 major) Business Information Systems (2015)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)
 Master's degree (1 major) China Business and Economics (2016)
 Bachelor's degree (1 major) Business Information Systems (2016)
 Bachelor's degree (1 major) Econometrics (2017)
 Master's degree (1 major) China Business and Economics (2019)
 Bachelor's degree (1 major) Business Information Systems (2019)
 Bachelor's degree (1 major) Business Management and Economics (2019)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)
 Bachelor's degree (1 major) Business Information Systems (2020)
 Master's degree (1 major) China Business and Economics (2021)
 Bachelor's degree (1 major) Business Information Systems (2021)
 Bachelor's degree (1 major) Econometrics (2021)
 Bachelor's degree (1 major) Business Management and Economics (2021)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)
 Bachelor's degree (1 major) Econometrics (2022)
 Bachelor's degree (1 major) Business Information Systems (2023)
 Bachelor's degree (1 major) Econometrics (2023)
 Bachelor's degree (1 major) Business Management and Economics (2023)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title		Abbreviation
Labour Economics		12-A&S-F-212-m01
Module coordinator		Module offered by
holder of the Junior Professorship of Microeconomics, esp. Economics of Digitization		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>Description: This course offers an introduction to labour economics and social policy.</p> <p>Outline of syllabus: 1. Worlds of welfare capitalism 2. Labour economics 3. Social policy</p> <p>Basic reading: Sapir, A. (2005): Globalisation and the Reform of the European Social Models, Brussels. Franz, W. (2009): Arbeitsmarktökonomik, 7th edition. Wagner, T./Jahn, E.J. (2004): Neue Arbeitsmarkttheorien, 2nd edition. Ehrenberg, R.G./Smith, R.S. (1996): Modern Labor Economics, 6th edition. Breyer, F./Buchholz, W. (2009): Ökonomie des Sozialstaats, 2nd edition. Lampert, H./Althammer, J. (2004): Lehrbuch der Sozialpolitik, 7th edition.</p>		
Intended learning outcomes		
<p>The students analyze the function of the labor market and get an impression of relevant aspects in social policy. The students are able to illustrate the underlying theoretical models, can interpret them economically and apply to the current situation.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>V (2) + Ü (2) Module taught in: German and/or English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 minutes) or b) portfolio (approx. 20 pages) Language of assessment: German and/or English</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in

Master's degree (1 major) China Business and Economics (2021)
 Bachelor's degree (1 major) Business Information Systems (2021)
 Bachelor's degree (1 major) Econometrics (2021)
 Bachelor's degree (1 major) Business Management and Economics (2021)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)
 Bachelor's degree (1 major) Econometrics (2022)
 exchange program Business Management and Economics (2022)
 Bachelor's degree (1 major) Business Information Systems (2023)
 Bachelor's degree (1 major) Econometrics (2023)
 Bachelor's degree (1 major) Business Management and Economics (2023)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title		Abbreviation
Seminar: Labour Economics		12-LES-211-m01
Module coordinator		Module offered by
holder of the Chair of Labour Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>This course provides an introduction into modern labor economics. The lecture will cover the following three core topics:</p> <p>I. Structure of the labor market</p> <ol style="list-style-type: none"> 1. Labor supply 2. Labor demand 3. Labor market equilibrium <p>The objective of this part is to provide an understanding of the determinants of labor supply and labor demand and how they match and finally reach an equilibrium. This also implies studying the design and effects of policy interventions in order to combat inefficiencies.</p> <p>II. Wage formation</p> <ol style="list-style-type: none"> 4. Human capital formation 5. Compensating wage differentials 6. Discrimination 7. Wage structure and inequality <p>The objective of the second part to investigate the different determinants of wages and to understand the reasons (justified or unjustified) why some people earn more than others.</p> <p>III. Unemployment</p> <p>The third and last part of the lecture deals with one of the biggest challenges to policy makers: unemployment.</p>		
Intended learning outcomes		
<p>Participants will be familiarized with the core theoretical models of modern labor economics and the basic methods of modern empirical labor economics. As such the course will be divided into two parts: the lecture where the theory is taught as well as the exercise class which are „hands on“ sessions in order to be able to conduct an economic analysis both theoretically as well as empirically.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>S (2)</p> <p>Module taught in: German and/or English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>Term paper (approx. 15 pages) and presentation (approx. 15 minutes), weighted 3:2</p> <p>Language of assessment: German and/or English</p>		
Allocation of places		
--		
Additional information		
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Master's with 1 major China Business and Economics (2021)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 231 / 555

Workload
150 h
Teaching cycle
Teaching cycle: after announcement
Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module appears in
<p>Bachelor's degree (1 major) Economathematics (2015)</p> <p>Bachelor's degree (1 major) Economathematics (2017)</p> <p>Master's degree (1 major) China Business and Economics (2021)</p> <p>Bachelor's degree (1 major) Business Information Systems (2021)</p> <p>Bachelor's degree (1 major) Economathematics (2021)</p> <p>Bachelor's degree (1 major) Business Management and Economics (2021)</p> <p>Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)</p> <p>Bachelor's degree (1 major) Economathematics (2022)</p> <p>exchange program Business Management and Economics (2022)</p> <p>Bachelor's degree (1 major) Business Information Systems (2023)</p> <p>Bachelor's degree (1 major) Economathematics (2023)</p> <p>Bachelor's degree (1 major) Business Management and Economics (2023)</p> <p>Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)</p>

Module title			Abbreviation
Economics of Information			12-IÖ-152-m01
Module coordinator		Module offered by	
holder of the Chair for Economics, Contract Theory and Information Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
<p>During the 1960/70s, microeconomic theory came to acknowledge that many (if not most) economic transactions are characterized by asymmetric distribution of information – i.e., at least one of the parties participating in a transaction usually is privy to information that the remaining parties do not have access to. This asymmetric distribution of information subsequently was recognized to be a major impediment for transactions to be economically efficient. Contract theory addresses the question how the inefficiencies arising from asymmetric distribution of information can best be mitigated by appropriate design of the contractual (or, more generally, institutional) framework that governs the transaction under consideration. This lecture covers the baseline models of “moral hazard” (i.e., situations where one party has private knowledge after a contract has been signed) and “adverse selection” (i.e., situations where one party has private knowledge before a contract is signed). As applications we will address questions discussed in organizational, personnel or industrial economics, such as incentive design within organizations or the design of labor law regulations and competition laws.</p> <p>Even though we will work with precise mathematical formalizations of the ideas that we want to think and talk about, this course requires little more than a solid understanding of basic differential calculus. More important than having a solid mathematical background is having a strong interest in formal economic analysis and fun with logical thinking and puzzle solving.</p> <p>The exposition is primarily based on the following textbook:</p> <ul style="list-style-type: none">• Laffont und Martimort (2002): "The Theory of Incentives"			
Intended learning outcomes			
<p>After completing the course students will be able to</p> <ul style="list-style-type: none">• explain essential findings of contract theory,• apply the involved methods to given stylized examples on their own,• interpret the properties of real-life contracts as the outcome of the interaction between two or more contracting parties in the presence of asymmetric information,• evaluate government interventions with regard to their effect on the efficiency properties of the interaction between the contracting parties.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
written examination (approx. 60 minutes)			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			

Teaching cycle

Teaching cycle: winter semester

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

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Module appears in

Bachelor's degree (1 major) Business Management and Economics (2015)
 Bachelor's degree (1 major) Economathematics (2015)
 Bachelor's degree (1 major) Business Information Systems (2015)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)
 Master's degree (1 major) China Business and Economics (2016)
 Bachelor's degree (1 major) Business Information Systems (2016)
 Bachelor's degree (1 major) Economathematics (2017)
 Master's degree (1 major) China Business and Economics (2019)
 Bachelor's degree (1 major) Business Information Systems (2019)
 Bachelor's degree (1 major) Business Management and Economics (2019)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)
 Bachelor's degree (1 major) Business Information Systems (2020)
 Master's degree (1 major) China Business and Economics (2021)
 Bachelor's degree (1 major) Business Information Systems (2021)
 Bachelor's degree (1 major) Economathematics (2021)
 Bachelor's degree (1 major) Business Management and Economics (2021)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)
 Bachelor's degree (1 major) Economathematics (2022)
 exchange program Business Management and Economics (2022)
 Bachelor's degree (1 major) Business Information Systems (2023)
 Bachelor's degree (1 major) Economathematics (2023)
 Bachelor's degree (1 major) Business Management and Economics (2023)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title			Abbreviation
Seminar: Decision Making and Incentive Design			12-IAO-212-m01
Module coordinator		Module offered by	
holder of the Chair for Economics, Contract Theory and Information Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
<p>This seminar covers the following special topics in organisational economics:</p> <ul style="list-style-type: none">• Hidden costs of control - theory and evidence• Reciprocity and incentives - experimental evidence• Task meaning, respect, and performance effects - experimental evidence• Leadership - theory and evidence			
Intended learning outcomes			
Drawing on current cutting-edge research, students are enabled to critically and independently 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 (2) Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
Term paper (approx. 10 pages) and presentation (approx. 20 minutes); (weighted 2:1) Language of assessment: German and/or English			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: each semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023)			
Master's with 1 major China Business and Economics (2021)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 235 / 555

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title		Abbreviation
Introduction to Business Journalism		12-EWJ-192-m01
Module coordinator		Module offered by
holder of the Professorship of Economic Journalism		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
The course provides a practical introduction to the functions and goals of business journalism and gives an initial overview of the subject area of journalism. The focus is on the following questions: What is communication? What are the special features of business journalism? How does one communicate complex economic-political contexts? What needs to be taken into account when providing information and conducting research? How are sources handled in journalism? How are journalistic products such as a report or news item or a report written? How does storytelling work? What is the most efficient way to disseminate journalistic products? What comprises the field of journalistic ethics?		
Intended learning outcomes		
Through practical exercises, students learn about different forms of presentation and gain insight into research techniques. After completing the "Introduction to Business Journalism" module, students are able to comprehend and evaluate the work of journalists and likewise write journalistic products independently.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
Portfolio (approx. 20 pages) Language of assessment: German and/or English		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)		
Master's with 1 major China Business and Economics (2021)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 237 / 555

Bachelor's degree (1 major) Business Information Systems (2020)
 Master's degree (1 major) China Business and Economics (2021)
 Bachelor's degree (1 major) Business Information Systems (2021)
 Bachelor's degree (1 major) Economathematics (2021)
 Bachelor's degree (1 major) Business Management and Economics (2021)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)
 Bachelor's degree (1 major) Economathematics (2022)
 exchange program Business Management and Economics (2022)
 Bachelor's degree (1 major) Business Information Systems (2023)
 Bachelor's degree (1 major) Economathematics (2023)
 Bachelor's degree (1 major) Business Management and Economics (2023)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title			Abbreviation
Crossmedia Storytelling in Business Communication			12-CWK-192-m01
Module coordinator		Module offered by	
holder of the Professorship of Economic Journalism		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
Online and cross-media journalism takes into account the current media convergence. This seminar focuses on the individual elements and phases of production for the website, Facebook, Instagram, Twitter, and Tiktok against the background of current trends and developments. In addition, the seminar covers current trends in journalism. In addition to content-related topics, the focus is also on new methods (e.g. of storytelling), as well as technical developments.			
Intended learning outcomes			
After successful completion, students will be able to name the individual phases of online and cross-media journalism and carry them out on sample projects, explain and go through the individual production stages, use methods and tools for the individual steps.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
Portfolio (approx. 20 pages) Language of assessment: German and/or English			
Allocation of places			
20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: each semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Bachelor's degree (1 major) Business Information Systems (2019)			
Master's with 1 major China Business and Economics (2021)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 239 / 555

Bachelor's degree (1 major) Business Management and Economics (2019)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)
 Bachelor's degree (1 major) Business Information Systems (2020)
 Master's degree (1 major) China Business and Economics (2021)
 Bachelor's degree (1 major) Business Information Systems (2021)
 Bachelor's degree (1 major) Economathematics (2021)
 Bachelor's degree (1 major) Business Management and Economics (2021)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)
 Bachelor's degree (1 major) Economathematics (2022)
 exchange program Business Management and Economics (2022)
 Bachelor's degree (1 major) Business Information Systems (2023)
 Bachelor's degree (1 major) Economathematics (2023)
 Bachelor's degree (1 major) Business Management and Economics (2023)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title			Abbreviation
Seminar: Business Journalism and Business Communication			12-WUW-211-m01
Module coordinator		Module offered by	
holder of the Professorship of Economic Journalism		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
This seminar is offered as a preparatory seminar for the bachelor thesis. Basic scientific knowledge is taught. The focus is on the goal of independently preparing a well-founded scientific thesis. For this purpose, the individual steps from the generation of a research question to the actual survey are explained. In addition, an overview of scientific writing is provided.			
Intended learning outcomes			
Upon completion of the seminar, students will be able to independently prepare a scientific paper. <ul style="list-style-type: none">• Consolidation of the learned and, if necessary, application of further techniques of scientific work• Preparation, presentation, and defense of a scientific paper• Examination of the working papers of other seminar participants• Preparation for the Bachelor and Master Thesis			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
term paper (10 to 15 pages) and presentation (approx. 15 minutes); (weighted 1:1) Language of assessment: German and/or English			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: each semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020)			
Master's with 1 major China Business and Economics (2021)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	
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Master's degree (1 major) China Business and Economics (2021)
 Bachelor's degree (1 major) Business Information Systems (2021)
 Bachelor's degree (1 major) Econometrics (2021)
 Bachelor's degree (1 major) Business Management and Economics (2021)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)
 Bachelor's degree (1 major) Econometrics (2022)
 Bachelor's degree (1 major) Business Information Systems (2023)
 Bachelor's degree (1 major) Econometrics (2023)
 Bachelor's degree (1 major) Business Management and Economics (2023)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title		Abbreviation
Managerial Practice Lectures		12-VGP-192-m01
Module coordinator		Module offered by
holder of the Professorship of Economic Journalism		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>In this lecture, we invite board members of publicly listed companies, SMEs and Startups to discuss contemporary challenges of corporate management.</p> <p>Students gain sustainable insights into current management practices, challenges of corporate management in various industries, and discuss pressing managerial issues with C-level executives. In individual and group assignments, students are required to connect management theories with the managerial challenges of the speakers.</p> <p>Managers of the different companies are required to address the following questions that will foster a detailed discussion at the end of each lecture:</p> <ul style="list-style-type: none"> - What are the current challenges facing your company? - Which strategies do you employ to respond to these challenges? - How have leadership concepts and approaches changed in your company? 		
Intended learning outcomes		
<p>After participating in this module, students should be able to combine theoretical approaches with current challenges in management. The students obtain a realistic insight into a cross-section of the German economy. Through discussions reports and group presentations students' social skills are trained in addition to professional skills.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>Portfolio (approx. 20 pages)</p> <p>Language of assessment: German and/or English</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Bachelor's degree (1 major) Business Management and Economics (2015)		
Master's with 1 major China Business and Economics (2021)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 243 / 555

Bachelor's degree (1 major) Economathematics (2015)
 Bachelor's degree (1 major) Business Information Systems (2015)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)
 Bachelor's degree (1 major) Business Information Systems (2016)
 Bachelor's degree (1 major) Economathematics (2017)
 Bachelor's degree (1 major) Business Information Systems (2019)
 Bachelor's degree (1 major) Business Management and Economics (2019)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)
 Bachelor's degree (1 major) Business Information Systems (2020)
 Master's degree (1 major) China Business and Economics (2021)
 Bachelor's degree (1 major) Business Information Systems (2021)
 Bachelor's degree (1 major) Economathematics (2021)
 Bachelor's degree (1 major) Business Management and Economics (2021)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)
 Bachelor's degree (1 major) Economathematics (2022)
 exchange program Business Management and Economics (2022)
 Bachelor's degree (1 major) Business Information Systems (2023)
 Bachelor's degree (1 major) Economathematics (2023)
 Bachelor's degree (1 major) Business Management and Economics (2023)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title		Abbreviation
Economist Practice Lectures		12-VWP-211-m01
Module coordinator		Module offered by
holder of the Senior Professorship for Economics, Money and International Economic Relations		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>The content of the seminar is the active participation in as well as the follow-up of the lectures of economists from different national and international fields of activity, which are organized for the event.</p> <p>The invitation of speakers from practice strengthens the practical orientation of the scientifically founded and at the same time internationally oriented education at the faculty of economics of the University of Würzburg.</p> <p>In this way, students will gain lasting insights into the fields of activity of economists, gain an insight into practical activities, discuss these with high-ranking economists and combine them with theoretical economic knowledge gained during their studies.</p>		
Intended learning outcomes		
<p>By participating in the seminar, Master's students of the faculty of economics and business administration should get to know the different fields of activity of economists and the questions that determine the daily work of the speakers in the course of the lectures.</p> <p>In addition, the participants of the seminar will have the opportunity to apply the knowledge of economics they have acquired during their studies. For this purpose, in addition to a discussion with the speakers following the respective lecture, a debating workshop is offered to the participants of the seminar, in which the students are to learn economic argumentation and debate management. The learned contents and competencies will be tested at the end of the semester.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) oral examination (approx. 30 minutes) or b) term paper (approx. 10 pages) and presentation (approx. 15 minutes); (weighted 2:1) or c) written examination (approx. 60 minutes) Language of assessment: German and/or English</p>		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		

Bachelor's degree (1 major) Business Management and Economics (2015)
 Bachelor's degree (1 major) Econometrics (2015)
 Bachelor's degree (1 major) Business Information Systems (2015)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)
 Bachelor's degree (1 major) Business Information Systems (2016)
 Bachelor's degree (1 major) Econometrics (2017)
 Bachelor's degree (1 major) Business Information Systems (2019)
 Bachelor's degree (1 major) Business Management and Economics (2019)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)
 Bachelor's degree (1 major) Business Information Systems (2020)
 Master's degree (1 major) China Business and Economics (2021)
 Bachelor's degree (1 major) Business Information Systems (2021)
 Bachelor's degree (1 major) Econometrics (2021)
 Bachelor's degree (1 major) Business Management and Economics (2021)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)
 Bachelor's degree (1 major) Econometrics (2022)
 Bachelor's degree (1 major) Business Information Systems (2023)
 Bachelor's degree (1 major) Econometrics (2023)
 Bachelor's degree (1 major) Business Management and Economics (2023)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title			Abbreviation
Challenges of China's Economic Rise			12-CCER-212-m01
Module coordinator		Module offered by	
holder of the Chair of China Business and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
<p>This course will be taught in English. Over the last 30 years, China has experienced an unprecedented economic growth period. This economic success is awesome and challenging at the same time. Within this seminar we take a look at a selection of challenges resulting from China's economic rise. We look into challenges arising within China, but also into selected international ones. We approach the challenges by first looking at how they have been discussed in Western media. Starting from there we look 'behind the curtain' to analyse the topics and debates more in-depth in the context of China's economic rise and relevant economic theories. To attend this class you do not need ex ante knowledge about China. You should, however, be willing to read texts, also academic texts, in English language. Apart from reading, participants of the seminar are expected to prepare inputs for the seminar and to participate in class discussion. The seminar ends with a written examination.</p>			
Intended learning outcomes			
<p>Students of the seminar gain knowledge about China and its global relevance. In addition they learn how the experiences of an emerging markets at times defy mainstream economic theory.</p>			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
<p>a) written examination (approx. 60 minutes) or b) term paper (approx. 15 to 20 pages) and presentation (approx. 10 to 15 minutes), (weighted 2:1)</p>			
Allocation of places			
<p>20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.</p>			
Additional information			
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Workload			
150 h			
Teaching cycle			
Teaching cycle: summer semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
<p>Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022)</p>			
Master's with 1 major China Business and Economics (2021)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 247 / 555

exchange program Business Management and Economics (2022)
Bachelor's degree (1 major) Business Information Systems (2023)
Bachelor's degree (1 major) Econometrics (2023)
Bachelor's degree (1 major) Business Management and Economics (2023)
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title		Abbreviation
Labour & Society 1		12-A&G-1-212-m01
Module coordinator		Module offered by
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none"> • courses taken at other German or non-German universities • additional courses offered on a short-term basis • courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions) <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>		
Intended learning outcomes		
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 minutes) or b) term paper (10 to 15 pages) and presentation (approx. 20 minutes); (weighted 2:1) or c) oral examination (approx. 20 minutes) Language of assessment: German and/or English</p>		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: no courses offered		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
<p>Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Management and Economics (2021)</p>		

Module title			Abbreviation
Labour & Society 2			12-A&G-2-212-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none">• courses taken at other German or non-German universities• additional courses offered on a short-term basis• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions) <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>			
Intended learning outcomes			
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
<p>a) written examination (approx. 60 minutes) or</p> <p>b) term paper (10 to 15 pages) and presentation (approx. 20 minutes); (weighted 2:1) or</p> <p>c) oral examination (approx. 20 minutes)</p> <p>Language of assessment: German and/or English</p>			
Allocation of places			
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Additional information			
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Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) China Business and Economics (2021)			
Bachelor's degree (1 major) Business Management and Economics (2021)			

Module title		Abbreviation
Labour & Society 3		12-A&G-3-212-m01
Module coordinator		Module offered by
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none"> • courses taken at other German or non-German universities • additional courses offered on a short-term basis • courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions) <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>		
Intended learning outcomes		
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 minutes) or</p> <p>b) term paper (10 to 15 pages) and presentation (approx. 20 minutes); (weighted 2:1) or</p> <p>c) oral examination (approx. 20 minutes)</p> <p>Language of assessment: German and/or English</p>		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: no courses offered		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) China Business and Economics (2021)		
Bachelor's degree (1 major) Business Management and Economics (2021)		

Module title			Abbreviation
Labour & Society 4			12-A&G-4-212-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none">• courses taken at other German or non-German universities• additional courses offered on a short-term basis• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions) <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>			
Intended learning outcomes			
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
<p>a) written examination (approx. 60 minutes) or</p> <p>b) term paper (10 to 15 pages) and presentation (approx. 20 minutes); (weighted 2:1) or</p> <p>c) oral examination (approx. 20 minutes)</p> <p>Language of assessment: German and/or English</p>			
Allocation of places			
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Additional information			
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Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) China Business and Economics (2021)			
Bachelor's degree (1 major) Business Management and Economics (2021)			

Economic Sciences 2

(25 ECTS credits)

Module title		Abbreviation
Analytical Information Systems		12-BI-192-m01
Module coordinator		Module offered by
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The course provides an overview of the structure and applications of analytical information systems. A special focus is on individual quantitative methods of data analysis. On the one hand, methods from the areas of data preparation and data manipulation as well as their practical application are introduced. On the other hand, an introduction to methods and the application of machine learning methods for predictive analytics, in particular neural networks and deep learning, is given.		
Intended learning outcomes		
<p>The module provides students with knowledge of:</p> <ul style="list-style-type: none"> • Data Manipulation • Data Engineering • Descriptive Analytics • Predictive Analytics and Data Mining • Supervised Learning • Unsupervised Learning • Neural Networks and Deep Learning • Text Mining • Big Data Technologies 		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>written examination (approx. 60 minutes) Language of assessment: German and/or English creditable for bonus</p>		
Allocation of places		
<p>40 places. WM1: Should the number of applications exceed the number of available places, places will be allocated as follows: 1) Master's students of Information Systems will be given preferential consideration. (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.</p>		
Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		

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

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Module appears in

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

Module title			Abbreviation
Business Software 1: IS-based Enterprise Management			12-GPU-192-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Business Information Systems		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>The module offers a comprehensive insight into the world of Enterprise Resource Planning (ERP) systems. ERP systems are central building blocks in modern business management and play a crucial role in the integration of business processes, data management and decision-making. This module is divided into three sections, each of which focuses on practical applications and examples in addition to theory.</p> <p>Section 1: ERP selection process with application examples of two ERP systems The first part of the module is dedicated to the complex process of selecting a suitable ERP system for a company. Students are familiarized with proven methods and tools that are used in the evaluation of ERP systems. Using case studies, students compare two different ERP systems and apply the selection process in a real-life environment.</p> <p>Section 2: Low-code and no-code systems with application examples In this part, students are familiarized with low-code and no-code platforms that enable the efficient development of individual ERP applications. The focus is on dealing with a specific software solution from a leading company in this field. Students learn the basics of these platforms and create their own applications in order to experience the advantages of low-code and no-code approaches in practice.</p> <p>Section 3: Customizing ERP software using the example of SAP S/4HANA In the final part, students learn the basics of customizing ERP software. The focus is on the world's leading ERP system SAP S/4HANA. Students are enabled to adapt SAP S/4HANA to the specific requirements of a company. Practical exercises and case studies enable students to apply customizing techniques in real-life scenarios.</p> <p>In addition to the theoretical information presented in the lecture, the exercises offer the opportunity to access the ERP systems and deal with the respective software in a practical way by means of extensive case studies.</p>			
Intended learning outcomes			
<p>The "Business Software 1: Management and Implementation of Information Systems" module aims to achieve the following learning outcomes:</p> <ol style="list-style-type: none">1. ERP Systems - Overview and Differentiation: Students gain a comprehensive understanding of various ERP systems, their architectures, and philosophies.2. Integration of Business Processes: Participants learn how ERP systems map and optimize business operations.3. Selection and Customizing of ERP Systems: Students develop skills to evaluate, select, and adapt ERP systems to meet business needs.4. Implementation of Business Processes: Students gain practical experience in independently implementing business processes in ERP and low-code/no-code platforms, and learn practical ERP customizing.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) Written examination (approx. 60 minutes) or			

b) oral examination (one candidate each: approx. 10 to 15 minutes, groups of 2: approx. 20 minutes, groups of 3: approx. 30 minutes) or
c) Term paper (approx. 15 to 20 pages) or
Language of assessment: German and/or English
Assessment offered: Once a year, winter semester
creditable for bonus

Allocation of places

20 places.
Should the number of applications exceed the number of available places, places will be allocated as follows:
(1) Master's students of Information Systems will be given preferential consideration.
(2) The remaining places will be allocated to students of other subjects.
(3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.

Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: winter semester

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

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Module appears in

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

Module title			Abbreviation
Information Processing within Organizations			12-IV-161-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>This module lays the foundation for understanding business informatics and explores various aspects of the field. It covers different application areas of business information systems, the latest technologies, and their integration into existing structures.</p> <p>Content:</p> <ul style="list-style-type: none">• Integration into information systems• Change and project management, requirements engineering• Data storage, processing, and structures• Business logic, algorithms, optimization, system architecture, microservices, virtualization• Internal vs. external integration, technical interfaces• Cloud, operational models, platforms, distributed ledger technology• Data and IT security• Process/task mining, hyperautomation, business intelligence, machine learning			
Intended learning outcomes			
<p>The "Information Processing within Organizations" module aims to achieve the following learning outcomes:</p> <ol style="list-style-type: none">1. Knowledge of Information Systems: Students understand and apply core concepts such as data processing and system architecture, can integrate new technologies into systems, and develop practical applications.2. Analysis of Business Processes: They recognize and analyze business information systems, model business processes, and optimize system landscapes using ERP systems and project management methods.3. Development of Business Solutions: Students use their knowledge of modern technologies and business intelligence to develop integrative business solutions and solve operational challenges.4. Evaluation of Technology Trends: They have a deep understanding of IT security and modern technologies, critically assess technology trends, and lead their implementation in business contexts.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
<p>written examination (approx. 60 minutes)</p> <p>Language of assessment: German and/or English</p> <p>creditable for bonus</p>			
Allocation of places			
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Additional information			
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Workload			
150 h			
Teaching cycle			
Teaching cycle: winter semester			

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

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Module appears in

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

Module title			Abbreviation
Employment Law			12-M-AFW-161-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
2 semester	graduate	--	
Contents			
Contents: employment and labour law and works constitution law incl. collective agreement law			
Employment and Labour law			
Legal sources of employment and labour law			
Definitions, employment and labour law, employees			
The employment contract			
<ul style="list-style-type: none">• Job application, permissible and impermissible questions in job interviews, consequences of lying, contesting the employment contract• General Equal Treatment Act, claims for damages by applicants• Conclusion of an employment contract, form, evidence under the Law of Proof of Substantial Conditions Applicable to the Employment Relationship• Contents of the employment contract, company practice, overall commitment, reservation of the right of voluntariness and revocation• General terms and conditions of business and control of terms and conditions of employment, invalid clauses and their consequences• Limitation of the term of the employment contract, fixed term employment contracts			
Rights and duties arising from the employment relationship			
<ul style="list-style-type: none">• Primary and secondary duties• Employer's right to issue instructions, permissible and impermissible instructions• Sickness, obligations to report and provide evidence under the Continued Remuneration Act• Secondary employment, prohibition of competition, duty of confidentiality, occupational health and safety• Granting of holiday leave• Continued payment of wages in the event of illness, restrictions			
Severe disability, special rights and protection against dismissal			
Working hours and the Working Hours Act			
The warning, formal and material requirements, consequences			
Termination of employment			
<ul style="list-style-type: none">• Termination agreement• Termination of employment• Formal requirements• Ordinary and extraordinary termination by the employer• Behavioral termination• Person-related (illness-related) dismissal			
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- Dismissal for operational reasons
- Special protection against dismissal

Works constitution law incl. collective bargaining law

Legal sources of works constitution law

Definitions, company, works council, employee

The works council and its role

- Works council elections
- Start, end, duration of term of office
- Legal status of members, honorary office, leave of absence, special protection against dismissal
- Entitlement for training, works council costs
- Works meetings
- General works council, group works council, youth/apprentice representation

Material co-determination of the works council, participation

- Information rights (access to gross pay roll, expert advice)
- Consultation rights (consultation before each dismissal, right to object)
- Consultation rights (involvement of the economic committee, changes in operations)

Co-determination in the narrower sense

- Rights of consent and objection (staff questionnaire, selection guidelines, recruitment, transfers)
- Refusal of consent, legal proceedings Substitution of consent

Co-determination rights

- Enforceable co-determination, conciliation board, composition, procedure, decision
- Mandatory co-determination rights of works council, e.g. regarding
- Conduct of the workplace (smoking and alcohol bans, formalized sick leave talks, occupational integration management)
- Working hours, breaks, shift and flexi-time models, overtime, short-time work
- Holidays, company holidays
- Technical equipment for monitoring (time recording, access systems, video surveillance, telephone and internet use, skills database)
- Occupational health and safety
- Social facilities (canteen, company kindergarten)
- Company wage structure, remuneration (piece rates, bonuses)
- Company changes, reconciliation of interests and social plan

Collective bargaining law

Definition, contractual and normative part, legal effect

Application of collective agreements, parties of collective agreements

Dynamic and static clauses referring to a collective agreement

Collective agreement and company agreements, blocking effect of collective agreement

Collective arbitration board in cases of compulsory works council co-determination

Intended learning outcomes

At the end of this course, students will have the following competences:

Students gain solid basic knowledge of employment and labour law, the works council and its tasks and an overview of collective agreement law. At the same time, methodically and substantively sound legal knowledge is conveyed and practical relevance is established with case studies and current case law.

By working on an exam in the form of a legal opinion, the students are taught to solve a demanding legal issue with legal problems in a given time. Within a narrow thematic field and a time-limited framework, they are able to work on a legal issue in a well-founded and largely independent manner.

Within the framework of the term paper on a judgement of the Federal Labour Court, the students deal with a concrete case and the case law of the highest German labour court. They are familiarised with the methods of legal work and are enabled to work independently in a problem-solving manner. In addition to understanding the facts of the case and the legal problems, they will focus primarily on the consequences of the judgement for their practice. Here, the legal knowledge imparted will be implemented with a practical approach and the opportunity to creatively develop their own recommendations on how to deal with the judgement. In addition, the students present the case and their own conclusions for practice. In the group discussion, the other students have the opportunity to gather further knowledge and actively participate in the exchange of opinions on current judgements and case law.

The knowledge imparted is relevant for a wide range of professional fields of activity and is especially valuable for students who will work in the field of human resources or are interested in the field of employee management.

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

S (2)

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

[a] written examination (approx. 120 minutes) and b) talk (approx. 30 minutes), weighted 3:2] or
[a] written examination (approx. 120 minutes) and c) presentation (approx. 15 minutes) and d) written elaboration of presentation (approx. 10 pages), weighted 3:1:1]

Allocation of places

30 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: each semester

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

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Module appears in

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

Master's degree (1 major) Econometrics (2021)
Master's degree (1 major) Management (2022)
Master's degree (1 major) Econometrics (2022)
exchange program Business Management and Economics (2022)

Module title			Abbreviation
Advanced Microeconomics			12-M-AM-182-mo1
Module coordinator		Module offered by	
holder of the Chair for Economics, Contract Theory and Information Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>In a nutshell, microeconomic theory considers the behavior of individual economic agents and builds from this foundation to a theory of aggregate economic outcomes, which then can be applied for conducting welfare analysis and giving policy advice. This lecture addresses the core building block of this thought complex: individual decision making and behavior. Specifically, students will come to understand in detail the standard models of riskless consumer choice, choice under risk and intertemporal choice and learn about the empirical challenges and limitations of these models.</p> <p>Throughout the lecture, we will work with precise mathematical formalizations of the ideas that we want to think and talk about. In consequence, a solid understanding of the mathematical toolbox of standard microeconomics (e.g., differential calculus and constrained optimization; basic set theory; integration by parts) will be helpful as it will allow to focus on the underlying economic intuition. However, every required mathematical concept will be introduced and explained along the way, such that a strong interest in formal economic analysis is more important than an advanced mathematical background.</p> <p>The exposition is primarily based on the standard graduate textbooks</p> <ul style="list-style-type: none">• Mas-Colell, Whinston and Green (1995): “Microeconomic Theory”• Jehle and Reny (2001): “Advanced Microeconomic Theory”			
Intended learning outcomes			
<p>After completing the course students will be able to</p> <ul style="list-style-type: none">• explain essential findings of microeconomic theory,• apply the involved methods to given stylized examples on their own,• recognize in which real life situations and how the results can be applied.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
<p>a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: English creditable for bonus</p>			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			

Teaching cycle

Teaching cycle: summer semester

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

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Module appears in

Master's degree (1 major) Management (2018)
Master's degree (1 major) International Economic Policy (2018)
Master's degree (1 major) China Business and Economics (2019)
Master's degree (1 major) China Language and Economy (2019)
Master's degree (1 major) Information Systems (2019)
Master's degree (1 major) China Business and Economics (2021)
Master's degree (1 major) China Language and Economy (2021)
Master's degree (1 major) Economathematics (2021)
Master's degree (1 major) Information Systems (2022)
Master's degree (1 major) International Economic Policy (2022)
Master's degree (1 major) Management (2022)
Master's degree (1 major) Economathematics (2022)
exchange program Business Management and Economics (2022)
Master's degree (1 major) Management (2024)
Master's degree (1 major) International Economic Policy (2024)
Master's degree (1 major) Economathematics (2024)
Master's degree (1 major) International Economic Policy (2025)
Master's degree (1 major) Management (2025)
Master's degree (1 major) China Business and Economics (2025)
Master's degree (1 major) China Language and Economy (2025)
Master's degree (1 major) Economathematics (2025)

Module title			Abbreviation
Incentives in Organizations			12-M-AO-182-m01
Module coordinator		Module offered by	
holder of the Chair for Human Resource Management and Organisation		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>Based on the classical principal-agent theory, this course discusses methodological and empirical aspects of incentives in organisations. It uses contents from advanced text books and original (mainly empirical) research articles.</p> <p>Outline of syllabus</p> <ol style="list-style-type: none">1. Principal-agent theory2. Do top managers earn too much? (application)3. Performance-based payment4. Implementation of performance-based payment in companies (application)5. Seniority payment (with application)6. Financial incentives to work after retirement (with application)7. Efficiency wages (with case study)8. Team incentives (with case study)			
Intended learning outcomes			
Students acquire a working knowledge of key incentive models models, selected empirical applications and the necessary econometric background. This enables them to identify the advantages and disadvantages of different incentive systems that are applied in the enterprise context, to make informed management analyses and to critically evaluate current controversies and developments as well as to conduct their own research.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Master's with 1 major China Business and Economics (2021)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 266 / 555

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

Module title			Abbreviation
Advanced Operations & Logistics Management			12-M-AOLM-182-mo1
Module coordinator		Module offered by	
holder of the Chair of Logistics and Quantitative Methods		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
The course "Advanced Operations & Logistics Management" acquaints students with advanced methods for the planning of integrated production and logistics systems and demonstrates the application of these with the help of multiple case studies.			
Intended learning outcomes			
After completing this course students can (i) analyze and evaluate integrated production and logistics systems; (ii) develop and apply appropriate methods to plan complex production and logistics systems; (iii) evaluate the consequences of uncertainties in processes, and (iv) apply concepts and methods to plan uncertainties processes.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 to 20 pages) Language of assessment: English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: summer semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) Information Systems (2022)			
Master's with 1 major China Business and Economics (2021)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 268 / 555

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

Module title			Abbreviation
Project: Selected Topics in Business Management and Economics I			12-M-APS-182-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
10	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none">• courses taken at other German or non-German universities• additional courses offered on a short-term basis• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions) <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>			
Intended learning outcomes			
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
<p>term paper (approx. 20 pages) and presentation (approx. 20 minutes), weighted 2:1</p> <p>Language of assessment: German and/or English</p> <p>Assessment offered: In the semester in which the course is offered</p> <p>creditable for bonus</p>			
Allocation of places			
<p>15 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.</p>			
Additional information			
--			
Workload			
300 h			
Teaching cycle			
Teaching cycle: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
<p>Master's degree (1 major) Management (2018)</p> <p>Master's degree (1 major) International Economic Policy (2018)</p> <p>Master's degree (1 major) China Business and Economics (2019)</p> <p>Master's degree (1 major) China Language and Economy (2019)</p> <p>Master's degree (1 major) China Business and Economics (2021)</p> <p>Master's degree (1 major) China Language and Economy (2021)</p> <p>Master's degree (1 major) Economathematics (2021)</p> <p>Master's degree (1 major) International Economic Policy (2022)</p>			
Master's with 1 major China Business and Economics (2021)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	
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Master's degree (1 major) Management (2022)

Master's degree (1 major) Econometrics (2022)

Module title			Abbreviation
Project: Selected Topics in Business Management and Economics II			12-M-APS2-182-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
10	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none">• courses taken at other German or non-German universities• additional courses offered on a short-term basis• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions) <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>			
Intended learning outcomes			
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
<p>term paper (approx. 20 pages) and presentation (approx. 20 minutes), weighted 2:1</p> <p>Language of assessment: German and/or English</p> <p>Assessment offered: In the semester in which the course is offered</p> <p>creditable for bonus</p>			
Allocation of places			
<p>15 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.</p>			
Additional information			
--			
Workload			
300 h			
Teaching cycle			
Teaching cycle: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
<p>Master's degree (1 major) Management (2018)</p> <p>Master's degree (1 major) International Economic Policy (2018)</p> <p>Master's degree (1 major) China Business and Economics (2019)</p> <p>Master's degree (1 major) China Language and Economy (2019)</p> <p>Master's degree (1 major) China Business and Economics (2021)</p> <p>Master's degree (1 major) China Language and Economy (2021)</p> <p>Master's degree (1 major) Economathematics (2021)</p> <p>Master's degree (1 major) International Economic Policy (2022)</p>			
Master's with 1 major China Business and Economics (2021)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	
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Master's degree (1 major) Management (2022)

Master's degree (1 major) Econometrics (2022)

Module title			Abbreviation
Selected Topics in Business Management and Economics 1			12-M-APW1-161-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none">• courses taken at other German or non-German universities• additional courses offered on a short-term basis• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions) <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>			
Intended learning outcomes			
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
<p>a) written examination (approx. 60 to 90 minutes) or</p> <p>b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or</p> <p>c) term paper (approx. 15 to 20 pages) or presentation (approx. 30 to 45 minutes)</p> <p>Language of assessment: German and/or English</p> <p>Assessment offered: In the semester in which the course is offered</p> <p>creditable for bonus</p>			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
<p>Master's degree (1 major) Business Information Systems (2016)</p> <p>Master's degree (1 major) Business Management (2015)</p> <p>Master's degree (1 major) China Business and Economics (2016)</p> <p>Master's degree (1 major) International Economic Policy (2015)</p> <p>Master's degree (1 major) China Language and Economy (2016)</p> <p>Master's degree (1 major) Management (2018)</p> <p>Master's degree (1 major) International Economic Policy (2018)</p> <p>Master's degree (1 major) China Business and Economics (2019)</p> <p>Master's degree (1 major) China Language and Economy (2019)</p>			
Master's with 1 major China Business and Economics (2021)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	
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Master's degree (1 major) Information Systems (2019)
 Master's degree (1 major) China Business and Economics (2021)
 Master's degree (1 major) China Language and Economy (2021)
 Master's degree (1 major) Information Systems (2022)
 Master's degree (1 major) International Economic Policy (2022)
 Master's degree (1 major) Management (2022)
 Master's degree (1 major) Management (2024)
 Master's degree (1 major) Information Systems (2024)
 Master's degree (1 major) International Economic Policy (2024)
 Master's degree (1 major) Information Systems (2025)
 Master's degree (1 major) International Economic Policy (2025)
 Master's degree (1 major) Management (2025)
 Master's degree (1 major) China Business and Economics (2025)
 Master's degree (1 major) China Language and Economy (2025)

Module title			Abbreviation
Selected Topics in Business Management and Economics 2			12-M-APW2-161-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none">• courses taken at other German or non-German universities• additional courses offered on a short-term basis• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions) <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>			
Intended learning outcomes			
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
<p>a) written examination (approx. 60 to 90 minutes) or</p> <p>b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or</p> <p>c) term paper (approx. 15 to 20 pages) or</p> <p>d) presentation (approx. 30 to 45 minutes)</p> <p>Language of assessment: German and/or English</p> <p>Assessment offered: In the semester in which the course is offered</p> <p>creditable for bonus</p>			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
<p>Master's degree (1 major) Business Information Systems (2016)</p> <p>Master's degree (1 major) Business Management (2015)</p> <p>Master's degree (1 major) China Business and Economics (2016)</p> <p>Master's degree (1 major) International Economic Policy (2015)</p> <p>Master's degree (1 major) China Language and Economy (2016)</p> <p>Master's degree (1 major) Management (2018)</p> <p>Master's degree (1 major) International Economic Policy (2018)</p> <p>Master's degree (1 major) China Business and Economics (2019)</p>			
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Master's degree (1 major) China Language and Economy (2019)
 Master's degree (1 major) Information Systems (2019)
 Master's degree (1 major) China Business and Economics (2021)
 Master's degree (1 major) China Language and Economy (2021)
 Master's degree (1 major) Information Systems (2022)
 Master's degree (1 major) International Economic Policy (2022)
 Master's degree (1 major) Management (2022)
 Master's degree (1 major) Management (2024)
 Master's degree (1 major) Information Systems (2024)
 Master's degree (1 major) International Economic Policy (2024)
 Master's degree (1 major) Information Systems (2025)
 Master's degree (1 major) International Economic Policy (2025)
 Master's degree (1 major) Management (2025)
 Master's degree (1 major) China Business and Economics (2025)
 Master's degree (1 major) China Language and Economy (2025)

Module title			Abbreviation
Selected Topics in Business Management and Economics 3			12-M-APW3-161-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none">• courses taken at other German or non-German universities• additional courses offered on a short-term basis• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions) <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>			
Intended learning outcomes			
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
<p>a) written examination (approx. 60 to 90 minutes) or</p> <p>b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or</p> <p>c) term paper (approx. 15 to 20 pages) or</p> <p>d) presentation (approx. 30 to 45 minutes)</p> <p>Language of assessment: German and/or English</p> <p>Assessment offered: In the semester in which the course is offered</p> <p>creditable for bonus</p>			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
<p>Master's degree (1 major) Business Information Systems (2016)</p> <p>Master's degree (1 major) Business Management (2015)</p> <p>Master's degree (1 major) China Business and Economics (2016)</p> <p>Master's degree (1 major) International Economic Policy (2015)</p> <p>Master's degree (1 major) China Language and Economy (2016)</p> <p>Master's degree (1 major) Management (2018)</p> <p>Master's degree (1 major) International Economic Policy (2018)</p> <p>Master's degree (1 major) China Business and Economics (2019)</p>			
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Master's degree (1 major) China Language and Economy (2019)
 Master's degree (1 major) China Business and Economics (2021)
 Master's degree (1 major) China Language and Economy (2021)
 Master's degree (1 major) International Economic Policy (2022)
 Master's degree (1 major) Management (2022)
 Master's degree (1 major) Management (2024)
 Master's degree (1 major) Information Systems (2024)
 Master's degree (1 major) International Economic Policy (2024)
 Master's degree (1 major) Information Systems (2025)
 Master's degree (1 major) International Economic Policy (2025)
 Master's degree (1 major) Management (2025)
 Master's degree (1 major) China Business and Economics (2025)
 Master's degree (1 major) China Language and Economy (2025)

Module title			Abbreviation
Selected Topics in Business Management and Economics 4			12-M-APW4-161-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none">• courses taken at other German or non-German universities• additional courses offered on a short-term basis• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions) <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>			
Intended learning outcomes			
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
<p>a) written examination (approx. 60 to 90 minutes) or</p> <p>b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or</p> <p>c) term paper (approx. 15 to 20 pages) or</p> <p>d) presentation (approx. 30 to 45 minutes)</p> <p>Language of assessment: German and/or English</p> <p>Assessment offered: In the semester in which the course is offered</p> <p>creditable for bonus</p>			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
<p>Master's degree (1 major) Business Information Systems (2016)</p> <p>Master's degree (1 major) Business Management (2015)</p> <p>Master's degree (1 major) China Business and Economics (2016)</p> <p>Master's degree (1 major) International Economic Policy (2015)</p> <p>Master's degree (1 major) China Language and Economy (2016)</p> <p>Master's degree (1 major) Management (2018)</p> <p>Master's degree (1 major) International Economic Policy (2018)</p> <p>Master's degree (1 major) China Business and Economics (2019)</p>			
Master's with 1 major China Business and Economics (2021)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	
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Master's degree (1 major) China Language and Economy (2019)
 Master's degree (1 major) China Business and Economics (2021)
 Master's degree (1 major) China Language and Economy (2021)
 Master's degree (1 major) International Economic Policy (2022)
 Master's degree (1 major) Management (2022)
 Master's degree (1 major) Management (2024)
 Master's degree (1 major) Information Systems (2024)
 Master's degree (1 major) International Economic Policy (2024)
 Master's degree (1 major) Information Systems (2025)
 Master's degree (1 major) International Economic Policy (2025)
 Master's degree (1 major) Management (2025)
 Master's degree (1 major) China Business and Economics (2025)
 Master's degree (1 major) China Language and Economy (2025)

Module title		Abbreviation
Seminar: Strategic Incentive Design		12-M-ATC-182-m01
Module coordinator		Module offered by
holder of the Chair for Economics, Contract Theory and Information Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
This module covers varying classical or recent topics from microeconomics, usually with a focus on decision theory, contract theory or behavioral economics. As a solid understanding of the corresponding basics will be helpful, the course is intended in particular for advanced students who completed the classes "Advanced Microeconomics" and "Contract Theory".		
Intended learning outcomes		
After completing the course students will have gathered experience in <ul style="list-style-type: none"> • reading and understanding theoretical or experimental research articles, • critically analyzing and discussing the results of research articles, • relating the results of different research articles to each other, • conveying their insights both verbally and in writing in accordance with common scientific standards. 		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
term paper (15 to 20 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German and/or English		
Allocation of places		
15 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
Additional information		
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Workload		
300 h		
Teaching cycle		
Teaching cycle: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021)		
Master's with 1 major China Business and Economics (2021)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 282 / 555

exchange program Business Management and Economics (2022)

Module title			Abbreviation
Topics in International Economics			12-M-ATIÖ1-182-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<u>Content</u>			
Current topics in international economics and economic geography [e.g. Urbanization and Inequality; Tasks, Trade, and Cities; Outsourcing, Offshoring and Multinational Firms; Competition of Locations, Jurisdictions and Systems; Globalization and the Environment; Trade, Multinational Firms and Labor Markets; Triumph of the City]			
<u>Literature:</u>			
Peer-reviewed articles 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 (2)			
Course type: V and Ü might also be offered as a workshop			
Method of assessment (type, scope, 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) or c) portfolio (approx. 20 pages) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019)			
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Master's degree (1 major) China Business and Economics (2021)
Master's degree (1 major) China Language and Economy (2021)
Master's degree (1 major) Economathematics (2021)

Module title			Abbreviation
Topics in Business Information Systems 1			12-M-ATW1-161-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none">• courses taken at other German or non-German universities• additional courses offered on a short-term basis• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions) <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>			
Intended learning outcomes			
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Course type: alternatively S instead of V + Ü			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60 minutes) or b) presentation (15 to 20 minutes) and written elaboration (approx. 20 pages); (weighted 1:2) or c) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019)			
Master's with 1 major China Business and Economics (2021)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 286 / 555

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

Module title			Abbreviation
Topics in Business Information Systems 2			12-M-ATW2-161-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none">• courses taken at other German or non-German universities• additional courses offered on a short-term basis• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions) <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>			
Intended learning outcomes			
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Course type: alternatively S instead of V + Ü			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60 minutes) or b) presentation (15 to 20 minutes) and written elaboration (approx. 20 pages); (weighted 1:2) or c) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019)			
Master's with 1 major China Business and Economics (2021)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	
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Master's degree (1 major) Information Systems (2019)
 Master's degree (1 major) China Business and Economics (2021)
 Master's degree (1 major) China Language and Economy (2021)
 Master's degree (1 major) Information Systems (2022)
 Master's degree (1 major) International Economic Policy (2022)
 Master's degree (1 major) Management (2022)
 Master's degree (1 major) International Economic Policy (2024)

Module title			Abbreviation
Advanced Seminar: Selected Aspects of Managerial Accounting			12-M-AUAS-182-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management, Controlling and Accounting		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
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 by means of relevant topics in the field of managerial accounting.			
Intended learning outcomes			
After completion of the seminar, students will be able to answer complex questions from the field of managerial accounting at a scientific level. They are able to conduct scientific literature research in a targeted manner and understand its contents as well as apply further scientific methods to answer questions, integrate acquired results into scientific papers and, building on this, independently prepare presentations and lectures.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
term paper (15 to 20 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German and/or English Assessment offered: Once a year, summer semester creditable for bonus			
Allocation of places			
20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
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Workload			
300 h			
Teaching cycle			
Teaching cycle: each semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021)			
Master's with 1 major China Business and Economics (2021)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	
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Master's degree (1 major) International Economic Policy (2022)
Master's degree (1 major) Management (2022)
Master's degree (1 major) Econometrics (2022)
exchange program Business Management and Economics (2022)

Module title			Abbreviation
Selected Topics in Business Information Systems 1			12-M-AWI1-161-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none">• courses taken at other German or non-German universities• additional courses offered on a short-term basis• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions) <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>			
Intended learning outcomes			
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Course type: alternatively S instead of V + Ü			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) or c) presentation (15 to 20 minutes) and written elaboration (approx. 20 pages); (weighted 1:2) or d) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or e) entirely or partly computerised written examination (approx. 60 minutes) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018)			
Master's with 1 major China Business and Economics (2021)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 292 / 555

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

Module title			Abbreviation
Selected Topics in Business Information Systems 2			12-M-AWI2-161-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none">• courses taken at other German or non-German universities• additional courses offered on a short-term basis• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions) <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>			
Intended learning outcomes			
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Course type: alternatively S instead of V + Ü			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) or c) presentation (15 to 20 minutes) and written elaboration (approx. 20 pages); (weighted 1:2) or d) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or e) entirely or partly computerised written examination (approx. 60 minutes) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018)			
Master's with 1 major China Business and Economics (2021)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 294 / 555

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

Module title		Abbreviation
Industrial Management 4		12-M-BE-192-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Industrial Management		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
This course will develop the objectives, principles and structure of electronically supported procurement processes with a special focus on catalogue-based procurement systems, electronic tendering systems, electronic (reverse) auctions, e-marketplaces, supplier relationship management systems and eSupply chain management systems.		
Intended learning outcomes		
The students will be able to describe and evaluate both the potentials and goals of electronic supported procurement systems and will be able to design appropriate systems for real-life applications. Students will get insight into the essentials of operational procurement management, especially e-procurement with a focus on catalogue-based procurement systems, electronic tendering systems, electronic (reverse) auctions, e-marketplaces, supplier relationship management systems and eSupply chain management systems. After completing this module, students can define and analyze the related tasks and processes and show or develop theory-based and application-oriented possible solutions at a high professional level.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) Written examination (approx. 40 to 60 minutes) or b) Presentation (approx. 20 minutes) and term paper (15 to 20 pages), weighted 1:1 or c) Term paper (30 to 40 pages) or d) entirely or partly computerised written examination (approx. 60 minutes) or e) Portfolio (approx. 20 pages) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
20 places. (1) A total of 15 places will be allocated to students of the Master's degree programmes Management as well as International Economic Policy. Should the number of applications exceed 15, these places will be allocated by lot. A waiting list will be maintained and places re-allocated by lot as they become available. (2) A total of 5 places will be allocated to students of the Master's degree programme Information Systems. Should the number of applications exceed 5, these places will be allocated by lot. A waiting list will be maintained and places re-allocated by lot as they become available. (3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.		
Additional information		
Module can be taught in form of E Learning course, seminar, workshop etc.		
Workload		
150 h		

Teaching cycle
Teaching cycle: after announcement
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) Information Systems (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022)

Module title		Abbreviation
Behavioral Economics		12-M-BEC-182-m01
Module coordinator		Module offered by
holder of the Chair for Economics, Contract Theory and Information Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Behavioral economics refers to the field of research which, inspired by numerous documented deviations from the rational behavior assumed in neoclassical analysis, tries to improve the psychological realism of the idea of man in economics by incorporating insights from psychology into traditional economic analysis. In this course students will become familiar with several of the most influential behavioral-economic theories of individual decision making, which allows to explain a plethora of empirically documented deviations from the neoclassical model. These behavioral-economic theories usually contain the neoclassical standard model as special case and therefore are to be considered as an extensions of rather than alternatives to the neoclassical model. While the focus of this lecture is on theories of individual decision making, we will explore the implications of these theories also in the context of market settings.</p> <p>As behavioral economics represents an extension of the neoclassical model, a solid understanding of the latter is required for this course. In consequence, the course is intended in particular for advanced students who completed the class "Advanced Microeconomics".</p> <p>While the exposition is primarily based on research articles, some topics of the lecture can be reviewed in the following textbooks:</p> <ul style="list-style-type: none"> • Dahmi (2016): "The Foundations of Behavioral Economic Analysis" • Angner (2012): "A Course in Behavioral Economics" • Wilkinson and Klaes (2012): "An Introduction to Behavioral Economics" • Wakker (2010): "Prospect Theory for Risk and Ambiguity" 		
Intended learning outcomes		
<p>After completing the course students will be able to</p> <ul style="list-style-type: none"> • explain essential findings of behavioral economic theory, • apply the involved methods to given stylized examples on their own, • recognize in which real life situations and how the results can be applied. 		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus</p>		
Allocation of places		
--		
Additional information		
--		

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

Module title		Abbreviation
Business Analytics		12-M-BUA-161-m01
Module coordinator		Module offered by
holder of the Chair of Business Analytics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>In this course, students will acquire important knowledge and skills that will enable them to prepare a well-structured term paper and to present the results of their work with the help of relevant topics in the field of business management decision models and methods and their application in the development of decision-support systems as well as analytical information systems and quantitative methods of data analysis.</p> <p>Students work on current topics using methods from machine learning, mathematical optimization and simulation.</p>		
Intended learning outcomes		
<p>The module provides students with knowledge of:</p> <ul style="list-style-type: none"> • Scientific literature • Implementation of methods in code • Integration of developed results in scientific papers • Creating presentations and lectures 		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German and/or English Assessment offered: Once a year, winter semester</p>		
Allocation of places		
<p>20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.</p>		
Additional information		
--		
Workload		
300 h		
Teaching cycle		
Teaching cycle: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
<p>Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016)</p>		
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Master's degree (1 major) International Economic Policy (2015)
 Master's degree (1 major) China Language and Economy (2016)
 Master's degree (1 major) Management (2018)
 Master's degree (1 major) China Business and Economics (2019)
 Master's degree (1 major) China Language and Economy (2019)
 Master's degree (1 major) Information Systems (2019)
 Master's degree (1 major) China Business and Economics (2021)
 Master's degree (1 major) China Language and Economy (2021)
 Master's degree (1 major) Economathematics (2021)
 Master's degree (1 major) Information Systems (2022)
 Master's degree (1 major) Management (2022)
 Master's degree (1 major) Economathematics (2022)

Module title			Abbreviation
Communication in Business and Economics			12-M-BUC-182-m01
Module coordinator		Module offered by	
holder of the Professorship of Economic Journalism		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
The lecture names introductory relevant communication models. Furthermore, the theoretical models of PR are discussed. The added value of communication for companies, business, politics, and science is explained. The discrepancy between journalism and PR is discussed, as well as the basic elements, instruments, goals, and forms of PR. The preparation and implementation of press meetings, conferences, campaigns, and events will be systematically explained, and the central aspects of corporate communications will be outlined. The exercise deals with the practical implementation of journalistic styles in the various media and provides an overview of the possibilities and concepts of PR work across different media and target groups.			
Intended learning outcomes			
After participating in the module courses, students are able to understand and apply PR and its forms, elements as well as methods and in a holistic context. Students learn professional competencies in the field of (business) communication with regard to reflection, argumentation, and exchange as a PR consultant in different areas. In addition, students will be able to apply concrete PR instruments in practice and prepare them professionally.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
written examination (approx. 60 minutes) Language of assessment: English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: winter semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021)			
Master's with 1 major China Business and Economics (2021)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 302 / 555

Master's degree (1 major) Econometrics (2021)
exchange program Business Management and Economics (2022)

Module title		Abbreviation
Discounted Cashflow		12-M-CF1-182-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Corporate Finance		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>The module covers discounted cash flow (DCF) methods under certainty as well as uncertainty in the context of the valuation of unlevered and levered companies. Furthermore, tax aspects as well as their influence on the company value are considered.</p> <p>Syllabus:</p> <ol style="list-style-type: none"> 1. Introduction 2. DCF Theory under certainty <ol style="list-style-type: none"> 1. NPV without taxes 2. NPV with personal taxes 3. NPV with corporate taxes 3. DCF Theory under uncertainty <ol style="list-style-type: none"> 1. DCF basics 2. Valuation of unlevered companies 3. Valuation of levered companies 4. Practice of DCF methods 		
Intended learning outcomes		
After completion of this module, the students will know a variety of discounted cashflow techniques and are able to apply properly them in order to evaluate projects or firms.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's with 1 major China Business and Economics (2021)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 304 / 555

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

Module title		Abbreviation
Portfolio and Capital Market Theory		12-M-CF2-182-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Corporate Finance		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>This module conveys profound knowledge of individual portfolio choices and on this basis the most important capital market theory (namely capital asset pricing model) is introduced, including its assumptions, implications and extensions.</p> <p>Syllabus:</p> <ol style="list-style-type: none"> Modern Portfolio Selection <ol style="list-style-type: none"> 2 Asset-Case Multiple-Asset-Case Critique of Portfolio Theory Capital Asset Pricing Model <ol style="list-style-type: none"> Assumptions and Derivation Implications Empirical Aspects, Extensions and Alternatives 		
Intended learning outcomes		
<p>This module enables the students</p> <p>(i) to explain and to determine the optimal capital market position of an investor given the different investment opportunities and individual utility function;</p> <p>(ii) to understand and use the central CAPM propositions for valuating risky assets.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 to 90 minutes) or</p> <p>b) term paper (approx. 15 pages)</p> <p>Language of assessment: German and/or English</p> <p>creditable for bonus</p>		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		

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

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Module appears in

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

Module title			Abbreviation
Risk Management and Corporate Finance			12-M-CF3-182-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Corporate Finance		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>This module deals with the valuation and use of classical derivatives in financial markets. In particular, futures, swaps and options are considered as well as their possible applications in the context of financial risk management. In particular, students will be introduced to the theory involved in pricing options, as well as important valuation parameters. In addition, some established risk measures such as value-at-risk are discussed.</p> <p>1. Introduction 2. Futures & Forwards 3. Swaps 4. Options 5. Measures of risk</p>			
Intended learning outcomes			
<p>Upon completion of this module students will be able to,</p> <p>(i) independently determine the fair value of the derivatives discussed, as well as</p> <p>(ii) to understand and evaluate common capital market hedging strategies.</p>			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
<p>a) written examination (approx. 60 to 90 minutes) or</p> <p>b) term paper (approx. 15 pages)</p> <p>Language of assessment: German and/or English</p> <p>creditable for bonus</p>			
Allocation of places			
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Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: winter semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
<p>Master's degree (1 major) Management (2018)</p> <p>Master's degree (1 major) International Economic Policy (2018)</p> <p>Master's degree (1 major) China Business and Economics (2019)</p> <p>Master's degree (1 major) China Language and Economy (2019)</p> <p>Master's degree (1 major) Information Systems (2019)</p>			
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Master's degree (1 major) China Language and Economy (2021)
Master's degree (1 major) Economathematics (2021)

Module title		Abbreviation
Selected Topics in Corporate Finance		12-M-CF4-182-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Corporate Finance		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none"> • courses taken at other German or non-German universities • additional courses offered on a short-term basis • courses offered by new chairs that are not yet included in the regular curriculum. <p>The chair holder will ensure that the courses are eligible for credit transfer.</p>		
Intended learning outcomes		
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus</p>		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: after announcement		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
<p>Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022)</p>		

Master's degree (1 major) Econometrics (2022)

Module title			Abbreviation
Risk measurement and risk valuation: Concepts and applications for banks			12-M-CF5-182-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Corporate Finance		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
The course augments the usual consideration of symmetric risk metrics by introducing metrics for downside risks and the concept of risk as a capital requirement. The focus for applications in banks lies in the treatment of risks with regard of supervisory regulations.			
Intended learning outcomes			
After completing the course “Risk measurement and risk valuation: Concepts and applications for banks” the students are able 1. to judge the appropriateness and problems of asymmetric risk measures, 2. to address essential risks in banks and to understand their handling by supervisory regulations as well as 3. to realize the concept of risk as a capital requirement being the systematic base for these aspects in the banking sector.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
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Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: winter semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021)			
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Master's degree (1 major) Information Systems (2022)
Master's degree (1 major) International Economic Policy (2022)
Master's degree (1 major) Management (2022)

Module title		Abbreviation
Change Management		12-M-CHA-182-m01
Module coordinator		Module offered by
holder of the Chair of Business Management, Controlling and Accounting		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
Within the module, theoretical basics of change management are covered. In addition, we present and jointly analyze existing change projects in detail. We try to answer related questions, too. For example, the module discusses how to involve stakeholders in change, what motivates them to embrace change, and whether participation is a universal principle. The module covers projects like merging two departments, restarting a department with team building, conducting an employee survey, or developing a new mission statement. The majority of the projects are taken from the social sector, but can be transferred to industry and SMEs.		
Intended learning outcomes		
After participating the lecture, students will be able to understand the occurrence of resistance and massive emotional reactions in change processes. Change processes can be critically analyzed and the use of typical instruments in change processes can be questioned. Students are able to identify the typical pitfalls and hurdles in these processes and are able to use their knowledge for own future projects as well as to create their own solutions in change processes.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: no courses offered		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019)		
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Master's degree (1 major) China Business and Economics (2021)
Master's degree (1 major) China Language and Economy (2021)
Master's degree (1 major) Economathematics (2021)

Module title			Abbreviation
Managerial Accounting in the Company Management			12-M-CIU-182-mo1
Module coordinator		Module offered by	
holder of the Chair of Business Management, Controlling and Accounting		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
Within the module, theoretical basics of change management are covered. In addition, we present and jointly analyze existing change projects in detail. We try to answer related questions, too. For example, the module discusses how to involve stakeholders in change, what motivates them to embrace change, and whether participation is a universal principle. The module covers projects like merging two departments, restarting a department with team building, conducting an employee survey, or developing a new mission statement. The majority of the projects are taken from the social sector, but can be transferred to industry and SMEs.			
Intended learning outcomes			
After participating the lecture, students will be able to understand the occurrence of resistance and massive emotional reactions in change processes. Change processes can be critically analyzed and the use of typical instruments in change processes can be questioned. Students are able to identify the typical pitfalls and hurdles in these processes and are able to use their knowledge for own future projects as well as to create their own solutions in change processes.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021)			
Master's with 1 major China Business and Economics (2021)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	
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Master's degree (1 major) China Language and Economy (2021)

Module title		Abbreviation
Contract Theory		12-M-CT-182-m01
Module coordinator		Module offered by
holder of the Chair for Economics, Contract Theory and Information Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>During the 1960/70s, microeconomic theory came to acknowledge that many (if not most) economic transactions are characterized by asymmetric distribution of information – i.e., at least one of the parties participating in a transaction usually is privy to information that the remaining parties do not have access to. This asymmetric distribution of information subsequently was recognized to be a major impediment for transactions to be economically efficient. Contract theory addresses the question how the inefficiencies arising from asymmetric distribution of information can best be mitigated by appropriate design of the contractual (or, more generally, institutional) framework that governs the transaction under consideration. This lecture covers the baseline models of “moral hazard” (i.e., situations where one party has private knowledge after a contract has been signed) and “adverse selection” (i.e., situations where one party has private knowledge before a contract is signed). As applications we will address questions discussed in organizational, personnel or industrial economics, such as incentive design within organizations or the design of labor law regulations and competition laws.</p> <p>Even though we will work with precise mathematical formalizations of the ideas that we want to think and talk about, this course requires little more than a solid understanding of basic differential calculus. More important than having a solid mathematical background is having a strong interest in formal economic analysis and fun with logical thinking and puzzle solving.</p> <p>The exposition is primarily based on the following textbook:</p> <ul style="list-style-type: none"> • Laffont and Martimort (2002): "The Theory of Incentives" 		
Intended learning outcomes		
<p>After completing the course students will be able to</p> <ul style="list-style-type: none"> • explain essential findings of contract theory, • apply the involved methods to given stylized examples on their own, • interpret the properties of real-life contracts as the outcome of the interaction between two or more contracting parties in the presence of asymmetric information, • evaluate government interventions with regard to their effect on the efficiency properties of the interaction between the contracting parties. 		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English creditable for bonus</p>		
Allocation of places		
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Additional information		
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Workload
150 h
Teaching cycle
Teaching cycle: no courses offered
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) exchange program Business Management and Economics (2022)

Module title		Abbreviation
Design of Field Experiments and Studies		12-M-DFES-182-m01
Module coordinator		Module offered by
holder of the Chair of Labour Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>The module "Design of Field Experiments and Studies" deals with the planning, implementation and evaluation of field experiments and empirical studies.</p> <p>Contents</p> <ul style="list-style-type: none"> • Introduction to field experiments and studies • Basics of experimental design • Planning field experiments • Conducting field experiments • Statistical analysis of field data • Internal and external validity • Special topics and advanced concepts • Interpretation and communication of results 		
Intended learning outcomes		
These topics help students to develop a deep understanding of the complexities and challenges of field experiments and to acquire the necessary skills to conduct high quality empirical research.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus		
Allocation of places		
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Additional information		
Research track module in Master's programme IEP		
Workload		
150 h		
Teaching cycle		
Teaching cycle: after announcement		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018)		
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Master's degree (1 major) China Business and Economics (2019)
 Master's degree (1 major) China Language and Economy (2019)
 Master's degree (1 major) China Business and Economics (2021)
 Master's degree (1 major) China Language and Economy (2021)
 Master's degree (1 major) Economathematics (2021)
 Master's degree (1 major) International Economic Policy (2022)
 Master's degree (1 major) Management (2022)
 Master's degree (1 major) Economathematics (2022)
 exchange program Business Management and Economics (2022)

Module title		Abbreviation
Digital Marketing I		12-M-DM1-182-m01
Module coordinator		Module offered by
holder of the Chair of Business Administration and Marketing		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Digitalization is rapidly changing our lives, including all types of business relationships. Therefore, new opportunities and approaches have emerged in all areas of the marketing mix: Managers can choose from a wide variety of new communication channels, such as social media networks, blogs, or messengers, and can engage in influencer marketing and search engine optimization. They increasingly rely on online customer co-creation or crowdsourcing and create a wide variety of new digital products and services, often related to completely new business models. Through price crawlers and price setting tools customers' price search behaviors have significantly changed, requiring new price setting techniques. Artificial intelligence enables managers to automate and optimize many of these marketing processes, thus offering new opportunities and challenges for companies. Overall, digital marketing offers a tremendous variety of concepts and approaches to seize respective opportunities and deal with related challenges, which will be largely highlighted and discussed in this course.</p> <p>Course structure:</p> <ul style="list-style-type: none"> • Introduction to Digital Marketing (incl. trends and major players) • Digital Product Management (incl. management of digital and digitalized products, innovations, and brands) • Digital Price Management (incl. digitalized and innovative pricing models and tools, such as crawlers, pay-per-use pricing, etc.) • Digital Communication Management (incl. social media marketing, influencer marketing, search engine marketing, mobile marketing, content marketing, viral marketing, augmented and virtual reality marketing, etc.) • Responsibilities resulting from Digital Marketing (incl. customer privacy, ethical challenges, organizational aspects) • Current Trends & Future Outlook (incl. virtual and augmented reality, artificial intelligence, etc.) 		
Intended learning outcomes		
<p>This course provides a broad overview about these new approaches of digital marketing. It explains the underlying concepts of digital marketing and illustrates these approaches and concepts along numerous case studies. After attending this course, students should have a broad and in-depth understanding of digital marketing and its tools and of how to implement them successfully in business practice.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) Language of assessment: English creditable for bonus</p>		
Allocation of places		
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Additional information
--
Workload
150 h
Teaching cycle
Teaching cycle: no courses offered
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) Information Systems (2022) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022)

Module title		Abbreviation
Digital Marketing II		12-M-DM2-182-m01
Module coordinator		Module offered by
holder of the Chair of Business Administration and Marketing		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
In this module, students take on the fictitious role of marketing managers who manage the marketing department of a large company division in the consumer electronic goods sector. They are asked to develop a marketing strategy for the division, which includes the product portfolio, suitable pricing approaches, online and offline communication and marketing via online and offline sales channels. The situation described above is illustrated in a so-called "business simulation", which is completed online in several groups.		
Intended learning outcomes		
In this course, students learn to apply central concepts of online and offline marketing in a targeted manner and in relation to the respective company situation. The course thus forms the bridge between theory transfer and corresponding application in business practice.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: no courses offered		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019)		
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 Master's degree (1 major) China Business and Economics (2021)
 Master's degree (1 major) China Language and Economy (2021)
 Master's degree (1 major) Econometrics (2021)
 Master's degree (1 major) Information Systems (2022)
 Master's degree (1 major) International Economic Policy (2022)
 Master's degree (1 major) Management (2022)
 Master's degree (1 major) Econometrics (2022)
 exchange program Business Management and Economics (2022)

Module title		Abbreviation
DSGE Modelling		12-M-DMM-182-mo1
Module coordinator		Module offered by
head of the Work Group of Empirical Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>The course 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.</p>		
Intended learning outcomes		
<p>The course offers analytical tools designed to solve DSGE models. These analytical skills encompass:</p> <ul style="list-style-type: none"> • Solving of intertemporal optimization problems (e.g., consumption Euler-equations). • Linearization methods (e.g., Taylor-expansions). • Solving linear difference expectations by minimum state variabel techniques (MSV-solution). • Basic time series concepts such as impulse response functions, variance decompositions. • Basic insights in MATLAB/ Dynare programming: specifying, solving and estimating DSGE models. <p>Based on the course students are able themselves to design and implement DSGE models.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English</p>		
Allocation of places		
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Additional information		
Research track module in Master's programme IEP		
Workload		
150 h		
Teaching cycle		
Teaching cycle: winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
<p>Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021)</p>		
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Master's degree (1 major) China Language and Economy (2021)
Master's degree (1 major) Econometrics (2021)
exchange program Business Management and Economics (2022)

Module title		Abbreviation
Decision Support Systems		12-M-DSS-192-m01
Module coordinator		Module offered by
holder of the Chair of Business Analytics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The course discusses advanced approaches for modelling and solving decision problems in business settings. The acquired insights are used to design and implement decision support systems using standard software tools (Python).		
Intended learning outcomes		
<p>After successfully completing the course, students should be able to</p> <ul style="list-style-type: none"> • Understand the structure of classic business decision problems • Isolate key elements from general problem descriptions and convert them to quantitative decision models • Solve different classes of optimization problems (linear, network, integer, multi-objective, non-linear, stochastic) • Implement decision support systems 		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) Written examination (approx. 60 minutes) or b) oral examination (one candidate each: approx. 10 to 15 minutes, groups of 2: approx. 20 minutes, groups of 3: approx. 30 minutes) Language of assessment: German and/or English creditable for bonus</p>		
Allocation of places		
<p>40 places. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Master's students of Information Systems will be given preferential consideration. (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.</p>		
Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
<p>Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021)</p>		
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Master's degree (1 major) Economathematics (2021)
Master's degree (1 major) Information Systems (2022)
Master's degree (1 major) Management (2022)
Master's degree (1 major) Economathematics (2022)

Module title		Abbreviation
E-Commerce I		12-M-EC1-182-m01
Module coordinator		Module offered by
holder of the Chair of Business Administration and Marketing		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
E-commerce is a highly relevant field for almost all types of companies. However, the ecommerce approaches and strategies applied by companies differ strongly depending on the respective firm context (e.g., in terms of industry, types of customers, types of products). In this seminar, students analyze the specific e-commerce strategy of a selected firm. In doing so, they evaluate the strategies' current and future potential and make suggestions for improvements and for addressing future trends. Furthermore, each lecture session will contain short presentations where the students (in groups) will either apply selected lecture topics to real-world business cases or present the core aspects of research articles dealing with e-commerce topics in general.		
Intended learning outcomes		
This class enables students to gain insights into real-life e-commerce strategies and to train their abilities in assessing business strategies.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) Language of assessment: English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019)		
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Master's degree (1 major) Information Systems (2019)
 Master's degree (1 major) China Business and Economics (2021)
 Master's degree (1 major) China Language and Economy (2021)
 Master's degree (1 major) Econometrics (2021)
 Master's degree (1 major) Information Systems (2022)
 Master's degree (1 major) International Economic Policy (2022)
 Master's degree (1 major) Management (2022)
 Master's degree (1 major) Econometrics (2022)
 exchange program Business Management and Economics (2022)

Module title			Abbreviation
E-Commerce II			12-M-EC2-182-mo1
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
E-commerce is a highly relevant field for almost all types of companies. However, the ecommerce approaches and strategies applied by companies differ strongly depending on the respective firm context (e.g., in terms of industry, types of customers, types of products). In this seminar, students analyze the specific e-commerce strategy of a selected firm. In doing so, they evaluate the strategies' current and future potential and make suggestions for improvements and for addressing future trends. Furthermore, each lecture session will contain short presentations where the students (in groups) will either apply selected lecture topics to real-world business cases or present the core aspects of research articles dealing with e-commerce topics in general.			
Intended learning outcomes			
This class enables students to gain insights into real-life e-commerce strategies and to train their abilities in assessing business strategies.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021)			
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Module title			Abbreviation
Business Communication in Print, Online and Social Media			12-M-ECC-182-mo1
Module coordinator		Module offered by	
holder of the Professorship of Economic Journalism		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>This module focuses on the relationship of offer characteristics with benefit aspects for the end consumer and the business models on the part of the providers. Starting from the basics of editorial work and professional text management, the new forms of communication management in social networks are presented. The focus of the lecture is on the use of social media in campaigns (Facebook, Twitter, Instagram, Tiktok). There will also be exercises on various Web 2.0 applications (e.g. online social networks) and on the collection and interpretation of online market research data. However, crisis communication of companies will also be covered in particular opinion-makers on the web as well as protest culture on the web.</p>			
Intended learning outcomes			
<p>By participating in the module courses, students acquire job-specific skills in research and interviewing. Students are able to collect and organize information according to criteria of topicality and relevance. In addition, students are taught journalistic expertise so that they are able to recognize the forms of presentation of news, reports, and background reports with their media characteristics and communicative functions in different media genres and create them themselves. Students will be able to prototype and design a social media campaign, describe the editorial and technical approach including feedback, response, and customer engagement. In addition, students will be able to design counter-strategies for corporate communication crises.</p>			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
<p>written examination (approx. 60 minutes) Language of assessment: German and/or English creditable for bonus</p>			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: winter semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
<p>Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Media Communication (2019)</p>			
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 Master's degree (1 major) China Business and Economics (2021)
 Master's degree (1 major) China Language and Economy (2021)
 Master's degree (1 major) Econometrics (2021)
 Master's degree (1 major) Information Systems (2022)
 Master's degree (1 major) International Economic Policy (2022)
 Master's degree (1 major) Management (2022)
 Master's degree (1 major) Econometrics (2022)
 Master's degree (1 major) Media Entertainment (2022)
 Master's degree (1 major) Psychology of digital media (2022)
 exchange program Business Management and Economics (2022)

Module title			Abbreviation
Experimental Economics			12-M-EE-182-mo1
Module coordinator		Module offered by	
holder of the Chair of Labour Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
Aim and outline of the course:			
<p>The Nobel Prizes for Daniel Kahneman and Vernon Smith 2002 and for Richard Thaler 2017 have underlined the increasing importance of experimental methods in economics. Experimental methods are used to collect data using randomization or a highly controlled environment. This course offers an introduction to the methodology of experimental economics and economic laboratory experiments.</p> <p>In the methodology part it is shown why experiments are a good tool to generate scientific knowledge. Furthermore, widely used techniques in economic experiments are explained and how economic experiments differ from experiments in other social sciences. This part also deals with methods of reasoning, i.e. how inferences can be drawn from evidence that is generated by experiments.</p> <p>The unifying theme of all laboratory experiments that will be covered is, understanding the behavior of agents, who produce and/or distribute goods by interacting with each other. The first topic is about markets and it includes experiments that shown under which conditions and institutions markets work very efficient and under which conditions and institutions they fail to yield a desirable outcome. The second topic includes experiments that look at the behavior of two agents, who bargain about the distribution of a common pie. On the basis of these results we will discuss experiments that try to explain bargaining behavior and show how agents deviate systematically from the neoclassical framework, i.e. the “homo oeconomicus”. The third topic deals with cooperation and institutions that support cooperation in the long run as equilibrium. Further, systematic evidence will be presented on how individuals can be classified in different cooperative types and how these types can explain economic outcomes in natural environments. The forth topic concerns reciprocity, a strong determining factor of human behavior that is nearly universal. We will cover experiments that show how reciprocity can enforce relational contracts in the absence of third party enforcement. Moreover, there will be a special emphasis on how reciprocity affects labor markets.</p> <p>When time permits up to two additional topics will be covered. The first topic is about gender differences in competitiveness, risk-aversion and overconfidence. The second topic is about the elicitation of social norms.</p>			
Prerequisites: Participants should have a basic knowledge about microeconomics, game theory and econometrics.			
Literature:			
<p>The course will be mainly paper based but the following books provide a good overview and complement the discussed papers.</p> <ul style="list-style-type: none">• Dhami, S. (2016). The Foundations of Behavioral Economic Analysis. Oxford University Press.• Guala, F. (2005). The Methodology of Experimental Economics. Cambridge University Press <p>In addition lecture slides will be provided.</p>			
Intended learning outcomes			
<p>The aim of the course is to familiarize students with the methodology experimental economics. Further, students will be enabled to understand how causal evidence can be obtained using controlled variation and how to generalize from results that are derived in artificial laboratory setting to more natural environments. Moreover, the</p>			
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course shall deepen students' understanding of human decision making in multi-agent settings and to make them aware of systematic heterogeneous human behavior in the production and distribution of goods.

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

V (2) + Ü (2)

Module taught in: English

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

a) written examination (approx. 60 minutes) or

b) term paper (approx. 15 pages)

Language of assessment: English

Assessment offered: In the semester in which the course is offered
creditable for bonus

Allocation of places

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Additional information

Research track module in Master's programme IEP

Workload

150 h

Teaching cycle

Teaching cycle: after announcement

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

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Module appears in

Master's degree (1 major) Management (2018)

Master's degree (1 major) International Economic Policy (2018)

Master's degree (1 major) China Business and Economics (2019)

Master's degree (1 major) China Language and Economy (2019)

Master's degree (1 major) China Business and Economics (2021)

Master's degree (1 major) China Language and Economy (2021)

Master's degree (1 major) Econometrics (2021)

Master's degree (1 major) International Economic Policy (2022)

Master's degree (1 major) Management (2022)

Master's degree (1 major) Econometrics (2022)

exchange program Business Management and Economics (2022)

Module title		Abbreviation
European Public Finance		12-M-EFP-202-m01
Module coordinator		Module offered by
holder of the Chair of Public Finance		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>The course aims at introducing the main public finance issues in the European Union. Students will learn how the revenues of the Union are generated and how they are spent. We will discuss the motivation and implications of the Brexit decision and various coordination problems with respect to public debt, taxation and environmental policy. Economic policy is discussed with simple models, which highlight the central problems.</p> <p>Course contents:</p> <ol style="list-style-type: none"> 1. The European Union: History and Institutions 2. The Budget of the European Union 3. Economic Analysis of the Brexit Process 4. Sovereign Debt, Financial Crisis and Fiscal Integration in the EMU 5. Tax Competition or Tax Coordination in Europe? 6. European Climate Policy: Emission Trading and Green Deal 		
Intended learning outcomes		
After completing the course students are introduced to the central public finance policy issues, institutions and rules of conduct in the EU. They are able to apply simple theoretical models to to discuss and analyze more specific policy problems.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English creditable for bonus</p>		
Allocation of places		
6 places. There are no restrictions with regard to available places for students of the Master's degree programmes Business Management, International Economic Policy or Economics, Information Systems, Wirtschaftsmathematik (Mathematics for Economics) and Chinese and Economics as well as China Business and Economics. A total of 20 places will be allocated to students of other subjects; should the number of applications exceed the number of available places, these places will be allocated by lot.		
Additional information		
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Workload		
150 h		

Teaching cycle
Teaching cycle: summer semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Political and Social Sciences (2020) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Social Science Sustainability Studies (2021) Master's degree (1 major) Economathematics (2021)

Module title			Abbreviation
Economic Geography			12-M-EG-182-m01
Module coordinator		Module offered by	
holder of the Chair of International Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
Der Kurs wird in Englisch gelesen			
<u>Content</u>			
The lecture starts with a brief motivation of the core issues and a short overview over key forces driving the allocation of economic activity in space. The main parts of the lecture cover the functioning and evolution of cities and city systems, and the economic geography of regions and countries.			
I Motivation and Facts			
II Location Basics			
- Forces Shaping the Location of Economic Activity in Space			
- Some Intellectual Background			
III Urban and Regional Economics			
- The Spatial Structure of Cities			
- City Systems			
III New Economic Geography			
- From the New Trade Theory to the New Economic Geography			
- Footloose Capital Model and Policy Applications			
- Core Periphery Models and Policy Applications			
- Empirics			
<u>Literature:</u>			
The course uses a combination of textbooks and journal articles. Articles from the Handbook of Urban and Regional Economics (current and previous volumes) are heavily used. Useful books 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, 2003			
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			
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Fujita, M. and J.-F. Thisse (2013). Economics of Agglomeration. Cities, Industrial Location and Regional Growth. Cambridge University 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 cities, city systems and of regional agglomerations to understand and analyze policy issues involving local, regional and international policy questions both analytically and in an economic intuitive way.

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

V (2) + Ü (2)

Module taught in: English

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

a) written examination (approx. 60 to 90 minutes) or

b) term paper (approx. 15 pages)

Language of assessment: English

creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: summer semester

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

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Module appears in

Master's degree (1 major) Management (2018)

Master's degree (1 major) International Economic Policy (2018)

Master's degree (1 major) China Business and Economics (2019)

Master's degree (1 major) China Language and Economy (2019)

Master's degree (1 major) China Business and Economics (2021)

Master's degree (1 major) China Language and Economy (2021)

Master's degree (1 major) Econometrics (2021)

Master's degree (1 major) International Economic Policy (2022)

Master's degree (1 major) Management (2022)

Master's degree (1 major) Econometrics (2022)

exchange program Business Management and Economics (2022)

Module title			Abbreviation
Monetary Policy and the Financial System			12-M-EG1-182-m01
Module coordinator		Module offered by	
holder of the Chair of Monetary Economics and International Financial Markets		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>This module is a thorough introduction to monetary policy. The course is divided into four sections. The first one repeats macroeconomic concepts. The second one deals with core topics on monetary policy and theory. In the third one, monetary policy with the zero lower bound on nominal interest rates constraint is analyzed. The fourth section deals with linkages between monetary and fiscal policy.</p> <p>Format of the module: lectures and exercise sessions</p> <p>Prerequisites: Basic knowledge of microeconomics and macroeconomics as taught in Bachelor programs in Economics, Business or similar fields.</p> <p>Usability: Master International Economic Policy</p> <p>Requirements for getting credit points according to the European Credit Transfer System (ECTS): Passing the final exam.</p> <p>ECTS and grading: 5 ECTS, Grading on a scale from 1-5 based on the final exam.</p> <p>Frequency of the module: Each winter term</p> <p>Workload: 150 hours (Lecture + Exercise Session + Self Study)</p> <p>Duration: 1 Semester</p>			
Intended learning outcomes			
Students will acquire a thorough understanding of the theory and practice of monetary policy. Students gain expertise on institutional aspects and theoretical monetary models. Having completed the module, students will be able to understand current developments in monetary policy and and apply models and theories to analyze and evaluate these.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
30 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.			

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

Module title			Abbreviation
Monetary Policy, Foreign Exchange Markets, and the International Monetary System			12-M-EG2-182-m01
Module coordinator		Module offered by	
holder of the Chair of Monetary Economics and International Financial Markets		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>The course deals with the following topics:</p> <p>The foreign exchange market: Functioning of foreign exchange markets; market structure, players and evolution; FX transactions; hedging and speculation with FX.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p>			
Intended learning outcomes			
<p>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.</p>			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
<p>a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English</p>			
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creditable for bonus

Allocation of places

30 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: after announcement

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

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Module appears in

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

Module title			Abbreviation
Market Research and Demand Analysis			12-M-EIO-182-mo1
Module coordinator		Module offered by	
holder of the Chair of Industrial Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<div>1. (Recap of) Econometric methods<ul style="list-style-type: none">• Ordinary Least Squares (OLS)• Endogeneity and how to deal with it (Instrumental Variables)</div> <div>2. Estimation of demand<ul style="list-style-type: none">• Representative consumer models• Multinomial Logit Model (ML) and extensions• Discrete choice models with individual data• Discrete choice models with aggregate data</div> <div>3. Further applications<ul style="list-style-type: none">• Demand and Supply estimation• Inferring marginal costs• Using structural models for counterfactual policy analysis</div>			
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 implement these methods in practice using statistical software. The lectures will help students to have a thorough understanding of the so-called New Empirical Industrial Organization (NEIO) methodology. The students 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 that 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, students 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 (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) Language of assessment: English creditable for bonus			
Allocation of places			
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Additional information			
Research track module in Master's programme IEP			
Workload			
150 h			

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

Module title			Abbreviation
European Macroeconomic Policy			12-M-EMP-202-m01
Module coordinator		Module offered by	
holder of the Chair of Monetary Economics and International Financial Markets		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
I. Targets of macroeconomic policy II. The mechanics of the two core macroeconomic models a. The classical model of a self-stabilizing corn economy b. The Keynesian model of a monetary economy with inherent instability c. The financial system and banks in the two models III. The diverging policy implications of the two paradigms a. Unemployment: wage rigidities versus rationing of the labor market by the goods market b. Government debt: Crowding out versus Modern Monetary Theory (MMT) c. Inflation: quantity theory versus Phillips curve d. The incompatibility of the two worlds IV. A simple IS/MP/PC model V. The monetary policy of the ECB a. The mandate of the ECB and possible trade-offs with unemployment and financial stability b. Conventional/unconventional instruments of the ECB / The risk of fiscal dominance c. ECB strategy and climate policy d. The threat of deflation and the Zero-Lower Bound VI. The difficult task of coordinating 19 independent national fiscal policies in the EMU a. Specific challenges due to lack of political integration: Lack of coordination versus lack of fiscal discipline b. The limitations set by Stability and Growth Pact c. The rationale of fiscal rules: Maastricht Treaty, Fiscal Compact/Debt Brake, Golden Rule / reform proposals VII. Specific EMU topics a. Is the EMU an optimum currency area? b. The financial crisis and the euro crisis: The dismal performance of the ECB until 2012 and the paradigm change by Mario Draghi ("Whatever it takes") c. The ECB in the Corona crisis and Next Generation EU			
Intended learning outcomes			
By the end of the course, students will have gained a basic understanding of European macroeconomics.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: English creditable for bonus			
Allocation of places			
6 places. There are no restrictions with regard to available places for students of the Master's degree programmes Business Management, International Economic Policy or Economics, Information Systems, Wirtschaftsmathematik (Mathematics for Economics) and Chinese and Economics as well as China Business and Economics. A			
Master's with 1 major China Business and Economics (2021)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 347 / 555

total of 20 places will be allocated to students of other subjects; should the number of applications exceed the number of available places, these places will be allocated by lot.

Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: after announcement

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

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Module appears in

Master's degree (1 major) Political and Social Sciences (2020)
Master's degree (1 major) China Business and Economics (2021)
Master's degree (1 major) China Language and Economy (2021)
Master's degree (1 major) Social Science Sustainability Studies (2021)
Master's degree (1 major) Economathematics (2021)

Module title			Abbreviation
Empirical HR Research with Stata			12-M-EPF-161-m01
Module coordinator		Module offered by	
holder of the Chair for Human Resource Management and Organisation		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>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.</p> <p>Reading list to be provided in class.</p>			
Intended learning outcomes			
<p>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.</p>			
Courses (type, number of weekly contact hours, language — if other than German)			
Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
<p>term paper (approx. 10 pages)</p> <p>Language of assessment: German and/or English</p> <p>Assessment offered: Once a year as announced</p>			
Allocation of places			
<p>12 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.</p>			
Additional information			
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Workload			
150 h			
Teaching cycle			
Teaching cycle: each semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
<p>Master's degree (1 major) Economathematics (2016)</p> <p>Master's degree (1 major) Business Management (2015)</p> <p>Master's degree (1 major) China Business and Economics (2016)</p> <p>Master's degree (1 major) International Economic Policy (2015)</p> <p>Master's degree (1 major) China Language and Economy (2016)</p> <p>Master's degree (1 major) Management (2018)</p> <p>Master's degree (1 major) International Economic Policy (2018)</p> <p>Master's degree (1 major) China Business and Economics (2019)</p>			
Master's with 1 major China Business and Economics (2021)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	
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Master's degree (1 major) China Language and Economy (2019)
 Master's degree (1 major) China Business and Economics (2021)
 Master's degree (1 major) China Language and Economy (2021)
 Master's degree (1 major) Economathematics (2021)
 Master's degree (1 major) International Economic Policy (2022)
 Master's degree (1 major) Management (2022)
 Master's degree (1 major) Economathematics (2022)
 exchange program Business Management and Economics (2022)

Module title			Abbreviation
Advanced Financial Accounting (German GAAP, IFRS)			12-M-ER-161-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
Large and mostly multinational companies are key players in our globalized economy. A wide variety of interest groups, such as investors, need access to reliable information about the economic activities of these increasingly complex companies to make the right decisions. To contribute to a better functioning of capital markets in the European Union, publicly traded companies have to apply a single set of international accounting standards to prepare their consolidated financial statements. This module covers the necessary steps to prepare and interpret consolidated financial statements under IFRS (International Financial Reporting Standards). It provides students with a systematic approach and interpretation of group accounting according to international rules. In particular, the module covers the basic principles of group accounting and an in-depth knowledge of relevant standards. Students get to know different types of company mergers, acquisitions, and investments and the corresponding accounting methods. They will learn about the relevance of consolidated financial statements, how to identify groups and understand the consolidation process. In addition, various recent topics of group accounting are covered, e. g., positive and negative goodwill, non-controlling interests, intra-group transactions, and goodwill impairment.			
Intended learning outcomes			
Students understand the key concepts and elements of group accounting under IFRS (International Financial Reporting Standards). They also have an in-depth knowledge of the steps necessary to prepare and interpret consolidated financial statements following international accounting rules. In particular, students can recognize the need for consolidated financial statements, solve relevant consolidation problems, and critically evaluate consolidated financial statements.			
Courses (type, number of weekly contact hours, language — if other than German)			
Ü (2) + V (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
written examination (approx. 60 to 120 minutes) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
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Additional information			
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Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			

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

Module title			Abbreviation
Empirical Regional- and International Economic Research			12-M-ERA-182-mo1
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
The course deals with the study of regional economic developments and international trade relations on the basis of empirical data. It aims to familiarize participants with methods and techniques of data collection and analysis relevant to the study of economic phenomena at regional and international levels. Topics may include the analysis of regional disparities, the impact of trade agreements, the study of export and import patterns, and the identification of competitive advantages and barriers to trade. The course combines theoretical lectures with practical exercises in which participants independently conduct and analyze empirical studies.			
Intended learning outcomes			
The following skills are taught in the course: <ul style="list-style-type: none">• Participants will learn to identify relevant data sources, collect data and analyze and interpret them using appropriate statistical methods.• Various quantitative and qualitative research methods relevant to the study of regional and international economic phenomena will be introduced and applied.• Participants acquire a deep understanding of the economic processes and dynamics at both regional and global level.• They will learn how economic theories can be applied in practice to analyze and solve real economic problems.• The course promotes the ability to critically scrutinize economic problems, develop hypotheses and make well-founded decisions based on empirical data.• Students learn how to use statistical software and database management systems, which are essential for empirical research.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 10 pages) on empirical analysis prepared by candidates or c) portfolio (approx. 20 pages) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
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Additional information			
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Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			

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

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Module appears in

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

Module title			Abbreviation
Advanced Seminar: Enterprise Systems			12-M-ES-161-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Business Information Systems		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
10	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
In this course, students will acquire important knowledge and skills that will enable them to prepare a well-structured term paper and to present the results of their work with the help of relevant topics in the fields of information systems and enterprise systems.			
Reading: will vary according to topic			
Intended learning outcomes			
After completing the course "Enterprise Systems", students will be able to 1. understand the fundamentals of scientific literature reviews; 2. integrate elaborated content in a scientific thesis; 3. create presentations independently.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German and/or English			
Allocation of places			
20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
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Workload			
300 h			
Teaching cycle			
Teaching cycle: each semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)			
Master's with 1 major China Business and Economics (2021)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 355 / 555

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

Module title		Abbreviation
European Economic Statistics		12-M-EWS-182-m01
Module coordinator		Module offered by
holder of the Chair of Econometrics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
Outline of syllabus: 1. Subject and tasks of business and economic statistics 2. The European system of national accounting 3. The harmonised consumer price index 4. Structural indicators 5. Money and loans in the European monetary union 6. Data bases of EuroStat		
Intended learning outcomes		
Students acquire comprehension on the most important indicators and accounting systems of the European and German business and economic statistics. They will be able to use these reporting systems for different macroeconomic questions.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022)		
Master's with 1 major China Business and Economics (2021)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 357 / 555

exchange program Business Management and Economics (2022)

Module title		Abbreviation
Policy of Taxation		12-M-F1-182-m01
Module coordinator		Module offered by
holder of the Chair of Public Finance		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Description:</p> <p>In this module, students will acquire a basic understanding of the tax system and structure applied to households in Germany. In addition, the course will include simple tax incidence analyses of specific tax policies. Reading: lecture notes provided by Chair.</p> <p>Contents:</p> <ol style="list-style-type: none"> 1. Fiscal harmonisation system in Germany 2. Mechanics and problems of the VAT system 3. Tax incidence analysis 4. Income tax code 5. Taxation of married couples and families 6. Taxation and household decisions 		
Intended learning outcomes		
<p>After completing the course "Tax Policy" students know the most important tax revenues in Germany and how they are divided between the Federation and the federal provinces. They are able to explain the incidence of specific taxes using simple case studies. Finally they can discuss tax induced distortions of individual decisions using simple partial equilibrium models.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English creditable for bonus</p>		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
<p>Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018)</p>		
Master's with 1 major China Business and Economics (2021)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 359 / 555

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

Module title		Abbreviation
Public Debt		12-M-F2-182-m01
Module coordinator		Module offered by
holder of the Chair of Public Finance		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Description:</p> <p>The module provides an introduction to some specific issues of public debt that are in the focus of the public and scientific debate.</p> <p>Reading: lecture notes provided by Chair.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> 1. Measurement of public debt 2. Growth effects of public debt 3. Intergenerational effects of public debt 4. Public debt in open economies 5. Neutrality of public debt 6. Political economy of public debt 7. Theory of sovereign debtors 		
Intended learning outcomes		
<p>After completing the course "National Debt" students are able to distinguish and discuss the most important measurement concepts and problems of public debt. They can discuss the growth and distributional consequences using simple equilibrium models of closed and open economies. They can evaluate the relevance of Ricardian neutrality and know the political economy explanations of rising debt levels and debt overhangs in specific countries.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 minutes) or</p> <p>b) term paper (approx. 15 pages)</p> <p>Language of assessment: German and/or English</p> <p>creditable for bonus</p>		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: no courses offered		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		

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

Module title		Abbreviation
Social Insurance and the Welfare State		12-M-F3-182-m01
Module coordinator		Module offered by
holder of the Chair of Public Finance		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Description:</p> <p>This module discusses the economic justification for implementing social security systems in a market economy and provides students with deeper insights into this topic with the help of specific issues of public health and retirement policy.</p> <p>Reading: lecture notes provided by Chair.</p> <p>Contents:</p> <ol style="list-style-type: none"> 1. Public intervention in insurance markets 2. The insurance function of social security 3. Social security and social morale 4. The optimal health insurance contract 5. Why do we need a public pension system? 6. Funding vs pay-as-you-go financing of public pensions 		
Intended learning outcomes		
After completing the module "Theorie der Sozialversicherung" students are able to explain the theoretical foundation of the social security system in a market economy. Using simple partial equilibrium models they can discuss the financing and contract structure of the public health and pension system. Finally they are able to analyze the consequences of policy reforms.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
--		
Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Management (2018)		
Master's with 1 major China Business and Economics (2021)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 363 / 555

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

Module title		Abbreviation
Optimal Tax Theory		12-M-F4-182-m01
Module coordinator		Module offered by
holder of the Chair of Public Finance		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Description:</p> <p>The 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.</p> <p>Examining specific taxation issues such as eco-tax, family taxation and the taxation in an uncertain world, students will then gain more in-depth insights into these rules.</p> <p>Reading: Lecture notes will be provided.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> 1. Optimal commodity taxation 2. Optimal income taxation 3. Optimal taxation of families 		
Intended learning outcomes		
<p>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.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 minutes) or</p> <p>b) term paper (approx. 15 pages)</p> <p>Language of assessment: English</p> <p>creditable for bonus</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Management (2018)		
Master's degree (1 major) International Economic Policy (2018)		
Master's with 1 major China Business and Economics (2021)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 365 / 555

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

Module title			Abbreviation
Case Studies on Business Taxation			12-M-FER-161-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Business Taxation		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
This module 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 (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
written examination (approx. 120 minutes) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: winter semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022)			
Master's with 1 major China Business and Economics (2021)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	
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exchange program Business Management and Economics (2022)

Module title			Abbreviation
Analysis of Financial Market Data			12-M-FMO-182-mo1
Module coordinator		Module offered by	
holder of the Chair of Econometrics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>Description:</p> <p>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, CAPM is discussed and examined, in particular with regard to its empirical applicability.</p> <p>Syllabus:</p> <ol style="list-style-type: none">1. Information efficiency2. Random walk3. Theoretical market models4. Event studies5. Univariate modelling of time series data6. Models to explain volatility (ARCH and GARCH)7. Estimation of the capital asset pricing model <p>Reading:</p> <p>Alexander, C.: A Guide to Financial Data Analysis, Wiley.</p> <p>Campbell, JY, Lo, AW, MacKinley, AC: The Econometrics of Financial Markets, Princeton University Press.</p> <p>Geyer, A.: Information, Erwartung und Risiko. Aspekte der Verteilung, Abhängigkeit und Varianz von finanzwirtschaftlichen Zeitreihen, Verlag V. Florentz.</p> <p>Hamilton, JD: Time Series Analysis, Princeton University Press.</p> <p>Mills, T.: Econometric Modelling of Financial Time Series, Cambridge University Press.</p> <p>Taylor, S.: Modelling Financial Time Series, Wiley.</p>			
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 statistic programs such as R and critically analyze their economic importance. In addition, the students learn the independent handling of empirical capital market data and at the end of the course, they will have the ability to develop own functions and routines, for example for R.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English creditable for bonus			

Allocation of places
--
Additional information
Research track module in Master's programme IEP
Workload
150 h
Teaching cycle
Teaching cycle: summer semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Econometrics (2021) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Econometrics (2022) exchange program Business Management and Economics (2022)

Module title		Abbreviation
Global Logistics & Supply Chain Management		12-M-GLSC-182-m01
Module coordinator		Module offered by
holder of the Chair of Logistics and Quantitative Methods		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The course "Global Logistics & Supply Chain Management" acquaints students with advanced methods for the planning of global production networks and demonstrates the application of these with the help of multiple case studies.		
Intended learning outcomes		
After completing this course students can (i) analyze and evaluate global production networks; (ii) develop and apply appropriate methods to plan production networks; (iii) evaluate the consequences of uncertainties in processes and apply concepts and methods to plan uncertain processes.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 to 20 pages) Language of assessment: English creditable for bonus		
Allocation of places		
--		
Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) Information Systems (2022)		
Master's with 1 major China Business and Economics (2021)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 371 / 555

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

Module title			Abbreviation
Global Value Management			12-M-GVM-161-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
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 (2) + Ü (2) Course type: alternatively eLearning, S, WS			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60 to 90 minutes) or b) oral examination of one candidate each (approx. 30 minutes) or c) term paper (approx. 15 pages) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered and in the subsequent semester creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019)			
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Master's degree (1 major) China Business and Economics (2021)
Master's degree (1 major) China Language and Economy (2021)
Master's degree (1 major) International Economic Policy (2022)
Master's degree (1 major) Management (2022)

Module title			Abbreviation
Human Resource Management and Industrial Relations			12-M-HRM-192-m01
Module coordinator		Module offered by	
holder of the Chair for Human Resource Management and Organisation		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
The lecture "Human Resource Management and Industrial Relations" introduces advanced theories, estimation techniques and empirical results from the areas of human resources management and institutional frameworks such as the different actors in industrial relations.			
Syllabus			
Introduction: Human Resource Management & Industrial Relationships			
Chapter 1: The employment contract [formal model]			
Chapter 2: Motivation [formal model]			
Chapter 3: Employee resistance against reorganisations [empirical study]			
Chapter 4: The role of works councils [formal model]			
Chapter 5: Works councils and the employer wage structure [empirical study]			
Chapter 6: The behaviour of labour unions [formal model]			
Chapter 7: Learning process of employers [formal model and empirical study]			
Chapter 8: Demographic challenges of HRM [formal model and empirical study]			
Intended learning outcomes			
The aim of the lectures is to enable students to understand and apply advanced theories, estimation techniques and empirical results in the area human resource management and industrial relations on the basis of scientific literature.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) Written examination (approx. 60 minutes) or b) Term paper (approx. 15 pages) Language of assessment: German and/or English			
Allocation of places			
WM6: There are no restrictions with regard to available places for students of the Master's degree programmes Management, International Economic Policy, Information Systems, Wirtschaftsmathematik (Mathematics for Economics) and Chinese and Economics as well as China Business and Economics. A total of 20 places will be allocated to students of other subjects; should the number of applications exceed the number of available places, these places will be allocated by lot.			

Additional information
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Workload
150 h
Teaching cycle
Teaching cycle: summer semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Information Systems (2019) Master's degree (1 major) Political and Social Sciences (2020) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Social Science Sustainability Studies (2021) Master's degree (1 major) Economathematics (2021)

Module title		Abbreviation
International Taxation		12-M-IB-161-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Business Taxation		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>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.</p>		
Intended learning outcomes		
<p>After completion of the module students are able</p> <ul style="list-style-type: none"> (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. <p>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.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages), presentation of term paper (approx. 20 minutes), weighted 3:2 Language of assessment: German and/or English Assessment offered: To be announced creditable for bonus</p>		
Allocation of places		
<p>12 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.</p>		
Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		

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

Module title		Abbreviation
E-Business Strategies		12-M-IBS-192-m01
Module coordinator		Module offered by
holder of the Chair of Information Systems Engineering		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The module provides an overview of strategic implications of digital technologies at the level of organisations, industries and value networks. To this end, concepts and frameworks from strategic technology management are applied to digital innovations and illustrated with numerous examples. In the accompanying exercise, case studies of well-known digital companies and their business models are analysed and discussed.		
Intended learning outcomes		
<ul style="list-style-type: none"> - Understand theoretical concepts of strategy development and implementation in the context of digital technologies. - Apply different frames of reference and understand their strengths and weaknesses in the context of practical application. - Transfer the concepts to real business situations 		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) Written examination (approx. 60 minutes) or b) oral examination (one candidate each: approx. 10 to 15 minutes, groups of 2: approx. 20 minutes, groups of 3: approx. 30 minutes) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
40 places. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Master's students of Information Systems will be given preferential consideration. (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.		
Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Information Systems (2019)		

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

Module title			Abbreviation
International Marketing			12-M-IMM-161-m01
Module coordinator		Module offered by	
holder of the Chair of Business Administration and Marketing		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>Description:</p> <p>The module builds on the knowledge acquired during the Bachelor's degree programme or the <i>Grundstudium</i> (stage I studies). It provides a systematic introduction to strategic marketing decisions in global and international contexts. These are explained mainly by Porter's diamond and cluster models. Another focus is on internationalisation strategies, which require country analyses and decisions on the selection of national markets as well as a timing of the countries market development. In addition, the module discusses different strategies for market entry and market development.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none">1. Internationalisation of the economy and regional integration processes<ul style="list-style-type: none">• Globalisation• Competitiveness of countries, industries and companies in an international context2. International strategic marketing decisions<ul style="list-style-type: none">• Market entry forms• Market development strategies• Timing strategies• International organisation structures3. Theories and strategies of internationalisation<ul style="list-style-type: none">• Foreign trade theory• Multinational enterprise• Internationalisation strategies <p>Reading:</p> <p>Meffert, H. / Burmann C. / Becker, C.: Internationales Marketing-Management, Stuttgart etc. (most recent edition).</p> <p>Berndt, R. / Fantapié-Altobelli C. / Sander M.: Internationales Marketing-Management, Berlin etc. (most recent edition).</p>			
Intended learning outcomes			
Students acquire in-depth skills in the field of strategic and operational management with particular attention to the international context. Students achieve particular expertise in the analysis, assessment and implementation of international business decisions and gain skills thus guiding the execution of marketing and management positions in globally-active companies.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
written examination (approx. 60 minutes) Language of assessment: German and/or English			
Allocation of places			
--			

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

Module title		Abbreviation
Strategic Managerial Accounting		12-M-INST-182-m01
Module coordinator		Module offered by
holder of the Chair of Business Management, Controlling and Accounting		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The module focuses on accounting instruments, which are applied in the context of strategic management of enterprises. First, it addresses important drivers of strategic decisions from a microeconomic perspective, such as the emergence of cost and quality advantages in competition as well as scale and experience curve effects. Second, the module covers analytical and heuristic techniques of planning and control. In the context of these techniques, instruments of target costing, life cycle cost analysis, benchmarking and business wargaming are discussed with regard to their theoretical foundation and fields of application.		
Intended learning outcomes		
Initially, knowledge about fundamental requirements concerning instruments of decision-making and behavior control within enterprises is acquired. What is more, the module conveys obtaining knowledge about the strengths and weaknesses and therewith fields of application and limits of prevalent instruments of strategic corporate management used by practitioners.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021)		
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Master's degree (1 major) Economathematics (2021)
Master's degree (1 major) Information Systems (2022)
Master's degree (1 major) International Economic Policy (2022)
Master's degree (1 major) Management (2022)
Master's degree (1 major) Economathematics (2022)
exchange program Business Management and Economics (2022)

Module title			Abbreviation
IT-Management			12-M-ITM-161-mo1
Module coordinator		Module offered by	
holder of the Chair of Information Systems Engineering		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>Content:</p> <p>This course provides students with an in-depth overview of aims, tasks and appropriate methods of IT management.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none">1. Organisation and distinction2. IT strategy3. IT organisation4. Management of IT systems5. Enterprise Architecture Management6. IT project management7. IT security8. IT law9. IT controlling <p>Reading:</p> <ul style="list-style-type: none">• Hofmann/Schmidt: Masterkurs IT-Management, Wiesbaden.• Tiemeyer: Handbuch IT-Management, Munich.• Hanschke: Strategisches Management der IT-Landschaft, Munich.			
Intended learning outcomes			
<p>After completing the course "IT Management", students will be able to</p> <ol style="list-style-type: none">1. overview the different aspects to be considered regarding a purposeful IT management;2. understand and apply appropriate methods and tools;3. independently perform system search and selection in a team project (only after participation in the practice lessons).			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
<p>a) written examination (approx. 60 minutes) or</p> <p>b) oral examination (one candidate each: approx. 15 to 20 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes)</p> <p>Language of assessment: German and/or English</p> <p>creditable for bonus</p>			
Allocation of places			
--			
Additional information			
--			

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

Module title			Abbreviation
International Trade and the Multinational Firm			12-M-ITMF-182-m01
Module coordinator		Module offered by	
holder of the Chair of International Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<u>Content</u>			
The lecture 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. [If time permits the Armington model and the standard neoclassical model will be addressed.]			
<u>Outline</u>			
I Ricardian Trade Theory			
II Heckscher-Ohlin Trade Theory			
III New Trade Theory: Intra-Industry Trade, Increasing Returns to Scale, Imperfect Competition			
IV Firm Heterogeneity, Trade and FDI			
V The Multinational Firm			
<u>Literature:</u>			
The module draws heavily on articles from scholarly journals and handbooks. A detailed list of references with further references, notably journal articles, is provided with each chapter of the lecture. Material from the following books is also used:			
Helpman, E. (2011). Understanding Global Trade. Princeton University Press.			
Feenstra, R.C. (2016). Advanced International Trade. Theory and Evidence. Princeton University Press, Second Edition			
Caves, R., R.W. Jones and J.A. Frankel (2007). World Trade and Payments. Addison Wesley			
Bhagwati, J., A. Panagariya and T. N. Srinivasan (1998). Lectures on International Trade. Second Edition. MIT Press			
Gandolfo, G. (1998). International Trade Theory and Policy. Springer-Verlag, Berlin and New York			
Markusen, J.R., J.R. Melvin, W.H. Kaempfer, K. E. Maskus (1995). International Trade. McGrawHill			
Barba Navaretti, G. and A.J. Venables (2004). Multinational Firms in the World Economy. Princeton University Press			
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 (2) + Ü (2)

Module taught in: English

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

a) written examination (approx. 60 to 90 minutes) or

b) term paper (approx. 15 pages)

Language of assessment: English

creditable for bonus

Allocation of places

--

Additional information

--

Workload

150 h

Teaching cycle

Teaching cycle: winter semester

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

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Module appears in

Master's degree (1 major) Management (2018)

Master's degree (1 major) International Economic Policy (2018)

Master's degree (1 major) China Business and Economics (2019)

Master's degree (1 major) China Language and Economy (2019)

Master's degree (1 major) China Business and Economics (2021)

Master's degree (1 major) China Language and Economy (2021)

Master's degree (1 major) Econometrics (2021)

Master's degree (1 major) International Economic Policy (2022)

Master's degree (1 major) Management (2022)

Master's degree (1 major) Econometrics (2022)

exchange program Business Management and Economics (2022)

Module title			Abbreviation
Coordination, Budgeting and Incentives in Organizations			12-M-KOBO-182-mo1
Module coordinator		Module offered by	
holder of the Chair of Business Management, Controlling and Accounting		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
This module focuses on accounting-based instruments to control behavior in decentralized enterprises. The course first discusses the role of accounting in the context of decision-making and behavioral controlling as well as informational analyses. Afterwards, the most common instruments of behavioral controlling (budgeting, value-oriented management, transfer prices) are discussed with regard to theory and practice.			
Intended learning outcomes			
This module aims to provide knowledge in the context of behavioral control in enterprises. Knowledge about requirements on instruments used for behavioral control are discussed and competences for deployment, structure and development of coordination tools are provided.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: winter semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) Information Systems (2022)			
Master's with 1 major China Business and Economics (2021)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	
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Master's degree (1 major) International Economic Policy (2022)
Master's degree (1 major) Management (2022)
Master's degree (1 major) Econometrics (2022)
exchange program Business Management and Economics (2022)

Module title		Abbreviation
Industrial Management 2		12-M-LA-182-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Industrial Management		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
This module analyses and classifies approaches of production planning and control. In addition, it develops methods and models of lot sizing and scheduling. The focus is on the determination of optimal production and transport volumes as well as the planning of orders and manufacturing orders.		
Intended learning outcomes		
Students learn essential concepts, principles and methods of production planning and control with emphasis on the determination of optimal production and transport volumes as well as the planning of production and order sequences. Then, based on this expertise related knowledge broadening and deepening, essential competencies are conveyed, which allow the imaging of realistic situations and problems using mathematical and quantitative models for the derivation and assessment of alternative courses of action. After completion of the module students can answer, analyze and structure questions of production planning and control, goal-oriented. They can also arrange the planning areas in the overall business context and have an in-depth overview of the production planning and control.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Course type: might also be offered as eLearning, seminary, workshop, etc.		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 40 to 60 minutes) or b) presentation (approx. 20 minutes) and term paper (15 to 20 pages), weighted 1:1 or c) term paper (30 to 40 pages) or d) entirely or partly computerised written examination (approx. 60 minutes) or e) portfolio (approx. 20 pages) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: after announcement		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in

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

Module title		Abbreviation
Seminar: Logistics & Supply Chain Management		12-M-LSCM-161-m01
Module coordinator		Module offered by
holder of the Chair of Logistics and Quantitative Methods		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
Quantitative planning approaches are particularly valuable for designing logistics systems and supply chains. They support decision makers in taking important strategic, tactical, and operational decisions by providing well-founded and relevant information. Many of these decisions have significant impact on the competitiveness of companies because they considerably influence today's as well as tomorrow's costs and revenues. The adoption of quantitative planning methods has been strongly supported by the development of information and communication systems: Advanced tools are available at low costs, versatile methods to model and solve planning problems have been integrated in standard software, the user friendliness has improved, and last but not least: the access to necessary data has substantially progressed (i.e. through ERP systems).		
Intended learning outcomes		
The main objective of this seminar is to familiarize participants with diverse quantitative planning problems and potential solutions. Planning procedures are applied to solve real problems in companies. Participants in this seminar learn about actual planning problems in Logistics and Supply Chain Management; they analyze and understand how companies address these problems.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German and/or English		
Allocation of places		
20 places. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Students who already have successfully completed courses offered by the Chair of Logistics and Quantitative Methods will be given preferential consideration. (2) Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in mandatory courses of the focus Logistik und Supply Chain Management (Logistics and Supply Chain Management) or Value Chain Management or another specialisation the applicant has selected which includes courses offered by the Chair. (3) Among applicants with the same number of ECTS credits, places will be allocated by lot.		
Additional information		
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Workload		
300 h		
Teaching cycle		
Teaching cycle: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016)		
Master's with 1 major China Business and Economics (2021)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 393 / 555

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

Module title			Abbreviation
Managerial Analytics & Decision Making			12-M-MADM-182-mo1
Module coordinator		Module offered by	
holder of the Chair of Logistics and Quantitative Methods		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
The course "Managerial Analytics & Decision Making" discusses quantitative methods to structure and solve a diverse set of management problems and demonstrates the application of modern methods with the help of multiple case studies.			
Intended learning outcomes			
After completing this course students can (i) better understand and structure problems; (ii) apply important theoretical and empirical frameworks to practical problems that evaluate good and bad decision making; (iii) implement advanced analytical methods to support decision making under risk.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 to 20 pages) Language of assessment: English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: winter semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) Information Systems (2022)			
Master's with 1 major China Business and Economics (2021)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 395 / 555

Master's degree (1 major) International Economic Policy (2022)
Master's degree (1 major) Management (2022)
Master's degree (1 major) Econometrics (2022)
exchange program Business Management and Economics (2022)

Module title		Abbreviation
Seminar: Macroeconomics and Quantitative Economic Research		12-M-MEW-161-m01
Module coordinator		Module offered by
head of the Work Group of Empirical Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
This 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 (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German and/or English		
Allocation of places		
10 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
Additional information		
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Workload		
300 h		
Teaching cycle		
Teaching cycle: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019)		
Master's with 1 major China Business and Economics (2021)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 397 / 555

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

Module title			Abbreviation
Advanced Macroeconomics			12-M-MFF-182-mo1
Module coordinator		Module offered by	
holder of the Chair of International Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	English	
Contents			
<u>Content</u>			
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, on endogenous growth theory and it puts the roles of human capital and institutions under scrutiny. Applications of this framework involving urban and regional growth, resources and the environment will be taken up, time permitting.			
<u>Outline</u>			
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)			
<u>Literature:</u>			
The course draws strongly on the textbook:			
David Romer, Advanced Macroeconomics, 4 th edition, McGraw-Hill Irwin.			
We will use journal articles and research papers at several parts 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 (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages) Language of assessment: English creditable for bonus			
Allocation of places			
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Additional information
--
Workload
150 h
Teaching cycle
Teaching cycle: winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022)

Module title		Abbreviation
Microeconometrics		12-M-MIK-182-mo1
Module coordinator		Module offered by
holder of the Chair of Econometrics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>The course teaches basics, methods and concepts for the analysis of individual data. The scaling of observed data is adequately addressed. The maximum likelihood method, which is important for this type of data, is explained in detail.</p> <p>Outline</p> <ol style="list-style-type: none"> 1. What is microeconometrics? 2. Models for qualitatively dependent variables 3. Models for limited dependent variables 4. Time-dependent models <p>References</p> <p>Greene, W. H.: Econometric Analysis, Philip Alan. Ronning, G.: Microeconometrics, Springer Verlag. Verbeek, M.: Modern Econometrics, Wiley. Winkelmann, R., Boes, S.: Analysis of Microdata, Springer Verlag.</p>		
Intended learning outcomes		
Students have significant knowledge of the maximum likelihood method and the most important models for qualitatively and limited dependent variables. They can autonomously perform estimations with statistic programs such as R and interpret the results meaningfully.		
Courses (type, number of weekly contact hours, language — if other than German)		
Ü (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
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Additional information		
Research track module in Master's programme IEP		
Workload		
150 h		
Teaching cycle		
Teaching cycle: after announcement		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's with 1 major China Business and Economics (2021)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 401 / 555

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

Module title			Abbreviation
Brand Management & Market Research			12-M-MM-161-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>Description:</p> <p>At the beginning of the 21st century, marketing - until then interpreted as a market-oriented corporate management approach - was further developed to be seen as the entrepreneurial task of creating "shared value" for the organisation on the one hand and - broadly speaking - for society on the other hand. This idea leads to high requirements regarding the strategic sustainable positioning of the brand as well as brand management itself.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none">1. Brand leadership and brand assessment2. Brand leadership, identity and relevance according to David Aaker's approach3. Brand strategies4. Consumer behaviour5. Market research methods and the development of brand strategies6. Market research methods			
Intended learning outcomes			
Based on the theories of Meffert and Aaker, students will gain a profound understanding for brand leadership, which will be deepened by many practical implications and examples. Provided by cases studies and market research tools, it's the defined goal of this lecture to convey an in-depth knowledge for consumer behavior and sustainable brand management.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
written examination (approx. 60 minutes) Language of assessment: German and/or English			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016)			
Master's with 1 major China Business and Economics (2021)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 403 / 555

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

Module title			Abbreviation
Strategic Networks in Industry			12-M-MS-161-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>The primary object of this course is to gain a detailed understanding of strategic networks and of the phenomenon of clustering in the industrial industry. The example of the international automotive industry is used for clarification of the theoretical contents.</p> <p>The focus is on marketing in industrial companies and also on CSR - CSR is considered the "driver" of sustainable innovations - as well as the different strategy types of sustainable innovations.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none">1. Strategic networks and clusters in industrial industries such as the automotive industry2. Transaction types of Williamson as well as strategic cooperation between automobile manufacturers and suppliers3. Management of business types, in particular the business of suppliers in the automotive industry4. Cluster and entrepreneurship activities5. Sustainable innovation strategies			
Intended learning outcomes			
By the end of the course, students gain a profound understanding above the basics of network research. Furthermore students will acquire sectoral knowledge of the automotive industry as well as detailed cluster skills.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
written examination (approx. 60 minutes) Language of assessment: German and/or English			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015)			
Master's with 1 major China Business and Economics (2021)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 405 / 555

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

Module title			Abbreviation
Advanced Seminar: Marketing Strategy			12-M-MSS-161-m01
Module coordinator		Module offered by	
holder of the Chair of Business Administration and Marketing		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
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 (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German and/or English			
Allocation of places			
10 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
--			
Workload			
300 h			
Teaching cycle			
Teaching cycle: each semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018)			
Master's with 1 major China Business and Economics (2021)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 407 / 555

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

Module title			Abbreviation
Mobile and Ubiquitous Systems			12-M-MUS-161-m01
Module coordinator		Module offered by	
holder of the Chair of Information Systems Engineering		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
The module provides an overview of technologies and business applications of mobile & ubiquitous computing. Concepts and applications are illustrated using numerous examples from mobile telecommunications to the Internet of Things. In the accompanying exercise, corresponding case study texts are analysed and discussed.			
Intended learning outcomes			
- Understand the technological basics of mobile & ubiquitous computing.			
- Analysing business applications in processes, products/services and business models			
- Apply the concepts learned to real-life problems in a business context			
Courses (type, number of weekly contact hours, language — if other than German)			
Ü (2) + V (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60 minutes) or			
b) oral examination (one candidate each: approx. 15 to 20 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes)			
Language of assessment: German and/or English			
creditable for bonus			
Allocation of places			
--			
Additional information			
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Workload			
150 h			
Teaching cycle			
Teaching cycle: summer semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Economathematics (2016)			
Master's degree (1 major) Business Information Systems (2016)			
Master's degree (1 major) Business Management (2015)			
Master's degree (1 major) China Business and Economics (2016)			
Master's degree (1 major) International Economic Policy (2015)			
Master's degree (1 major) Media Communication (2016)			
Master's degree (1 major) China Language and Economy (2016)			
Master's degree (1 major) Media Communication (2018)			
Master's degree (1 major) Management (2018)			
Master's with 1 major China Business and Economics (2021)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	
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Master's degree (1 major) China Business and Economics (2019)
Master's degree (1 major) China Language and Economy (2019)
Master's degree (1 major) Media Communication (2019)
Master's degree (1 major) Information Systems (2019)
Master's degree (1 major) China Business and Economics (2021)
Master's degree (1 major) China Language and Economy (2021)

Module title		Abbreviation
Advanced Computational Economics		12-M-NGM-182-m01
Module coordinator		Module offered by
holder of the Chair of Public Finance		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Description:</p> <p>This 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.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> 1. Programming with FORTRAN and application of numerical methods 2. Solution techniques for dynamic programming problems 3. Policy analysis with stochastic growth and life cycle models <p>Reading:</p> <p>Lecture notes will be provided.</p>		
Intended learning outcomes		
<p>After completing the course "Advanced Computational Economics" students will be able to</p> <ul style="list-style-type: none"> (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 (2) + Ü (2)		
Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<ul style="list-style-type: none"> a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) <p>Language of assessment: English</p>		
Allocation of places		
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Additional information		
Research track module in Master's programme IEP		
Workload		
150 h		
Teaching cycle		
Teaching cycle: winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		

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

Module title			Abbreviation
Econometrics 1			12-M-OE1-182-mo1
Module coordinator		Module offered by	
holder of the Chair of Econometrics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>Description:</p> <p>This module deals with the basic concept and methodology of the ordinary least squares (OLS) regression model. In particular, model assumptions and properties are discussed and formally motivated. In addition, the module examines linear restrictions on the model's explanatory variables as well as dummy variables and introduces tests to verify simple and multiple linear restrictions.</p> <p>Linear algebra is used as formal aid.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none">1. Random variables2. Important distributions3. Point estimates4. Simple linear regression model5. Model assumptions6. Model properties7. Simple hypothesis tests8. Multiple linear regression model9. Linear restrictions10. Dummy variables11. Multiple hypothesis tests			
Intended learning outcomes			
<p>The students acquire knowledge of the basics, concepts and methods used in the classical linear regression model and understand the role of econometrics in science and data analysis. In particular, they learn how to analytically derive, calculate and interpret the coefficients, standard errors and p-values of a classic regression output of the multiple regression model. Furthermore, they are able to formally state and motivate the assumptions and properties of OLS and know how to deal with transformed and dummy variables. Additionally, students will be able to test multiple linear restrictions on the parameters and will be able to apply these tests to real economic, business and social science questions.</p> <p>The competences acquired in this course serve as a prerequisite for "Econometrics II", "Econometrics III", "Micro-econometrics" und "Financial Econometrics".</p>			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Module taught in: German (winter semester), English (summer semester)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
<p>a) written examination (approx. 60 minutes) or</p> <p>b) term paper (approx. 15 pages)</p> <p>Language of assessment: German and/or English</p> <p>creditable for bonus</p>			
Allocation of places			
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Additional information
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Workload
150 h
Teaching cycle
Teaching cycle: each semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Econometrics (2021) Master's degree (1 major) Information Systems (2022) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Econometrics (2022) exchange program Business Management and Economics (2022)

Module title		Abbreviation
Econometrics 2		12-M-OE2-182-m01
Module coordinator		Module offered by
holder of the Chair of Econometrics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Description:</p> <p>This module deals with the basics, concepts and methods of the generalized least squares (GLS) framework. Partly as a motivation for the GLS model and partly for its own right, different specification and data problems as well as violations of model assumptions of the OLS estimator (as introduced in "Ökonometrie I" ("Econometrics I")) are discussed. This includes multicollinearity, a test for structural breaks, heteroskedasticity and autocorrelation. Linear algebra is used as formal aid.</p> <p>Syllabus:</p> <ol style="list-style-type: none"> 1. Specification analysis 2. Multicollinearity 3. Heteroskedasticity 4. Autocorrelated disruptive terms 5. Generalized least squares (GLS) 		
Intended learning outcomes		
<p>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) in order to be 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, to work independently on adequate implementation of empirical analyzes and to answer selected (economic) scientific issues if available data with the above-mentioned involved problems. The competences acquired in this course serve as a prerequisite for "Econometrics III", "Microeconometrics" und "Financial Econometrics".</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English creditable for bonus</p>		
Allocation of places		
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Additional information		
Research track module in Master's programme IEP		
Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		

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

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Module appears in

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

Module title		Abbreviation
Econometrics 3		12-M-OE3-182-m01
Module coordinator		Module offered by
holder of the Chair of Econometrics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Description:</p> <p>This module deals with advanced econometric methods and concepts based on the classical and the generalized least squares estimator discussed in Ökonometrie I and II (Econometrics I and II). In particular, this includes the instrumental variable (IV) estimator, the generalized method of moments (GMM) estimator, distributed lag models as well as basic methods and concepts used in uni- and multivariate econometric time series analysis, including (non)stationarity, integration and cointegration.</p> <p>Linear algebra is used as formal aid.</p> <p>Syllabus:</p> <ol style="list-style-type: none"> 1. Error-in-variables 2. IV estimation 3. Generalized 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		
<p>The students acquire thorough understanding of advanced methods and concepts in econometrics. They get familiarized with diverse error-in-variables issues and will be capable of handling them appropriately. After the course, students understand the generalized method of moments (GMM) and the instrumental variable (IV) estimator to the 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</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 minutes) or</p> <p>b) term paper (approx. 15 pages)</p> <p>Language of assessment: German and/or English</p> <p>creditable for bonus</p>		
Allocation of places		
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Additional information		
Research track module in Master's programme IEP		
Workload		
150 h		
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Teaching cycle
Teaching cycle: after announcement
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Econometrics (2021) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Econometrics (2022) exchange program Business Management and Economics (2022)

Module title		Abbreviation
Advanced Labour Economics		12-M-OEA-182-m01
Module coordinator		Module offered by
holder of the Chair of Labour Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>This course provides an overview of the field of modern labor economics. The course will cover the following topics:</p> <ol style="list-style-type: none"> 1. Labor supply 2. Labor demand 3. Human capital formation 4. Compensating wage differentials 5. Discrimination <p>The course will consist of frontal teaching of the basic theoretical as well as empirical tools as well as a careful reading of some of the key scientific articles related to the outlined topics. Students are expected to read the scientific articles in advance and will be asked to discuss them in small groups during class. In addition, a discussion of the articles will help illustrating how established scholars approach the core questions in modern labor economics and giving students an understanding of high quality empirical research.</p> <p>The main reference for the lecture is Cahuc and Zylberberg. (2004): "Labor Economics", 1st edition, Massachusetts Institute of Technology. In addition, we will discuss well-published economic articles related to the single topics discussed in class.</p>		
Intended learning outcomes		
<p>The aim of this course is to acquaint students with classical as well as modern topics in labor economics and to encourage the development of research interest in this field. As such, the course's objective is to familiarize students with both the core theoretical models of labor economics as well as the main econometric methods used to provide empirical evidence.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: English</p>		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in

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

Module title		Abbreviation
Project Modul: Audiovisual Business Communication		12-M-PACW-182-m01
Module coordinator		Module offered by
holder of the Professorship of Economic Journalism		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
In this seminar, students learn the basics of audiovisual forms of presentation (news, background report, reportage). They are first introduced to the use of cameras and editing. Students learn how to set news and stories in the picture and how to organize shoots. Television-specific journalistic basics such as the structure and design of a television report, organization, and handling of different filming situations, creating storyboards, copywriting, and speaking are learned.		
Intended learning outcomes		
Upon completion of the seminar, students will be able to apply editorial and technical knowledge and skills (including teamwork) to the production of television features.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
portfolio (approx. 3 items with a duration of 3 minutes each, audio/video format): e. g. record of research activities, commentary, text analyses of different types of media Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus		
Allocation of places		
--		
Additional information		
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Workload		
300 h		
Teaching cycle		
Teaching cycle: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Media Communication (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) International Economic Policy (2022)		

Master's degree (1 major) Management (2022)
Master's degree (1 major) Econometrics (2022)
Master's degree (1 major) Media Entertainment (2022)
Master's degree (1 major) Psychology of digital media (2022)
exchange program Business Management and Economics (2022)

Module title		Abbreviation
Project Modul: Crossmedial Business Communication		12-M-PCW-182-m01
Module coordinator		Module offered by
holder of the Professorship of Economic Journalism		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
Online and cross-media journalism takes into account the current media convergence. This seminar focuses on the individual elements and phases of production for the website, Facebook, Instagram, Twitter, and Tiktok against the background of current trends and developments. In addition, the seminar covers current trends in journalism. In addition to content-related topics, the focus is also on new methods (e.g. of storytelling), as well as technical developments.		
Intended learning outcomes		
After successful completion, students will be able to name the individual phases of online and cross-media journalism and carry them out on sample projects, explain and go through the individual production stages, use methods and tools for the individual steps.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
portfolio (approx. 3 items with a duration of 3 minutes each, audio/video format): e. g. record of research activities, commentary, text analyses of different types of media Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
300 h		
Teaching cycle		
Teaching cycle: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Media Communication (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) International Economic Policy (2022)		
Master's with 1 major China Business and Economics (2021)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 423 / 555

Master's degree (1 major) Management (2022)
Master's degree (1 major) Econometrics (2022)
Master's degree (1 major) Media Entertainment (2022)
Master's degree (1 major) Psychology of digital media (2022)
exchange program Business Management and Economics (2022)

Module title			Abbreviation
Project Module Digital Business Strategy I			12-M-PDBUS1-182-mo1
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
10	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
This module is designed to provide credit for work completed in project seminars in Digital Business Strategy.			
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 (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
project (approx. 15 pages, e. g. term paper, documentation, preparing a contribution) and presentation (approx. 15 minutes), weighted 2:1 Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
300 h			
Teaching cycle			
Teaching cycle: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Management (2022) exchange program Business Management and Economics (2022)			

Module title			Abbreviation
Project Module Digital Business Strategy II			12-M-PDBUS2-182-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
10	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
This module is designed to provide credit for work completed in project seminars in Digital Business Strategy.			
Intended learning outcomes			
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
project (approx. 15 pages, e. g. term paper, documentation, preparing a contribution) and presentation (approx. 15 minutes), weighted 2:1 Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
300 h			
Teaching cycle			
Teaching cycle: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Management (2022) exchange program Business Management and Economics (2022)			

Module title		Abbreviation
Policy Evaluation Methods		12-M-PEM-182-m01
Module coordinator		Module offered by
holder of the Chair of Data Science in Business and Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>This course offers an introduction to the fundamentals of causal inference and to widely used research designs in the social sciences. In the first part a framework for understanding causality is introduced. Specifically, the epistemological differences between association, intervention and counterfactuals are explained. Then it is shown why experiments are paramount in generating causal knowledge and which assumptions are needed for which level of the causal hierarchy. Finally, we will discuss two widely used approaches to causality in the social sciences, i.e. potential outcomes and directed acyclic graphs.</p> <p>The second part is devoted to the research designs regressions analysis, difference-in-differences, instrumental variables, and regression discontinuity. The emphasis is how these research designs are for example applied to answer important questions in labour economics such as the effects of a minimum wage increase on employment or the effect of children on female labour supply and wages.</p> <p>The assumptions each research design requires in order to identify a causal effect will be at center stage of the lecture. Therefore the emphasis is to teach students <i>what</i> one needs to estimate in order to answer a given question. Further, the research designs are discussed such that students will be able to evaluate and apply these research designs to other questions and fields.</p>		
Intended learning outcomes		
At the end of the course, students should be able to understand basic concepts and methods of causal inference, as well as read, interpret, and assess the credibility of scientific publications. In addition, the course serves as preparation for advanced statistics and econometrics courses.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: English creditable for bonus		
Allocation of places		
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Additional information		
Research track module in Master's programme IEP		
Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		

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

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Module appears in

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

Module title			Abbreviation
Project Module Finance, Accounting & Taxation I			12-M-PFACT1-182-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
10	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
This module is designed to provide credit for work completed in project seminars in Finance, Accounting & Taxation.			
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 (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
project (approx. 15 pages, e. g. term paper, documentation, preparing a contribution) and presentation (approx. 15 minutes), weighted 2:1 Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus			
Allocation of places			
--			
Additional information			
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Workload			
300 h			
Teaching cycle			
Teaching cycle: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Management (2022) Master's degree (1 major) Management (2024) Master's degree (1 major) Management (2025) Master's degree (1 major) China Business and Economics (2025) Master's degree (1 major) China Language and Economy (2025)			

Module title			Abbreviation
Project Module Finance, Accounting & Taxation II			12-M-PFACT2-182-mo1
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
10	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
This module is designed to provide credit for work completed in project seminars in Finance, Accounting & Taxation.			
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 (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
project (approx. 15 pages, e. g. term paper, documentation, preparing a contribution) and presentation (approx. 15 minutes), weighted 2:1 Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
300 h			
Teaching cycle			
Teaching cycle: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Management (2022) Master's degree (1 major) Management (2024) Master's degree (1 major) Management (2025) Master's degree (1 major) China Business and Economics (2025) Master's degree (1 major) China Language and Economy (2025)			

Module title			Abbreviation
Project Module International Business & Strategy I			12-M-PIBST1-182-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
10	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
This module is designed to provide credit for work completed in project seminars in International Business & Strategy.			
Intended learning outcomes			
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
project (approx. 15 pages, e. g. term paper, documentation, preparing a contribution) and presentation (approx. 15 minutes), weighted 2:1 Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
300 h			
Teaching cycle			
Teaching cycle: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Management (2022) exchange program Business Management and Economics (2022)			

Module title			Abbreviation
Project Module International Business & Strategy II			12-M-PIBST2-182-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
10	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
This module is designed to provide credit for work completed in project seminars in International Business & Strategy.			
Intended learning outcomes			
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
project (approx. 15 pages, e. g. term paper, documentation, preparing a contribution) and presentation (approx. 15 minutes), weighted 2:1 Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
300 h			
Teaching cycle			
Teaching cycle: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Management (2022) exchange program Business Management and Economics (2022)			

Module title			Abbreviation
Project Module Management & Leadership I			12-M-PMALe1-182-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
10	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
This module is designed to provide credit for work completed in project seminars in Management & Leadership.			
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 (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
project (approx. 15 pages, e. g. term paper, documentation, preparing a contribution) and presentation (approx. 15 minutes), weighted 2:1 Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
300 h			
Teaching cycle			
Teaching cycle: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Management (2022) Master's degree (1 major) Management (2024) Master's degree (1 major) Management (2025) Master's degree (1 major) China Business and Economics (2025) Master's degree (1 major) China Language and Economy (2025)			

Module title			Abbreviation
Project Module Management & Leadership II			12-M-PMALe2-182-mo1
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
10	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
This module is designed to provide credit for work completed in project seminars in Management & Leadership.			
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 (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
project (approx. 15 pages, e. g. term paper, documentation, preparing a contribution) and presentation (approx. 15 minutes), weighted 2:1 Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
300 h			
Teaching cycle			
Teaching cycle: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Management (2022) Master's degree (1 major) Management (2024) Master's degree (1 major) Management (2025) Master's degree (1 major) China Business and Economics (2025) Master's degree (1 major) China Language and Economy (2025)			

Module title		Abbreviation
Project Module Operations & Information Management I		12-M-POPIM1-182-mo1
Module coordinator		Module offered by
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
This module is designed to provide credit for work completed in project seminars in Operations & Information Management.		
Intended learning outcomes		
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
project (approx. 15 pages, e. g. term paper, documentation, preparing a contribution) and presentation (approx. 15 minutes), weighted 2:1 Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
300 h		
Teaching cycle		
Teaching cycle: after announcement		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Management (2022) exchange program Business Management and Economics (2022)		

Module title		Abbreviation
Project Module Operations & Information Management II		12-M-POPIM2-182-m01
Module coordinator		Module offered by
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
This module is designed to provide credit for work completed in project seminars in Operations & Information Management.		
Intended learning outcomes		
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
project (approx. 15 pages, e. g. term paper, documentation, preparing a contribution) and presentation (approx. 15 minutes), weighted 2:1 Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
300 h		
Teaching cycle		
Teaching cycle: after announcement		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Management (2022)		

Module title		Abbreviation
Project Management and Control		12-M-PROM-182-mo1
Module coordinator		Module offered by
holder of the Chair of Business Management, Controlling and Accounting		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The module focuses on the discussion and critical examination of instruments and methods used in the context of project management and control within enterprises. Both classic and agile approaches to project management are considered. It covers characteristic features and structures of projects, their possible success factors, methods and instruments of control and management of projects in various project phases. The theoretical basis as well as potential applications of these instruments are discussed.		
Intended learning outcomes		
Initially, knowledge about fundamental requirements concerning instruments of project management and control is acquired. What is more, the module conveys knowledge about strengths and weaknesses and therewith fields of application and limits of commonly used instruments and methods of practitioners. Competences within the configuration and development of the project management and control as well as skills within the practical use are obtained.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 60 minutes) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) Information Systems (2022)		
Master's with 1 major China Business and Economics (2021)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 437 / 555

Master's degree (1 major) Management (2022)
Master's degree (1 major) Econometrics (2022)
exchange program Business Management and Economics (2022)

Module title		Abbreviation
Programming Survey and Experiments		12-M-PSE-182-mo1
Module coordinator		Module offered by
holder of the Chair of Labour Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>The module "Programming Survey and Experiments" focuses on the programming, implementation and analysis of surveys and experiments.</p> <p>Contents:</p> <ul style="list-style-type: none"> • Introduction to surveys and experiments • Design of surveys • Design of experiments • Programming surveys and experiments • Data management and analysis • Special techniques and methods • Practical implementation • Interpretation and reporting of results • Case studies and applications 		
Intended learning outcomes		
<p>This course provides students with the practical and theoretical knowledge to independently program, conduct and evaluate surveys and experiments. The focus is on technical implementation as well as methodological accuracy and ethical responsibility.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>V (2) + Ü (2) Module taught in: English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus</p>		
Allocation of places		
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Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: after announcement		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		

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

Module title		Abbreviation
Project Module Strategic Entrepreneurship		12-M-PUGF-182-mo1
Module coordinator		Module offered by
holder of the Chair of Entrepreneurship and Strategy		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>This seminar is a primer on academic research. It has been designed to effectively prepare students for conducting empirical research as part of their master thesis projects. The module starts with a crash course on research methods and advanced academic writing. Participants will then choose or otherwise be assigned a research question. Beyond this background, they select an appropriate research design to address the question at hand. This also includes collecting and analyzing primary and/or secondary data, with various datasets being available via our Chair and the University Library. In a final step, participants document their research in the form of a smaller-scale academic article and present the approach and essential insights of their research, thereby providing an excellent opportunity for mutual learning.</p>		
Intended learning outcomes		
<p><i>Educational aims</i></p> <ul style="list-style-type: none"> • Help students understand the role of positioning studies and theoretical modelling • Help students understand the role of different research strategies • Enable students to critically appraise alternative approaches to collecting and analyzing data <p><i>Learning outcomes</i></p> <p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> • Formulate an adequate research question • Build tentative theoretical models • Choose an appropriate research design to test the model • Document the research in the form of an academic manuscript 		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>term paper (approx. 15 pages) and presentation (one candidate: approx. 10 to 15 minutes@ groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes), weighted 2:1 Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered</p>		
Allocation of places		
<p>12 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.</p>		
Additional information		
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Workload		
300 h		

Teaching cycle

Teaching cycle: after announcement

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

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Module appears in

Master's degree (1 major) Management (2018)
Master's degree (1 major) International Economic Policy (2018)
Master's degree (1 major) China Business and Economics (2019)
Master's degree (1 major) China Language and Economy (2019)
Master's degree (1 major) China Business and Economics (2021)
Master's degree (1 major) China Language and Economy (2021)
Master's degree (1 major) Econometrics (2021)
Master's degree (1 major) International Economic Policy (2022)
Master's degree (1 major) Management (2022)
Master's degree (1 major) Econometrics (2022)
exchange program Business Management and Economics (2022)
Master's degree (1 major) Management (2024)
Master's degree (1 major) Econometrics (2024)
Master's degree (1 major) Management (2025)
Master's degree (1 major) China Business and Economics (2025)
Master's degree (1 major) China Language and Economy (2025)
Master's degree (1 major) Econometrics (2025)

Module title			Abbreviation
Accounting and Capital Markets			12-M-REKA-182-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management, Controlling and Accounting		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
The module focuses on financial and management accounting, their functions, possible configurations as well as their impact on internal and external recipients under consideration of the institutional setting. In this context, an economic perspective has priority over detailed legal arrangements and regulations by the standard setters. Based on the theoretical foundations of information economics as well as decision-making and balance sheet theories, typical issues concerning cost and managerial accounting as well as financial accounting and publicity are discussed.			
Intended learning outcomes			
Initially, a fundamental knowledge about the conception and impact of management and financial accounting as information systems is acquired. In the following, the module mainly sharpens the understanding of the economic impacts of the configuration of management and financial accounting. What is more, extensive knowledge about possible impacts of changes in institutional general frameworks is covered. For example, changes in valuation standards, publicity rules or regulations about the distribution of profits in enterprises and on capital markets are considered.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: summer semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019)			
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Master's degree (1 major) China Business and Economics (2021)
 Master's degree (1 major) China Language and Economy (2021)
 Master's degree (1 major) Econometrics (2021)
 Master's degree (1 major) Information Systems (2022)
 Master's degree (1 major) International Economic Policy (2022)
 Master's degree (1 major) Management (2022)
 Master's degree (1 major) Econometrics (2022)
 exchange program Business Management and Economics (2022)

Module title			Abbreviation
Tax-Optimized Business Organization			12-M-RFW-161-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Business Taxation		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
This course deals with tax aspects of the choice and change of legal form of business activities. Static and dynamic models are used to calculate the effective tax burden from ongoing business activities but also from a-periodic measures like divestments, mergers, or changes of the legal form. Our perspective is that of an investor resident in Germany investing in incorporated and unincorporated businesses in Germany and abroad.			
Intended learning outcomes			
This course enables students to (i) analyze and evaluate the tax effects of business activities in different legal forms from an investor's perspective; (ii) calculate the tax burden from ongoing business activities in Germany and abroad; (iii) calculate the tax burden from a-periodic events like divestments, purchases, mergers, and changes of legal form.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages), presentation of term paper (approx. 20 minutes), weighted 3:2 Language of assessment: German and/or English Assessment offered: To be announced creditable for bonus			
Allocation of places			
12 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
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Workload			
150 h			
Teaching cycle			
Teaching cycle: winter semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) China Language and Economy (2016)			
Master's with 1 major China Business and Economics (2021)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	
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Master's degree (1 major) Management (2018)
Master's degree (1 major) China Business and Economics (2019)
Master's degree (1 major) China Language and Economy (2019)
Master's degree (1 major) China Business and Economics (2021)
Master's degree (1 major) China Language and Economy (2021)

Module title			Abbreviation
Legal Foundations of Risk Management and Compliance			12-M-RM1-161-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
2	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>Content: This module analyses the presentation of opportunities and risks in financial reports, i. e. annual or interim reports, in conjunction with selected value-based management and profitability analysis approaches.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none">1. Basics of financial reporting and risk management;2. Practice of risk reporting;3. Profitability analysis according to Penman;4. Value-based management and risk management;5. Residual income and business valuation;6. Analysis of equity risk;7. Analysis of credit risk;8. Risk management monitoring by audit committees and auditors. <p>Reading list to be provided in class.</p>			
Intended learning outcomes			
<p>After completing the course, the students will be able</p> <ol style="list-style-type: none">1. to present the relation between risk management and financial reporting;2. to analyze and solve independently complex problems with respect to the presentation of opportunities and risk in financial reports based on national and international standards;3. to identify the relation between risks and value-based management;4. to evaluate independently selected research results concerning risk reporting and desing own research- or practice-oriented projects.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
<p>a) written examination (approx. 60 minutes) or</p> <p>b) term paper (approx. 15 pages)</p> <p>Language of assessment: German and/or English</p> <p>creditable for bonus</p>			
Allocation of places			
<p>30 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.</p>			
Additional information			
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Workload			
60 h			

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Teaching cycle
Teaching cycle: no courses offered
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021)

Module title			Abbreviation
Financial Reporting and Risk Management			12-M-RM2-161-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
3	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
The module analyzes the presentation of opportunities and risks in the financial reporting of industrial and trading companies, e.g. in annual and consolidated financial statements, interim reports and ad hoc announcements. in conjunction with selected approaches for analyzing the earnings situation and value-oriented corporate management..			
Intended learning outcomes			
The module analyzes the presentation of opportunities and risks in the financial reporting of industrial and trading companies, e.g. in annual and consolidated financial statements, interim reports and ad hoc announcements. in conjunction with selected approaches for analyzing the earnings situation and value-oriented corporate management.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
30 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
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Workload			
90 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Business Management (2015) Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021)			
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Master's degree (1 major) Economathematics (2021)

Module title			Abbreviation
Real-Time Process Analytics			12-M-RTP-182-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
The course teaches advanced approaches to process analytics. Students will learn to model and measure processes and process execution based on past and present data.			
Intended learning outcomes			
After successfully completing the course, students should be able to <ul style="list-style-type: none">• Understand process modeling and process execution in an SOA• OLAP analysis in a process warehouse• Business Rules for BPM• Complex Event Processing• Event-driven BPM using CEP and Business Rules			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus			
Allocation of places			
--			
Additional information			
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Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021)			

Module title		Abbreviation
Advanced Seminar: Entrepreneurship and Management		12-M-SAS-182-m01
Module coordinator		Module offered by
holder of the Chair of Entrepreneurship and Strategy		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
Students develop seminar papers on varying topics in the domain of entrepreneurship, strategy, and innovation and present the key insights from their work.		
Intended learning outcomes		
<p><i>Educational aims</i></p> <ul style="list-style-type: none"> • Enable students to position their research • Enable students to critically review a substantial body of literature in short time • Enable students to develop a sound theoretical framework • Enable students to create a research paper fully meeting academic standards <p><i>Learning outcomes</i></p> <p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> • Differentiate their research from previous work • Adopt theoretical perspectives to understand complex phenomena • Engage in comprehensive academic reasoning • Articulate abstract and complex phenomena and relationships in written and oral form 		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
term paper (approx. 20 pages) and presentation (15 to 30 minutes), weighted 2:1 Language of assessment: German and/or English Assessment offered: Once a year, winter semester		
Allocation of places		
20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
Additional information		
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Workload		
300 h		
Teaching cycle		
Teaching cycle: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Management (2018)		
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Master's degree (1 major) China Business and Economics (2019)
 Master's degree (1 major) China Language and Economy (2019)
 Master's degree (1 major) Information Systems (2019)
 Master's degree (1 major) China Business and Economics (2021)
 Master's degree (1 major) China Language and Economy (2021)
 Master's degree (1 major) Economathematics (2021)
 Master's degree (1 major) Information Systems (2022)
 Master's degree (1 major) Management (2022)
 Master's degree (1 major) Economathematics (2022)
 exchange program Business Management and Economics (2022)

Module title		Abbreviation
Advanced Seminar: Corporate Finance		12-M-SBL-182-mo1
Module coordinator		Module offered by
holder of the Chair of Business Management and Corporate Finance		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
This seminar deals with current topics in investment and finance. Students are required to independently analyze a selected topic and to write a seminar thesis. Moreover, they are required to present, discuss and defend their thesis. The seminar may be largely literature based or empirical or may be based on independent work with formal models.		
Intended learning outcomes		
Students will gain in-depth knowledge in recent application areas of investment and finance. They are able to transport their knowledge in a written seminar thesis, and to present and defend it in a final talk.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
term paper (15 to 20 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German and/or English		
Allocation of places		
15 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
Additional information		
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Workload		
300 h		
Teaching cycle		
Teaching cycle: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022)		

Master's degree (1 major) Econometrics (2022)
exchange program Business Management and Economics (2022)

Module title		Abbreviation
Industrial Management 1		12-M-SBM-182-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Industrial Management		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The course addresses central issues of strategic supply management. The supply function of the company (purchasing, materials management, procurement logistics) and its strategic importance is analysed and basic methods are developed that are relevant in this area.		
Intended learning outcomes		
Students learn the principles of performance-oriented optimization of all procurement activities to develop long-term, competitively sensitive potential for success. After completion of the module students are able to prepare structured, to goal-oriented analyze and to respond to performance-oriented issues of strategic procurement based on key instruments. Students are able to accurately classify the tasks of the procurement and to describe and discuss their strategic importance and dominate essential methods and procedures used in this area to apply.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Course type: might also be offered as eLearning, seminary, workshop, etc.		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 40 to 60 minutes) or b) presentation (approx. 20 minutes) and term paper (15 to 20 pages), weighted 1:1 or c) term paper (30 to 40 pages) or d) entirely or partly computerised written examination (approx. 60 minutes) or e) portfolio (approx. 20 pages) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: after announcement		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Management (2018)		
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Master's degree (1 major) International Economic Policy (2018)
 Master's degree (1 major) China Business and Economics (2019)
 Master's degree (1 major) China Language and Economy (2019)
 Master's degree (1 major) Information Systems (2019)
 Master's degree (1 major) China Business and Economics (2021)
 Master's degree (1 major) China Language and Economy (2021)
 Master's degree (1 major) Economathematics (2021)
 Master's degree (1 major) Information Systems (2022)
 Master's degree (1 major) International Economic Policy (2022)
 Master's degree (1 major) Management (2022)
 Master's degree (1 major) Economathematics (2022)
 exchange program Business Management and Economics (2022)

Module title		Abbreviation
Seminar: Supply Chain Competition		12-M-SCC-161-m01
Module coordinator		Module offered by
holder of the Chair of Logistics and Quantitative Methods		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
In the 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 (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
term paper (approx. 15 to 20 pages) and presentation (approx. 10 minutes), weighted 2:1 Language of assessment: German and/or English Assessment offered: Once a year, winter semester		
Allocation of places		
12 places. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Students who already have successfully completed courses offered by the Chair of Logistics and Quantitative Methods will be given preferential consideration. (2) Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in mandatory courses of the focus Logistik und Supply Chain Management (Logistics and Supply Chain Management) or Value Chain Management or another specialisation the applicant has selected which includes courses offered by the Chair. (3) Among applicants with the same number of ECTS credits, places will be allocated by lot.		
Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018)		
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Master's degree (1 major) International Economic Policy (2018)
 Master's degree (1 major) China Business and Economics (2019)
 Master's degree (1 major) China Language and Economy (2019)
 Master's degree (1 major) China Business and Economics (2021)
 Master's degree (1 major) China Language and Economy (2021)
 Master's degree (1 major) Economathematics (2021)
 Master's degree (1 major) International Economic Policy (2022)
 Master's degree (1 major) Management (2022)
 Master's degree (1 major) Economathematics (2022)
 exchange program Business Management and Economics (2022)

Module title		Abbreviation
Strategic Decisions and Competition		12-M-SDC-182-m01
Module coordinator		Module offered by
holder of the Chair of Industrial Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>1. Strategic situations and decision making</p> <p>2. Analyzing strategic situations with game theory</p> <p>1. Noncooperative simultaneous move games</p> <p>2. Nash equilibrium</p> <p>3. Models of oligopoly markets</p> <p>3. Dynamic Games</p> <p>1. Two(-multi) stage games and subgame perfect equilibrium</p> <p>2. Role of commitment in dynamic situations</p> <p>3. Models of advertising</p> <p>4. Wage bargaining and unions</p> <p>4. Repeated Games</p> <p>1. Emergence of coordination in long interactions</p> <p>2. Collusion between competing firms</p> <p>3. Time consistent monetary policy</p> <p>5. Static games of incomplete Information</p> <p>1. Bayesian Nash equilibrium</p> <p>2. Auctions</p> <p>6. Dynamic games of incomplete information</p> <p>1. Moral hazard and nonlinear pricing</p> <p>2. Perfect Bayesian equilibrium</p> <p>3. Signalling games</p> <p>4. Job-market signalling</p> <p>5. Corporate investment and capital structure</p>		
Intended learning outcomes		
<p>After successful completion of this class, the students should be familiar with economic models that can be used to shape managerial strategy and aid in making decisions in strategic situations. Especially, by making use of simple two stage games, they should be able to formulate dynamic policies in a wide variety of strategic situations. The students will acquire an intuitive understanding of the underlying economic mechanisms which emerge from the analysis of game theoretic models for a wide variety of strategic situations arising in industrial economics, marketing, organization, finance, trade and labor. Moreover, they will acquire skills which enable them to make predictions in strategic situations by making use of simple mathematical models. By means of completing case based exercises, they will learn to transform real life business situations to an appropriate economic model. Based on an analysis of this model, they will be able to devise optimal strategies and derive the corresponding managerial implications.</p>		

Courses (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2) Module taught in: English
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) Language of assessment: English creditable for bonus
Allocation of places
--
Additional information
--
Workload
150 h
Teaching cycle
Teaching cycle: winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) Information Systems (2022) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Master's degree (1 major) Management International (2024) Master's degree (1 major) Management (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Economathematics (2024) Master's degree (1 major) International Economic Policy (2025) Master's degree (1 major) Management (2025) Master's degree (1 major) Management International (2025) Master's degree (1 major) China Business and Economics (2025) Master's degree (1 major) China Language and Economy (2025) Master's degree (1 major) Economathematics (2025)

Module title			Abbreviation
Selected Topics of European Integration			12-M-SEI-161-m01
Module coordinator		Module offered by	
holder of the Chair of Monetary Economics and International Financial Markets		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
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 (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
term paper (approx. 15 pages) and presentation (approx. 15 minutes), weighted 2:1 Language of assessment: German and/or English Assessment offered: Once a year, summer semester			
Allocation of places			
15 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019)			
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Master's degree (1 major) China Language and Economy (2019)
Master's degree (1 major) China Business and Economics (2021)
Master's degree (1 major) China Language and Economy (2021)
Master's degree (1 major) Economathematics (2021)

Module title			Abbreviation
Advanced Seminar: Financial Accounting and Auditing			12-M-SER-161-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Accounting		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
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 (2) + S (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German and/or English Assessment offered: Once a year, winter semester			
Allocation of places			
20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
--			
Workload			
300 h			
Teaching cycle			
Teaching cycle: each semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019)			
Master's with 1 major China Business and Economics (2021)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	
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Master's degree (1 major) China Language and Economy (2019)
Master's degree (1 major) China Business and Economics (2021)
Master's degree (1 major) China Language and Economy (2021)
Master's degree (1 major) Economathematics (2021)
exchange program Business Management and Economics (2022)

Module title		Abbreviation
Advanced Seminar: Industrial Management		12-M-SI-161-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Industrial Management		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
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, to critically analyze and to ask each other. On this basis, and, where appropriate, with introduction of own scientifically based further developments, the participants will learn to prepare a written contribution to the topic of Industrial Management, which complies with the principles of scientific work. Through the lecture, students learn to present selected content of their housework in a suitable form and a pre-determined 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 (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) 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 and/or English		
Allocation of places		
10 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
Additional information		
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Workload		
300 h		
Teaching cycle		
Teaching cycle: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Econometrics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018)		
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Master's degree (1 major) International Economic Policy (2018)
 Master's degree (1 major) China Business and Economics (2019)
 Master's degree (1 major) China Language and Economy (2019)
 Master's degree (1 major) China Business and Economics (2021)
 Master's degree (1 major) China Language and Economy (2021)
 Master's degree (1 major) Econometrics (2021)
 Master's degree (1 major) International Economic Policy (2022)
 Master's degree (1 major) Management (2022)
 Master's degree (1 major) Econometrics (2022)
 exchange program Business Management and Economics (2022)

Module title			Abbreviation
Advanced Seminar: Industrial Organization			12-M-SIO-161-m01
Module coordinator		Module offered by	
holder of the Chair of Industrial Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
10	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
This course covers selected advanced topics from the field of industrial economics. Students, with the help of their advisor, will choose a topic and formulate a research question. Then they are expected to conduct research and write a paper on this research question. At the end of the semester the students will present their findings orally to an audience.			
Intended learning outcomes			
After completing the course "Seminar: Industrieökonomik", students will be able to 1. perform a survey of the scientific literature on a given topic; 2. critically assess the economic models and their findings in the literature; 3. describe the economic mechanisms underlying important economic observations; 4. suggest future research directions; 5. present their findings to an audience.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
term paper (approx. 20 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German and/or English			
Allocation of places			
10 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
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Workload			
300 h			
Teaching cycle			
Teaching cycle: each semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018)			
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Master's degree (1 major) China Business and Economics (2019)
 Master's degree (1 major) China Language and Economy (2019)
 Master's degree (1 major) China Business and Economics (2021)
 Master's degree (1 major) China Language and Economy (2021)
 Master's degree (1 major) Economathematics (2021)
 Master's degree (1 major) International Economic Policy (2022)
 Master's degree (1 major) Management (2022)
 Master's degree (1 major) Economathematics (2022)
 exchange program Business Management and Economics (2022)

Module title			Abbreviation
Seminar: International Economics			12-M-SIÖ-161-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
10	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>Content:</p> <p>Current topics in international economics and economic geography [e.g. Urbanization and Inequality; Tasks, Trade, and Cities; Outsourcing, Offshoring and Multinational Firms; Competition of Locations, Jurisdictions and Systems; Globalization and the Environment; Trade, Multinational Firms and Labor Markets; Triumph of the City]</p> <p>Literature:</p> <p>Peer-reviewed articles and/or monographs.</p>			
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 (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
term paper (approx. 20 pages) and presentation (approx. 40 minutes) with position paper (1 page), weighted 3:1 Language of assessment: German and/or English			
Allocation of places			
10 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
--			
Workload			
300 h			
Teaching cycle			
Teaching cycle: each semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)			
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Master's degree (1 major) Management (2018)
 Master's degree (1 major) International Economic Policy (2018)
 Master's degree (1 major) China Business and Economics (2019)
 Master's degree (1 major) China Language and Economy (2019)
 Master's degree (1 major) China Business and Economics (2021)
 Master's degree (1 major) China Language and Economy (2021)
 Master's degree (1 major) Economathematics (2021)

Module title			Abbreviation
Strategic Marketing			12-M-SM-161-m01
Module coordinator		Module offered by	
holder of the Chair of Business Administration and Marketing		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
Description: The module raises awareness in students of the relevance and necessity of strategic management in a competitive and dynamical competitive process.			
Content: Based on the marketing strategies as well as the stakeholder and entrepreneurship approaches, this module discusses the roots of the concept of strategy in marketing based on Drucker, Porter, Ansoff and Mintzberg. The focus of the module is on thinking in competitive advantages, which is directly related to responsible leadership.			
Outline of syllabus: 1. Competitive dynamics requires strategy and leadership 2. Marketing strategies, stakeholder management and entrepreneurship 3. Objectives and tasks of corporate governance in management practice 4. Competitive forces, strategies and benefits according to Michael Porter 5. Growth strategies and marketing myths 6. Future technologies, new businesses and dynamic capabilities 7. Nature and principles of responsible management			
Reading: Barnard, CI (1938): The Functions of the Executive, Harvard University Press, Cambridge, Massachusetts. Eschenbach, R.; Eschenbach, S.; Kunesch, H. (2008): Strategische Konzepte: Management-Ansätze von Ansoff bis Ulrich, 5th ed., Schäffer-Poeschel Stuttgart. Freeman, RE (2010): Strategic Management: A Stakeholder Approach, Cambridge University Press. Grant, R. M.; Nippa, M. (2006): Strategisches Management: Analyse, Entwicklung und Implementierung von Unternehmensstrategien, 5th ed., Pearson Munich. Hinterhuber, H. H. (2011): Strategische Unternehmensführung -- I. Strategisches Denken, 8th ed., Erich Schmidt Verlag, Berlin. Hungenberg, H. (2012): Strategisches Management in Unternehmen: Ziele -- Prozesse -- Verfahren, 7th ed., Gabler, Wiesbaden. Johnson, G.; Scholes, K.; Whittington, R. (2009): Fundamentals of Strategy, 1st ed., Financial Times and Prentice Hall Harlow. Kotler, P.; Berger, R.; Bickhoff, N. (2010): The Quintessence of Strategic Management, Springer, Heidelberg. Laasch, O.; Conaway RN (2014): The Principles of Responsible Management: Global Sustainability, Responsibility, and Ethics, Cengage Stamford. Meffert, H.; Burmann, C.; Kirchgeorg, M. (2012): Marketing -- Grundlagen marktorientierter Unternehmensführung, 11th ed., Gabler, Wiesbaden. Meyer, M. (1995): Ökonomische Organisation der Industrie: Netzwerkarrangements zwischen Markt und Unternehmung, Gabler, Wiesbaden. Müller-Stewens, G.; Lechner, C. (2011): Strategisches Management -- Wie strategische Initiativen zum Wandel führen, 4th ed., Schäffer-Poeschel Stuttgart. Porter, M. (1999): Wettbewerb und Strategie, Econ Munich. (Original: Porter, M.: On Competition, Boston, 1998.) Porter, M. (2014): Wettbewerbsvorteile -- Spitzenleistungen erreichen und behaupten, 8th ed., Campus Frankfurt / New York. (Original: Porter, M.: Competitive Advantage, New York, 1985)			
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Porter, M. (2013): Wettbewerbsstrategie -- Methoden zur Analyse von Branchen und Konkurrenten, 12th ed., Campus, Frankfurt / New York. (Original: Porter, M.: Competitive Strategy, New York, 1980)
Welge, M. K.; Al-Laham, A. (2012): Strategisches Management: Grundlagen -- Prozesse -- Implementierung, 6th ed., Springer Wiesbaden.

Intended learning outcomes

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

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

V (2) + Ü (2)

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

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

Allocation of places

--

Additional information

--

Workload

150 h

Teaching cycle

Teaching cycle: after announcement

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

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Module appears in

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

Module title			Abbreviation
Strategic Management of Global Supply Chains			12-M-SMGS-182-m01
Module coordinator		Module offered by	
holder of the Chair of Logistics and Quantitative Methods		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
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 (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
written examination (approx. 60 minutes) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) Information Systems (2022)			
Master's with 1 major China Business and Economics (2021)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	
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Master's degree (1 major) International Economic Policy (2022)
Master's degree (1 major) Management (2022)
Master's degree (1 major) Econometrics (2022)
exchange program Business Management and Economics (2022)

Module title			Abbreviation
Advanced Seminar: Econometrics			12-M-SOE-182-m01
Module coordinator		Module offered by	
holder of the Chair of Econometrics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
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 (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
term paper (approx. 15 pages) and presentation (approx. 25 minutes), weighted 2:1 Language of assessment: German and/or English			
Allocation of places			
10 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
--			
Workload			
300 h			
Teaching cycle			
Teaching cycle: each semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022)			

Module title		Abbreviation
Economics of Tax Planning		12-M-SP-161-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Business Taxation		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>This course deals with tax effects on fundamental economic decisions. Taxes are integrated into standard models for investment decisions, financing decisions, firm valuation, dividend policy and remuneration of employees. Therefore, the interaction of corporate and personal income taxes is analysed.</p> <p>A reading list in English is available on request.</p>		
Intended learning outcomes		
<p>This course enables students to</p> <ul style="list-style-type: none"> (i) combine their knowledge of tax law with microeconomic analyses in the areas of corporate and personal finance; (ii) analyze the effect of taxes on fundamental economic decisions, e.g. investment and financing decisions, evaluation of investment, financial assets, forms of remuneration for employees including managing and assessing; (iii) read and discuss research and policy papers in the field of taxation. 		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 minutes) or</p> <p>b) term paper (approx. 15 pages) or</p> <p>c) oral examination of one candidate each (approx. 20 minutes)</p> <p>Language of assessment: German and/or English</p> <p>creditable for bonus</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
<p>Master's degree (1 major) Economathematics (2016)</p> <p>Master's degree (1 major) Business Information Systems (2016)</p> <p>Master's degree (1 major) Business Management (2015)</p> <p>Master's degree (1 major) China Business and Economics (2016)</p> <p>Master's degree (1 major) International Economic Policy (2015)</p> <p>Master's degree (1 major) China Language and Economy (2016)</p>		
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Master's degree (1 major) Management (2018)
 Master's degree (1 major) International Economic Policy (2018)
 Master's degree (1 major) China Business and Economics (2019)
 Master's degree (1 major) China Language and Economy (2019)
 Master's degree (1 major) Information Systems (2019)
 Master's degree (1 major) China Business and Economics (2021)
 Master's degree (1 major) China Language and Economy (2021)
 Master's degree (1 major) Econometrics (2021)
 Master's degree (1 major) Information Systems (2022)
 Master's degree (1 major) International Economic Policy (2022)
 Master's degree (1 major) Management (2022)
 Master's degree (1 major) Econometrics (2022)
 exchange program Business Management and Economics (2022)

Module title		Abbreviation
Industrial Management 3		12-M-SPM-182-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Industrial Management		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>This module will discuss contents and procedures of strategic production management and, in particular, planning and control concepts.</p> <p>Students will become familiar with the essentials of strategic production management. Theoretical and analytical models will be used for analysing both economic and ecological issues. In addition, the module will discuss principles of value structure optimisation and will develop competences regarding the development of integrated mathematical models.</p>		
Intended learning outcomes		
<p>After completion of the module students are able to process, to analyze and answer questions of operations strategy structured and goal-oriented in a global context using appropriate methods. Furthermore, they know the main strategic tasks and objectives in production management and evaluate and apply planning and control concepts for the production in realistic application situations.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>V (2) + Ü (2)</p> <p>Course type: might also be offered as eLearning, seminary, workshop, etc.</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 40 to 60 minutes) or</p> <p>b) presentation (approx. 20 minutes) and term paper (15 to 20 pages), weighted 1:1 or</p> <p>c) term paper (30 to 40 pages) or</p> <p>d) entirely or partly computerised written examination (approx. 60 minutes) or</p> <p>e) portfolio (approx. 20 pages)</p> <p>Language of assessment: German and/or English</p> <p>creditable for bonus</p>		
Allocation of places		
<p>20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.</p>		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: after announcement		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		

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

Module title			Abbreviation
Advanced Seminar: Topics in Personnel Economics and Organizational Theory			12-M-SPO-182-m01
Module coordinator		Module offered by	
holder of the Chair for Human Resource Management and Organisation		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
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 re- sources management and organisation.			
Intended learning outcomes			
The students learn to handle, write in own words, present, and discuss current research literature in the area hu- man resource management and organisation.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
term paper (approx. 20 pages) and presentation with sub-presentation including discussion (approx. 50 minu- tes), weighted 1:1 Language of assessment: German and/or English			
Allocation of places			
20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allo- cated by lot as they become available.			
Additional information			
--			
Workload			
300 h			
Teaching cycle			
Teaching cycle: each semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022)			
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Master's degree (1 major) Econometrics (2022)
exchange program Business Management and Economics (2022)

Module title			Abbreviation
Advanced Seminar: Selected Problems in Analytical Tax Research			12-M-SSL-161-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Business Taxation		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
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 <ul style="list-style-type: none">• 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 (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German and/or English			
Allocation of places			
10 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
--			
Workload			
300 h			
Teaching cycle			
Teaching cycle: each semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019)			
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Master's degree (1 major) China Business and Economics (2021)
Master's degree (1 major) China Language and Economy (2021)
Master's degree (1 major) Economathematics (2021)
Master's degree (1 major) Management (2022)
Master's degree (1 major) Economathematics (2022)
exchange program Business Management and Economics (2022)

Module title		Abbreviation
Tax Accounting		12-M-STB-161-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Business Taxation		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
This module introduces the various methods of income recognition in the German Income Tax Code (<i>Einkommensteuergesetz</i> , EStG). It discusses the main reporting and valuation provisions as well as the specific problems and techniques of income calculation for partnerships.		
Intended learning outcomes		
Students have in-depth knowledge of tax accounting of companies and are able to solve moderate to complex problems of tax accounting in particular of sole proprietorships and partnerships using legal source.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) or c) oral examination of one candidate each (approx. 20 minutes) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Econometrics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019)		
Master's with 1 major China Business and Economics (2021)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 485 / 555

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

Module title		Abbreviation
Advanced Seminar: Monetary policy		12-M-SV1-161-m01
Module coordinator		Module offered by
holder of the Chair of Monetary Economics and International Financial Markets		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Gaining a more in-depth understanding of specific problems of macroeconomics and, in particular, monetary policy.</p> <p>Format of the module: seminar</p> <p>Prerequisites: Basic knowledge of macroeconomics as taught in Bachelor programs in Economics, Business or similar fields.</p> <p>Usability: Master International Economic Policy</p> <p>Requirements for getting credit points according to the European Credit Transfer System (ECTS): Passing the seminar</p> <p>ECTS and grading: 10 ECTS, Grading on a scale from 1-5 based on a seminar presentation and a seminar paper</p> <p>Frequency of the module: Each term</p> <p>Workload: 300 hours</p> <p>Duration: 1 Semester</p>		
Intended learning outcomes		
Students are able to independently investigate and classify scientific publications on their relevance to a given theme. In addition, they are able to present the results orally and in writing by conventional scientific standards.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German and/or English		
Allocation of places		
10 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
Additional information		
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Workload		
300 h		
Teaching cycle		
Teaching cycle: after announcement		
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Module appears in

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

Module title			Abbreviation
Advanced Seminar: Public Finance			12-M-SV5-161-m01
Module coordinator		Module offered by	
holder of the Chair of Public Finance		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
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 (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German and/or English Assessment offered: Once a year, summer semester			
Allocation of places			
20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
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Workload			
300 h			
Teaching cycle			
Teaching cycle: each semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019)			
Master's with 1 major China Business and Economics (2021)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	
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Master's degree (1 major) China Business and Economics (2021)
 Master's degree (1 major) China Language and Economy (2021)
 Master's degree (1 major) Economathematics (2021)
 Master's degree (1 major) International Economic Policy (2022)
 Master's degree (1 major) Management (2022)
 Master's degree (1 major) Economathematics (2022)
 exchange program Business Management and Economics (2022)

Module title		Abbreviation
Practical Seminar: Economic Journalism		12-M-SWJ-182-m01
Module coordinator		Module offered by
holder of the Professorship of Economic Journalism		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
Students will acquire an in-depth insight into the practical side of economics journalism. They must complete their placements at company or other institution at which they will have an opportunity to gain an in-depth knowledge of economics journalism. Students will be required to prepare a practical report on the placement module as well as to submit proof of regular attendance and participation. In addition, a certificate issued by the placement company is to be submitted.		
Intended learning outcomes		
The module strengthens practical competences and encourages work experiences. So it prepares for the career start in economics journalism.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
portfolio on observation visit, including work samples (approx. 40 pages) Language of assessment: German and/or English		
Allocation of places		
--		
Additional information		
--		
Workload		
300 h		
Teaching cycle		
Teaching cycle: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022)		

Module title		Abbreviation
Advanced Seminar: Labour Economics		12-M-SWOSP-182-m01
Module coordinator		Module offered by
holder of the Chair of Labour Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>This seminar targets any students interested in acquiring the skills to conduct an empirical study to understand people's social behavior and social preferences. We will read and discuss scientific methodological papers that allow students to acquire the necessary empirical tools to conduct an empirical thesis.</p> <p>The recurring topic will be related to the origins of social cohesion and social preferences, the role of the family and the school in shaping children's social behavior and preferences.</p>		
Intended learning outcomes		
<p>This seminar is designed to acquire the skills to write a master thesis at the Chair of Labour Economics. It focuses on the acquisition of empirical tools - mostly related to experimental empirical tools - in order to understand the determinants of social behavior and preferences.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>term paper (15 to 20 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German and/or English</p>		
Allocation of places		
<p>10 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.</p>		
Additional information		
--		
Workload		
300 h		
Teaching cycle		
Teaching cycle: after announcement		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
<p>Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) International Economic Policy (2022)</p>		
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Master's degree (1 major) Management (2022)
Master's degree (1 major) Econometrics (2022)
exchange program Business Management and Economics (2022)

Module title			Abbreviation
Selected Topics in Analytical Tax Research			12-M-TBS-161-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Business Taxation		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none">• courses taken at other German or non-German universities• additional courses offered on a short-term basis• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions) <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>			
Intended learning outcomes			
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
<p>a) written examination (approx. 60 minutes) or</p> <p>b) term paper (approx. 15 pages) or</p> <p>c) oral examination of one candidate each (approx. 20 minutes)</p> <p>Language of assessment: German and/or English</p> <p>creditable for bonus</p>			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
<p>Master's degree (1 major) Economathematics (2016)</p> <p>Master's degree (1 major) Business Management (2015)</p> <p>Master's degree (1 major) China Business and Economics (2016)</p> <p>Master's degree (1 major) International Economic Policy (2015)</p> <p>Master's degree (1 major) China Language and Economy (2016)</p> <p>Master's degree (1 major) Management (2018)</p> <p>Master's degree (1 major) China Business and Economics (2019)</p> <p>Master's degree (1 major) China Language and Economy (2019)</p> <p>Master's degree (1 major) China Business and Economics (2021)</p>			
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Master's degree (1 major) China Language and Economy (2021)
Master's degree (1 major) Management (2022)
Master's degree (1 major) Management (2024)

Module title			Abbreviation
Topics in Data Science			12-M-TDS-182-mo1
Module coordinator		Module offered by	
holder of the Chair of Business Analytics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>Data science is concerned with extracting knowledge and valuable insights from data assets. It is an emerging field that is currently in high demand in both academia and industry. This course provides a practical introduction to the full spectrum of data science techniques spanning data acquisition and processing, data visualization and presentation, creation and evaluation of machine learning models.</p> <p>The course focuses on the practical aspects of data science, with emphasis on the implementation and use of the above techniques. Students will complete programming homework assignments that emphasize practical understanding of the methods described in the course.</p>			
Intended learning outcomes			
<p>Topics covered include:</p> <ul style="list-style-type: none">• Data acquisition and processing• graph and network models• text analysis• working with geospatial data• Usage of machine learning models (supervised and unsupervised)			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
<p>a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus</p>			
Allocation of places			
--			
Additional information			
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Workload			
150 h			
Teaching cycle			
Teaching cycle: summer semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018)			
Master's with 1 major China Business and Economics (2021)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 496 / 555

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

Module title		Abbreviation
Topics in Entrepreneurship		12-M-TENT-182-mo1
Module coordinator		Module offered by
holder of the Chair of Entrepreneurship and Strategy		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>This module serves the crediting of achievements</p> <ul style="list-style-type: none"> • from domestic or foreign universities • of short-term additional offers • Offers of new chairs before they are included in the subject-specific regulations. <p>Credit eligibility is provided by the chair holders.</p>		
Intended learning outcomes		
Due to the crediting of different modules, no competence description can be made.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) or c) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes)</p> <p>Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: no courses offered		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
<p>Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Management (2022) Master's degree (1 major) Management (2024)</p>		

Module title			Abbreviation
Topics in Human Capital Development			12-M-THC-182-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none">• courses taken at other German or non-German universities• additional courses offered on a short-term basis• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions) <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>			
Intended learning outcomes			
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022)			
Master's with 1 major China Business and Economics (2021)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 499 / 555

Master's degree (1 major) Econometrics (2022)
exchange program Business Management and Economics (2022)

Module title			Abbreviation
Topics in HRM and Organization			12-M-THRM-182-mo1
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
This module serves the purpose of transferring credits from <ul style="list-style-type: none">• courses taken at other German or non-German universities• additional courses offered on a short-term basis• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions) 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 (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Management (2022) Master's degree (1 major) Management (2024)			

Module title		Abbreviation
Theory of Industrial Organization		12-M-TI1-182-m01
Module coordinator		Module offered by
holder of the Chair of Industrial Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Theory of industrial organisation:</p> <ol style="list-style-type: none"> Monopoly pricing <ul style="list-style-type: none"> Nonlinear pricing and mechanism design Dynamic pricing: experience goods, durable goods Oligopoly pricing <ul style="list-style-type: none"> Static price and quantity competition in homogeneous and differentiated goods markets Comparative statics Equilibrium market structure Dynamic competition in oligopoly markets <ul style="list-style-type: none"> Subgame perfect equilibrium and models of dynamic competition Repeated games and collusion Market Structure <ul style="list-style-type: none"> Entry Mergers Strategic behaviour by incumbent firms <ul style="list-style-type: none"> Entry deterrence and predation Signalling and reputation Vertical Relations and Restrictions <ul style="list-style-type: none"> Double marginalization Vertical contracts Behavioral Industrial Organization <ul style="list-style-type: none"> Reference Dependent Preferences and Framing Effects Time inconsistent behavior 		
Intended learning outcomes		
<p>Students which complete this class will acquire a working knowledge of advanced theoretical models of competition in oligopoly markets as well as sophisticated pricing techniques in monopoly markets. They will learn the conditions under which the predictions of these models are valid. They will become familiar with applications of advanced game theoretic tools, such as dynamic models of competition, for studying interactions between firms in markets. By means of comprehensive exercises, they will apply the methods they learn in class to practically relevant problems. They will be in a position to read academic papers on related topics, assess the strengths and weaknesses of an approach, summarize and comment on these papers and suggest possible extensions.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) Language of assessment: English creditable for bonus</p>		

Allocation of places
--
Additional information
--
Workload
150 h
Teaching cycle
Teaching cycle: winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) Information Systems (2022) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Master's degree (1 major) Management (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Economathematics (2024) Master's degree (1 major) International Economic Policy (2025) Master's degree (1 major) Management (2025) Master's degree (1 major) China Business and Economics (2025) Master's degree (1 major) Economathematics (2025)

Module title		Abbreviation
Applied Industrial Organization		12-M-TI2-182-m01
Module coordinator		Module offered by
holder of the Chair of Industrial Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Description:</p> <p>This course discusses vertical contracts in supply chains and their impact on competition.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> 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		
<p>After completing the course students are able to</p> <ul style="list-style-type: none"> (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)		
<p>V (2)</p> <p>Module taught in: English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 to 120 minutes) or</p> <p>b) term paper (15 to 20 pages)</p> <p>Language of assessment: English</p> <p>Assessment offered: In the semester in which the course is offered</p> <p>creditable for bonus</p>		
Allocation of places		
--		
Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: no courses offered		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in

Master's degree (1 major) Management (2018)
 Master's degree (1 major) International Economic Policy (2018)
 Master's degree (1 major) China Business and Economics (2019)
 Master's degree (1 major) China Language and Economy (2019)
 Master's degree (1 major) China Business and Economics (2021)
 Master's degree (1 major) China Language and Economy (2021)
 Master's degree (1 major) Econometrics (2021)
 Master's degree (1 major) International Economic Policy (2022)
 Master's degree (1 major) Management (2022)
 Master's degree (1 major) Econometrics (2022)
 exchange program Business Management and Economics (2022)
 Master's degree (1 major) Management (2024)
 Master's degree (1 major) Econometrics (2024)
 Master's degree (1 major) Management (2025)
 Master's degree (1 major) China Business and Economics (2025)
 Master's degree (1 major) Econometrics (2025)

Module title			Abbreviation
Topics in Information Systems 1			12-M-TIF1-182-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none">• courses taken at other German or non-German universities• additional courses offered on a short-term basis• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions) <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>			
Intended learning outcomes			
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
<p>a) written examination (approx. 60 minutes) or</p> <p>b) oral examination (one candidate each: 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or</p> <p>c) term paper (15 to 20 pages)</p> <p>Language of assessment: German and/or English</p> <p>Assessment offered: In the semester in which the course is offered</p> <p>creditable for bonus</p>			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
<p>Master's degree (1 major) Management (2018)</p> <p>Master's degree (1 major) International Economic Policy (2018)</p> <p>Master's degree (1 major) China Business and Economics (2019)</p> <p>Master's degree (1 major) China Language and Economy (2019)</p> <p>Master's degree (1 major) Information Systems (2019)</p> <p>Master's degree (1 major) China Business and Economics (2021)</p> <p>Master's degree (1 major) China Language and Economy (2021)</p> <p>Master's degree (1 major) Economathematics (2021)</p>			
Master's with 1 major China Business and Economics (2021)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 506 / 555

Master's degree (1 major) Information Systems (2022)
Master's degree (1 major) International Economic Policy (2022)
Master's degree (1 major) Management (2022)
Master's degree (1 major) Econometrics (2022)
Master's degree (1 major) International Economic Policy (2024)
Master's degree (1 major) International Economic Policy (2025)

Module title			Abbreviation
Topics in Information Systems 2			12-M-TIF2-182-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none">• courses taken at other German or non-German universities• additional courses offered on a short-term basis• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions) <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>			
Intended learning outcomes			
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
<p>a) written examination (approx. 60 minutes) or</p> <p>b) oral examination (one candidate each: 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or</p> <p>c) term paper (15 to 20 pages)</p> <p>Language of assessment: German and/or English</p> <p>Assessment offered: In the semester in which the course is offered</p> <p>creditable for bonus</p>			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
<p>Master's degree (1 major) Management (2018)</p> <p>Master's degree (1 major) International Economic Policy (2018)</p> <p>Master's degree (1 major) China Business and Economics (2019)</p> <p>Master's degree (1 major) China Language and Economy (2019)</p> <p>Master's degree (1 major) Information Systems (2019)</p> <p>Master's degree (1 major) China Business and Economics (2021)</p> <p>Master's degree (1 major) China Language and Economy (2021)</p> <p>Master's degree (1 major) Economathematics (2021)</p>			
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Master's degree (1 major) Information Systems (2022)
Master's degree (1 major) International Economic Policy (2022)
Master's degree (1 major) Management (2022)
Master's degree (1 major) Econometrics (2022)
Master's degree (1 major) International Economic Policy (2024)
Master's degree (1 major) International Economic Policy (2025)

Module title			Abbreviation
Topics in Migration			12-M-TIM-182-mo1
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>Migration has become a key issue in the political and public debate all over the world. Thus, economists increasingly engaged in studying determinants and consequences of migration as it has a substantial impact on receiving and sending countries. This course offers an introduction to the key concepts of migration economics and will cover the following topics:</p> <p>1) Migration Decision and Forms of Migration 2) Effects on Migration on Employment and Wages 3) Effects of Migration on Attitudes and Political Economy 4) Integration and Integration Policies 5) Refugee Migration 6) Impacts of Emigration</p> <p>At the end of the course students are familiar with the basic theoretical and empirical concepts in the area of economics of migration. A special focus will be on the understanding of the identification of causal effects and the ability to connect links between the different areas of analysis.</p> <p>The course will consist of frontal teaching of the basic theoretical as well as empirical tools as well as a careful reading of some of the key scientific articles related to the outlined topics (a reading list will be provided at the beginning of the semester).</p>			
Intended learning outcomes			
Solid knowledge of microeconomics and econometrics is reinforced. At the end of the semester, students will have the opportunity to present their term papers.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus			
Allocation of places			
--			
Additional information			
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Workload			
150 h			

Teaching cycle
Teaching cycle: after announcement
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Social Science Sustainability Studies (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022)

Module title			Abbreviation
Topics in Labour Economics			12-M-TLE-182-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
This module serves the purpose of transferring credits from <ul style="list-style-type: none">• courses taken at other German or non-German universities• additional courses offered on a short-term basis• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions) The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.			
Intended learning outcomes			
Due to the crediting of different modules, no competence description can be made.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022)			

Module title			Abbreviation
Topics in International Marketing			12-M-TMA-182-mo1
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none">• courses taken at other German or non-German universities• additional courses offered on a short-term basis• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions) <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>			
Intended learning outcomes			
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
<p>a) written examination (approx. 60 minutes) or</p> <p>b) term paper (approx. 15 pages)</p> <p>Language of assessment: German and/or English</p> <p>Assessment offered: In the semester in which the course is offered</p> <p>creditable for bonus</p>			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
<p>Master's degree (1 major) Management (2018)</p> <p>Master's degree (1 major) China Business and Economics (2019)</p> <p>Master's degree (1 major) China Language and Economy (2019)</p> <p>Master's degree (1 major) China Business and Economics (2021)</p> <p>Master's degree (1 major) China Language and Economy (2021)</p> <p>Master's degree (1 major) Management (2022)</p>			

Module title		Abbreviation
Trade Policy and the World Trading System		12-M-TP-182-m01
Module coordinator		Module offered by
holder of the Chair of International Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Content The module starts out with a sketch of key facts and the evolution of the world trading system as well as current trade policy controversies. The main part of the lecture deals with trade policy instruments (e.g. tariffs and quotas) and arguments in favor of trade policy interventions (the terms of trade, strategic trade policy, infant industries, industrial policy, environmental policy). Political economy issues are also addressed.</p> <p>Outline 1 The evolution of the world trading system and current issues 2 Trade policy instruments and their effects under perfect competition 3 The competition effect of trade opening 4 Domestic distortions 5 International market power and trade policy 6 Political economy and the world trading system</p> <p>Literatur: The main text used is: Helpman, E. und P.R. Krugman (1989). Trade Policy and Market Structure. The MIT Press, Cambridge, Massachusetts. The following monographs cover the evolution of the world trading system and the evolution of ideas in trade policy making: Bhagwati, J. (2002). Free Trade Today, Princeton University Press Bhagwati, J. (2005). In Defense of Globalization. Oxford University Press Irwin, D. (2020). Free Trade Under Fire, Princeton University Press, 5th Edition (as well as former editions partially containing further material) Irwin, D. (1996). Against the Tide. An Intellectual History of Free Trade, Princeton University Press Basic refreshers are Krugman, P.R., M. Obstfeld und M. Melitz (2018), International Economics. Theory and Policy. Addison-Wesley, 11th Edition Caves, R., R.W. Jones und J.A. Frankel (2007), World Trade and Payments. An Introduction. Addison-Wesley, 10th Edition This literature is complemented by papers from scholarly journals.</p>		
Intended learning outcomes		
Students acquire the ability to critically understand the effects and issues associated with the use of trade policy instruments. They are enabled to understand and evaluate the causes and consequences of interventions in international trade on the aggregate economy, producers and consumers, the foreign trading partners and the world trading system both analytically as well as in an intuitive manner. Students also acquire the scientific knowledge to grasp the factors determining the structure and dynamics of the world trading order		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 to 120 minutes) or		
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b) term paper (15 to 20 pages)
Language of assessment: German and/or English
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: summer semester

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

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Module appears in

Master's degree (1 major) Management (2018)
Master's degree (1 major) International Economic Policy (2018)
Master's degree (1 major) China Business and Economics (2019)
Master's degree (1 major) China Language and Economy (2019)
Master's degree (1 major) China Business and Economics (2021)
Master's degree (1 major) China Language and Economy (2021)
Master's degree (1 major) Economathematics (2021)
Master's degree (1 major) International Economic Policy (2022)
Master's degree (1 major) Management (2022)
Master's degree (1 major) Economathematics (2022)
exchange program Business Management and Economics (2022)
Master's degree (1 major) Management (2024)
Master's degree (1 major) International Economic Policy (2024)
Master's degree (1 major) Economathematics (2024)

Module title			Abbreviation
Financial Statement Analysis and Business Valuation			12-M-UA-161-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Accounting		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
Fundamental investing involves valuation, and much of the information for valuation is contained in financial statements. This module provides a basic understanding of financial statement analysis, particularly on how to extract value-relevant information from financial statements, carry out financial statement analysis, and use financial data to value corporations. The module also provides the necessary tools to gain insights into what generates value in a corporation.			
Intended learning outcomes			
Students can understand publicly traded companies' financial statements (US GAAP/IFRS), identify value-relevant information in financial statements, and use this information for valuation. They know the relevant techniques to evaluate financial statements and understand the fundamental role of financial information in the valuation process. Students can apply valuation technics to real-world cases and recommend investment decisions.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
written examination (approx. 60 to 120 minutes) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: winter semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019)			
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Master's degree (1 major) Information Systems (2019)
Master's degree (1 major) China Business and Economics (2021)
Master's degree (1 major) China Language and Economy (2021)
Master's degree (1 major) Econometrics (2021)
Master's degree (1 major) Information Systems (2022)
Master's degree (1 major) International Economic Policy (2022)
Master's degree (1 major) Management (2022)
Master's degree (1 major) Econometrics (2022)

Module title		Abbreviation
Advanced VAT		12-M-UF-161-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Business Taxation		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The module provides students with more in-depth insights into complex national issues (e. g. holding structures) and international constellations with respect to other EU member states as well as non-EU states from a VAT point of view. The relevant rulings of the German Federal Fiscal Court as well as the ECJ are also discussed.		
Intended learning outcomes		
Students acquire deeper knowledge and understanding of German VAT law as well as basic skills in VAT on EU and international levels. The students are able to analyze and solve complex facts of a case from a German VAT point of view as well as to recognize problems arising from international constellations. They are able to determine the VAT-treatment using German VAT law and the European VAT directive. The students are able to identify and make use of simplification rules (intra-Community triangulation simplification) as well as to proactively shape the facts of a case to create a favorable VAT treatment. They are able to read critically and judge primary tax literature.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) or c) oral examination of one candidate each (approx. 20 minutes) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: no courses offered		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019)		
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Master's degree (1 major) China Language and Economy (2019)
Master's degree (1 major) China Business and Economics (2021)
Master's degree (1 major) China Language and Economy (2021)
Master's degree (1 major) Management (2022)
exchange program Business Management and Economics (2022)

Module title		Abbreviation
Corporate Entrepreneurship		12-M-UGF1-182-m01
Module coordinator		Module offered by
holder of the Chair of Entrepreneurship and Strategy		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>This module is a theory-led and practice-oriented primer on corporate entrepreneurship. It provides you with knowledge useful for anyone aiming at working (or researching) in the field of corporate innovation and entrepreneurship or at pursuing an 'intrapreneurial' or entrepreneurial career.</p> <ol style="list-style-type: none"> (1) Introduction to corporate entrepreneurship (2) Antecedents and forms of corporate entrepreneurship (3) Corporate strategy and corporate entrepreneurship (4) Organizational structure and corporate entrepreneurship (5) Human resource management and corporate entrepreneurship (6) Building supportive organizational cultures (7) Entrepreneurial control systems (8) Entrepreneurial leadership (9) The corporate entrepreneur as a champion and diplomat (10) The pay-off from corporate entrepreneurship (11) Corporate venture capital (12) Corporate entrepreneurship in nonprofit and government organizations (13) Universities and academic spin-offs (14) Wrap-up and Q&A 		
Intended learning outcomes		
<p><i>Educational aims</i></p> <ul style="list-style-type: none"> • Clarify the role of corporate entrepreneurship • Explain theoretical concepts and mechanisms behind corporate entrepreneurship • Enable students to critically appraise alternative approaches to corporate entrepreneurship • Enable students to evaluate the boundaries and risks of corporate entrepreneurship <p><i>Learning outcomes</i></p> <p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> • Create and evaluate concepts related to corporate entrepreneurship • Assess the role of corporate entrepreneurship for creating and sustaining competitive advantage • Make judgements about the organizational and managerial implications of corporate entrepreneurship • Systematically choose between different routes of action 		
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Courses (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2) Module taught in: English
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) or c) oral examination of one candidate each (approx. 10 to 15 minutes) or oral examination in groups (groups of 2 approx. 20 minutes, groups of 3 approx. 30 minutes) Language of assessment: English
Allocation of places
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Additional information
--
Workload
150 h
Teaching cycle
Teaching cycle: winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Econometrics (2021) Master's degree (1 major) Information Systems (2022) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Econometrics (2022) exchange program Business Management and Economics (2022)

Module title		Abbreviation
Corporate Strategy		12-M-UGF2-182-mo1
Module coordinator		Module offered by
holder of the Chair of Entrepreneurship and Strategy		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>This theory-led and application-oriented module provides you with critical knowledge and skills related to corporate strategy—essential for anyone aspiring to take on leadership roles in their future career, may it be in the private or public sector. The module goes beyond basic knowledge about strategic management provided by bachelor-level modules.</p> <p>(1) Developing strategies in pursuit of competitive advantage (2) Corporate diversification (3) Vertical integration and outsourcing (4) Mergers & acquisitions (5) Dynamic strategies (6) Cooperative strategies (7) Corporate spin-offs and spin-outs (8) Internationalization strategies (I) (9) Internationalization strategies (II) (10) Strategic change (11) Corporate strategies and new technologies (12) Corporate governance and corporate social responsibility (13) Corporate communication and crisis management (14) Wrap-up and Q&A</p>		
Intended learning outcomes		
<p><i>Educational aims</i></p> <ul style="list-style-type: none"> • Clarify the role of corporate strategy • Explain theoretical concepts and mechanisms behind corporate strategy • Enable students to critically appraise alternative approaches to corporate strategy • Enable students to evaluate the boundaries and risks of corporate strategy <p><i>Learning outcomes</i></p> <p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> • Assess the role of corporate strategy for creating and sustaining competitive advantage • Create and evaluate concepts related to corporate strategy • Make judgements about the organizational and managerial implications of corporate strategy • Systematically choose between different routes of action 		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) or c) oral examination of one candidate each (approx. 10 to 15 minutes) or oral examination in groups (groups of 2 approx. 20 minutes, groups of 3 approx. 30 minutes)		
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Language of assessment: English
Allocation of places
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Additional information
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Workload
150 h
Teaching cycle
Teaching cycle: winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) Information Systems (2022) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Master's degree (1 major) Management International (2024) Master's degree (1 major) Management (2024) Master's degree (1 major) Information Systems (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Economathematics (2024) Master's degree (1 major) Information Systems (2025) Master's degree (1 major) International Economic Policy (2025) Master's degree (1 major) Management (2025) Master's degree (1 major) Management International (2025) Master's degree (1 major) China Business and Economics (2025) Master's degree (1 major) Economathematics (2025)

Module title		Abbreviation
Digital Entrepreneurship		12-M-UGF3-182-mo1
Module coordinator		Module offered by
holder of the Chair of Entrepreneurship and Strategy		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
This module provides an introduction into digital entrepreneurship and digital transformation. (1) Introduction (2) Digital business models (3) Identifying and exploiting opportunities for digital entrepreneurship (4) Strategies for creating competitive advantage in digital entrepreneurship (5) Digital marketing for entrepreneurs (6) Crowdfunding for entrepreneurs (7) Design thinking (8) Lean startup (9) Platform ecosystems and online communities (10) Digital strategy and digital transformation (11) The agile organization (12) Crowdsourcing (13) Cyberfraud (14) Wrap-up and Q&A		
Intended learning outcomes		
Educational aims: Clarify the role of digital entrepreneurship and digital transformation. Explain theoretical concepts and mechanisms behind digital entrepreneurship and digital transformation. Enable students to critically appraise alternative approaches to digital entrepreneurship and digital transformation. Enable students to evaluate the boundaries and risks of digital entrepreneurship and digital transformation Learning outcomes: On successful completion of this module students will be able to (1) Assess the role of digital entrepreneurship and digital transformation for creating and sustaining competitive advantage, (2) Create and evaluate concepts related to digital entrepreneurship and digital transformation, (3) Make judgements about the organizational and managerial implications of digital entrepreneurship and digital transformation, (4) Systematically choose between different routes of action.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) or c) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) Language of assessment: English		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Human-Computer-Interaction (2018)		
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Master's degree (1 major) Management (2018)
 Master's degree (1 major) International Economic Policy (2018)
 Master's degree (1 major) China Business and Economics (2019)
 Master's degree (1 major) China Language and Economy (2019)
 Master's degree (1 major) Information Systems (2019)
 Master's degree (1 major) China Business and Economics (2021)
 Master's degree (1 major) China Language and Economy (2021)
 Master's degree (1 major) Human-Computer-Interaction (2021)
 Master's degree (1 major) Economathematics (2021)
 Master's degree (1 major) Information Systems (2022)
 Master's degree (1 major) International Economic Policy (2022)
 Master's degree (1 major) Management (2022)
 Master's degree (1 major) Economathematics (2022)
 exchange program Business Management and Economics (2022)

Module title			Abbreviation
Philosophy of Science and Ethics in Business Management and Economics			12-M-WEW-182-mo1
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
10	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
This module will take the form of a seminar. Participants will independently work on a problem in economic policy or will review an important publication on a topic in economics.			
Intended learning outcomes			
Students are able to present the status of a current project in a talk as well as to discuss and defend it.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus			
Allocation of places			
20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
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Workload			
300 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021)			

Module title		Abbreviation
European Competition Policy		12-M-WPE-192-m01
Module coordinator		Module offered by
holder of the Chair of Industrial Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Outline of syllabus:</p> <ol style="list-style-type: none"> 1. Legal environment, competition laws 2. Market definition <ul style="list-style-type: none"> • Qualitative methods • Simple quantitative methods • Hypothetical monopoly test 3. Horizontal agreements and collusion: repeated games and factors affecting likelihood of collusion 4. Horizontal mergers and collusion <ul style="list-style-type: none"> • Economic theory • Efficiency effects • Coordinated effects 5. Vertical relations and contracts <ul style="list-style-type: none"> • Economic analysis of contracts • "More economic approach" 6. Abuse of dominant position <ul style="list-style-type: none"> • Classification of abusive conduct • Economic analysis of abusive conduct and theory of harm 		
Intended learning outcomes		
<p>After completion of the module students can use the advanced concepts introduced in the lecture of competition policy, including the legal framework, the trace models and methods for the study of competition policy issues, as well as understand the approach of European competition policy in high profile cases. When they are confronted with practical problems, they can refer to these cases, and the same logic to practical examples apply by draining the relevant economic theories that identify variables to be measured and methodologies for assessing, and based on that adequate conclusions for appropriate cases. They will sufficiently understand the subject in order to open up that build upon literature in journals and being able to think critically.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>V (2) Module taught in: English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) Language of assessment: English creditable for bonus</p>		
Allocation of places		
<p>WM6: There are no restrictions with regard to available places for students of the Master's degree programmes Management, International Economic Policy, Information Systems, Wirtschaftsmathematik (Mathematics for Economics) and Chinese and Economics as well as China Business and Economics. A total of 20 places will be allocated to students of other subjects; should the number of applications exceed the number of available places, these places will be allocated by lot.</p>		
Master's with 1 major China Business and Economics (2021)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 527 / 555

Additional information
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Workload
150 h
Teaching cycle
Teaching cycle: summer semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
<p>Master's degree (1 major) Information Systems (2019)</p> <p>Master's degree (1 major) Political and Social Sciences (2020)</p> <p>Master's degree (1 major) China Business and Economics (2021)</p> <p>Master's degree (1 major) China Language and Economy (2021)</p> <p>Master's degree (1 major) Social Science Sustainability Studies (2021)</p> <p>Master's degree (1 major) Econometrics (2021)</p> <p>Master's degree (1 major) Information Systems (2022)</p> <p>Master's degree (1 major) International Economic Policy (2022)</p> <p>Master's degree (1 major) Management (2022)</p> <p>Master's degree (1 major) Econometrics (2022)</p> <p>Master's degree (1 major) Management (2024)</p> <p>Master's degree (1 major) International Economic Policy (2024)</p> <p>Master's degree (1 major) Econometrics (2024)</p> <p>Master's degree (1 major) International Economic Policy (2025)</p> <p>Master's degree (1 major) Management (2025)</p> <p>Master's degree (1 major) Applied Human Geography (2025)</p> <p>Master's degree (1 major) China Business and Economics (2025)</p> <p>Master's degree (1 major) Econometrics (2025)</p>

Module title			Abbreviation
Advanced Auditing			12-M-WPF-161-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
This module covers advanced accounting topics under IFRS (International Financial Reporting Standards). It also discusses current developments in IFRS accounting and systematically classifies the related issues. The aim is to apply existing knowledge to advanced accounting problems and to develop possible solutions. The main topics adapt to current developments in the field of financial accounting.			
Intended learning outcomes			
Students gain a deep understanding of advanced accounting issues under IFRS (International Financial Reporting Standards). They also have the in-depth knowledge necessary to solve new and advanced accounting problems.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
written examination (approx. 60 to 120 minutes) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021)			
Master's with 1 major China Business and Economics (2021)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	
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Master's degree (1 major) Econometrics (2021)
exchange program Business Management and Economics (2022)

Module title		Abbreviation
Project Modul: Journalism in Economic Policy		12-M-WPJ-182-m01
Module coordinator		Module offered by
holder of the Professorship of Economic Journalism		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
Economic journalism is often regarded as unwieldy, but the reporting usually revolves around content that many media users can relate to: The focus is on market developments and (economic) political conditions. How can these topics be presented in a way that is clear, easy to understand, and yet as precise as possible? What makes for good economic reporting? What research options and forms of presentation are available? Such questions will first be answered using examples from various media. Subsequently, the students will work on the main topic themselves. The seminar is thematically oriented towards current research projects/projects of the Chair of Business Journalism and Business Communication and can therefore vary thematically per semester.		
Intended learning outcomes		
Students learn the terminology, topics, and framework of economic journalism. After completing the seminar, they will have an overview of selected areas of application. They master the research and the different forms of presentation of economic journalism. The students learn scientific methods to break down complex economic topics in reporting. After completing the seminar, students are able to independently examine journalistic products in response to previously generated research questions and thus evaluate journalistic work. Therefore, students acquire subject as well as specific methodological competencies in this seminar.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
portfolio (approx. 3 items with a duration of 3 minutes each, audio/video format): e. g. record of research activities, commentary, text analyses of different types of media Language of assessment: German and/or 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		
300 h		
Teaching cycle		
Teaching cycle: after announcement		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019)		
Master's with 1 major China Business and Economics (2021)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 531 / 555

Master's degree (1 major) Media Communication (2019)
 Master's degree (1 major) China Business and Economics (2021)
 Master's degree (1 major) China Language and Economy (2021)
 Master's degree (1 major) Econometrics (2021)
 Master's degree (1 major) International Economic Policy (2022)
 Master's degree (1 major) Management (2022)
 Master's degree (1 major) Econometrics (2022)
 Master's degree (1 major) Media Entertainment (2022)
 Master's degree (1 major) Psychology of digital media (2022)
 exchange program Business Management and Economics (2022)

Module title		Abbreviation
Economic and Business Ethics		12-M-WUE-161-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Business Taxation		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
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, ethical 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 ethical problem in business and/or economy. He/she should be able to present a complex problem in a clear and understandable way and 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 (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German and/or English		
Allocation of places		
12 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
Additional information		
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Workload		
300 h		
Teaching cycle		
Teaching cycle: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Econometrics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021)		
Master's with 1 major China Business and Economics (2021)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 533 / 555

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

Module title		Abbreviation
Risk Management - Concepts and Systems		12-RM-KS-161-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Corporate Finance		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>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.</p>		
Intended learning outcomes		
<p>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</p> <ul style="list-style-type: none"> (i) judge legal, organizational and methodological requirements for the implementation of risk management processes in a risk management information system (RMIS); (ii) understand the technical basis for RMIS; (iii) estimate the different characteristics of various information systems for the RM; (iv) understand the workings of RMIS. 		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 minutes) or b) oral examination (one candidate each: approx. 15 to 20 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) Language of assessment: German and/or English creditable for bonus</p>		
Allocation of places		
25 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: no courses offered		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in

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

Module title		Abbreviation
Stochastic Models for Risk Analysis		12-RM-RA-192-m01
Module coordinator		Module offered by
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Point and interval estimation for the value at risk Point and interval estimation for the conditional value at risk Prediction of value at risk in time series Risk of forecasts in time series, in particular exponential smoothing under covariates Conditional heteroscedasticity: ARCH, GARCH, EGARCH, DVEC, BEKK, DCC Aggregated losses and their empirical analysis Empirical analysis of statistical distributions Nonparametric bounds for the value at risk and conditional value at risk Empirical estimation of nonparametric bounds for value at risk and conditional value at risk Market model: definition, derivation, parameters, empirical analysis Capital asset pricing model: definition, parameters, empirical analysis Asset portfolios: definition, risk parameters Estimation of portfolio parameters: variance, value at risk, conditional value at risk, shortfall Optimum portfolios: concepts, theory, numerical analysis</p>		
Intended learning outcomes		
The student is able to estimate risk measures and the parameters of risk models from data. In particular, the student knows software packages and routines which enable empirical risk evaluation in a business context.		
Courses (type, number of weekly contact hours, language — if other than German)		
Ü (2) + V (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 60 minutes)		
Allocation of places		
<p>30 places. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Master's students of Information Systems will be given preferential consideration. (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.</p>		
Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
<p>Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021)</p>		
Master's with 1 major China Business and Economics (2021)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 537 / 555

Module title			Abbreviation
Stochastic Models for Risk Assessment			12-RM-RW-192-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
Etymological background of the risk concept Definitions of risk Basic concepts and terminology of stochastic risk modelling: risk phenomenon, risk object, risk variable, risk source, risk factor, risk cause, direct peril, indirect peril, loss under risk, profit under risk, loss variable, profit variable, risk distribution, risk indicator, risk parameter Classification of business risks Risk policy, risk management Risk analysis: risk identification, risk description, risk exploration, risk-relevant measurements, risk evaluation, risk assessment, risk modelling Risk management: risk minimisation, risk protection, risk avoidance, risk mitigation, bearing of risk, risk prevention Risk control, risk monitoring Norms and standards of risk management: ISO 31000, ONR 49000 -- 49004, IEC/ISO 31010, COSO II, AIRMIC, IRM, ALARM FMEA (Failure Mode and Effect Analysis) as a tool of risk analysis and risk assessment: historical and thematic background, methodology, discussion of the FMEA assessment methodology Risk matrix, risk diagram Score diagram Stochastic risk parameters and risk measures as distribution parameters Probability distributions: Gaussian, Laplace, Student's t, extreme value, logistic, exponential, Weibull, gamma, negative Gaussian, Burr, hyperbolic, generalised hyperbolic Elementary stochastic risk measures: variance, standard deviation, signal-to-noise ratio, coefficient of variation, Sharpe ratio, nonconformance probability, expected shortfall, shortfall probability, risk parameters under reference values, Stone family Value at Risk and Conditional Value at Risk: definition, formal representations, values under special probability distributions Axioms of risk measures: distribution invariance, subadditivity, superadditivity, additivity, comonotonous additivity, nonnegative homogeneity, translation invariance, convexity, continuity, coherence			
Intended learning outcomes			
The student knows the schemes and concepts of risk analysis, risk assessment, risk measurement, and the theoretical background. The student knows the concepts of advanced stochastic risk modeling. In a practical business situation, the student is able to identify an appropriate scheme of risk assessment and corresponding meaningful risk measures.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
written examination (approx. 60 minutes)			
Allocation of places			
30 places. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Master's students of Information Systems will be given preferential consideration. (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.			
Additional information			
--			
Workload			
150 h			

Teaching cycle
Teaching cycle: summer semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021)

Module title		Abbreviation
Seminar: E-Business Strategies		12-M-SEBS-161-m01
Module coordinator		Module offered by
holder of the Chair of Information Systems Engineering		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
In this course, students will acquire important knowledge and skills that will enable them to prepare a well-structured term paper and to present the results of their work with the help of relevant topics in the fields of web-based platforms (electronic markets, Web 2.0 etc.) and strategic management of a company.		
Intended learning outcomes		
<ul style="list-style-type: none"> - Academic literature review - Integration of developed results in scientific papers - Creating presentations and talks 		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German and/or English Assessment offered: Once a year, winter semester		
Allocation of places		
20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
Additional information		
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Workload		
300 h		
Teaching cycle		
Teaching cycle: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) Information Systems (2019)		
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Master's degree (1 major) China Business and Economics (2021)
 Master's degree (1 major) China Language and Economy (2021)
 Master's degree (1 major) Econometrics (2021)
 Master's degree (1 major) Information Systems (2022)
 Master's degree (1 major) Management (2022)
 Master's degree (1 major) Econometrics (2022)
 exchange program Business Management and Economics (2022)

Module title		Abbreviation
Managerial Practice Lectures		12-M-VGP-202-m01
Module coordinator		Module offered by
holder of the Professorship of Economic Journalism		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>In this lecture, we invite board members of publicly listed companies, SMEs and Startups to discuss contemporary challenges of corporate management.</p> <p>Students gain sustainable insights into current management practices, challenges of corporate management in various industries, and discuss pressing managerial issues with C-level executives. In individual and group assignments, students are required to connect management theories with the managerial challenges of the speakers.</p> <p>Managers of the different companies are required to address the following questions that will foster a detailed discussion at the end of each lecture:</p> <ul style="list-style-type: none"> - What are the current challenges facing your company? - Which strategies do you employ to respond to these challenges? - How have leadership concepts and approaches changed in your company? 		
Intended learning outcomes		
<p>After participating in this module, students should be able to combine theoretical approaches with current challenges in management. The students obtain a realistic insight into a cross-section of the German economy. Through discussions reports and group presentations students' social skills are trained in addition to professional skills.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>portfolio (approx. 15 pages)</p> <p>Language of assessment: German and/or English</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Business Information Systems (2016)		
Master's with 1 major China Business and Economics (2021)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 542 / 555

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

Module title			Abbreviation
International Financial Management			12-M-IFM-211-m01
Module coordinator		Module offered by	
holder of the Chair of Monetary Economics and International Financial Markets		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>The module introduces students to the financial management of firms engaged in a globalized business environment. Topics include the foreign exchange market, the international monetary system as well as the determination of exchange rates and foreign currency risk. The module also covers international capital markets and familiarizes students with methods and data sources required for the analysis of international financial markets.</p> <p>Format of the module: lectures and exercise sessions</p> <p>Prerequisites: Basic knowledge of microeconomics and macroeconomics as taught in Bachelor programs in Economics, Business or similar fields.</p> <p>Usability: Master International Economic Policy, Master Management</p> <p>Requirements for getting credit points according to the European Credit Transfer System (ECTS): Passing the final exam.</p> <p>ECTS and grading: 5 ECTS, Grading on a scale from 1-5 based on the final exam.</p> <p>Frequency of the module: Each summer term</p> <p>Workload: 150 hours (Lecture + Exercise Session + Self Study)</p> <p>Duration: 1 Semester</p>			
Intended learning outcomes			
Students who complete the module will have a basic understanding of the theoretical and practical aspects of international financial management. Moreover, they should also be able to understand current developments in financial markets and interpret them using the theoretical foundations and practical examples covered in the module.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
written examination (approx. 60 minutes) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
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Additional information			
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Workload
150 h
Teaching cycle
Teaching cycle: after announcement
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021)

Module title			Abbreviation
Applied Empirical Macroeconomics			12-M-AEM-211-m01
Module coordinator		Module offered by	
holder of the Chair of Monetary Economics and International Financial Markets		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
The module introduces students to current topics and methods in applied empirical macroeconomics. This includes an overview of topical macroeconomic issues and empirical regularities as well as multivariate time series methods that are widely used in empirical applications.			
Intended learning outcomes			
After completing the module, students have obtained an overview of empirical methods used in applied empirical macroeconomic analysis. Besides a theoretical knowledge of commonly used empirical models and a critical discussion of their limitations, students should also be able to conduct empirical analyses themselves.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) or c) oral examination (one candidate each: approx. 10 to 15 minutes, groups of 2: approx. 20 minutes, groups of 3: approx. 30 minutes) Language of assessment: English creditable for bonus			
Allocation of places			
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Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022)			
Master's with 1 major China Business and Economics (2021)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	
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exchange program Business Management and Economics (2022)

Module title		Abbreviation
Business Cycles		12-M-BC-211-m01
Module coordinator		Module offered by
head of the Work Group of Empirical Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
This module is an introduction to dynamic macroeconomic models with microeconomic foundations with a focus on modern business cycle theories. The course is divided into several sections. Following an introduction to empirical facts on business cycles, the students are introduced to microeconomic foundations of macroeconomic models. Afterwards, the real business cycle model and the New Keynesian model and their connections are covered. Finally, the models are applied to current macroeconomic topics.		
Intended learning outcomes		
Students will acquire a basic understanding of modern business cycle theory. Students gain expertise on business cycle theory as well as on macroeconomic modeling. Having completed the module, students will be able to understand current business cycle development, apply business cycle models to analyze these and to develop appropriate policy measures.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) or c) oral examination (one candidate each: approx. 10 to 15 minutes, groups of 2: approx. 20 minutes, groups of 3: approx. 30 minutes) Language of assessment: English creditable for bonus		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) International Economic Policy (2022)		
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Master's degree (1 major) Management (2022)
Master's degree (1 major) Econometrics (2022)
exchange program Business Management and Economics (2022)
Master's degree (1 major) Management (2024)
Master's degree (1 major) International Economic Policy (2024)
Master's degree (1 major) International Economic Policy (2025)
Master's degree (1 major) Management (2025)
Master's degree (1 major) China Business and Economics (2025)

Module title		Abbreviation
Advanced Topics in Data Science		12-M-ATDS-211-mo1
Module coordinator		Module offered by
holder of the Chair of Business Analytics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
In this course, students work on advanced data science projects. The course covers the entire data science workflow from data collection to data preparation to modeling, evaluation and deployment. By following a top-down teaching approach, students are enabled to apply complex machine learning models from the beginning.		
Intended learning outcomes		
<p>As part of the course work, students will acquire knowledge and skills in the following areas:</p> <ol style="list-style-type: none"> 1. Becoming familiar with the principles and frameworks in the research area of Data Science. 2. Apply machine learning and deep learning frameworks to structured and unstructured data 3. Design, implementation and evaluation of key algorithms within an end-to-end workflow in the field of Data Science 4. Application of Jupyter notebooks and their infrastructure (collection, storage, retrieval, and analysis of data) 5. Understanding of a data-driven & analytical approach to decision problems 		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English Assessment offered: in the semester in which the course is offered creditable for bonus</p>		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: no courses offered		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
<p>Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) exchange program Business Management and Economics (2022)</p>		
Master's with 1 major China Business and Economics (2021)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021	page 550 / 555

Module title			Abbreviation
International Marketing Strategy			12-M-IMS-211-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
The objective of this simulation course is to develop hands-on skills of how to make international marketing decisions. Emphasis is put on the computer simulation game Country Manager which focuses on the managerial issues arising when companies plan and execute market entry into new countries. This exercise allows students to experience the challenges pertaining to corresponding decisions by playing the role of a responsible manager for a major consumer products company. Students have to decide on the countries to enter, the mode of entry, the segments to target, and every aspect of the marketing mix (price, promotion, place and product) and will get immediate feedback on the consequences of their actions.			
Intended learning outcomes			
After completion of the course, participants should have gained a broad appreciation of critical decisions in international marketing.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 40 to 60 minutes) or b) term paper (15 to 20 pages) and presentation (approx. 20 minutes) (weighted 2:1) or c) term paper (30 to 40 pages) or d) portfolio (approx. 20 pages) Language of assessment: German and/or English			
Allocation of places			
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Additional information			
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Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021)			

Module title		Abbreviation
Economist Practice Lectures		12-M-VWP-211-m01
Module coordinator		Module offered by
holder of the Senior Professorship for Economics, Money and International Economic Relations		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>The content of the seminar is the active participation in as well as the follow-up of the lectures of economists from different national and international fields of activity, which are organized for the event.</p> <p>The invitation of speakers from practice strengthens the practical orientation of the scientifically founded and at the same time internationally oriented education at the faculty of economics of the University of Würzburg.</p> <p>In this way, students will gain lasting insights into the fields of activity of economists, gain an insight into practical activities, discuss these with high-ranking economists and combine them with theoretical economic knowledge gained during their studies.</p>		
Intended learning outcomes		
<p>By participating in the seminar, Master's students of the faculty of economics and business administration should get to know the different fields of activity of economists and the questions that determine the daily work of the speakers in the course of the lectures.</p> <p>In addition, the participants of the seminar will have the opportunity to apply the knowledge of economics they have acquired during their studies. For this purpose, in addition to a discussion with the speakers following the respective lecture, a debating workshop is offered to the participants of the seminar, in which the students are to learn economic argumentation and debate management. The learned contents and competencies will be tested at the end of the semester.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) oral examination (one candidate each: approx. 10 to 15 minutes, groups of 2: approx. 20 minutes, groups of 3: approx. 30 minutes) or</p> <p>b) term paper (approx. 10 pages) and presentation (approx. 15 minutes); (weighted 2:1) or</p> <p>c) written examination (approx. 60 minutes)</p> <p>Language of assessment: German and/or English</p>		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in

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

Thesis

(30 ECTS credits)

Module title			Abbreviation
Master-Thesis China Business and Economics			04-CBE-MT-162-mo1
Module coordinator		Module offered by	
holder of the Chair of China Business and Economics		Institute of East and South Asian Cultural Studies	
ECTS	Method of grading	Only after succ. compl. of module(s)	
30	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>This module provides the framework for the writing of the Master thesis, which is an autonomously written research paper with an average length of around 80 pages, to be completed within six months. Students develop and specify the topic of their Master thesis based on their own research interests and in close cooperation with their main advisor, who offers advise on major problems and supports the students' bibliographical and material searches, the development of a research focus, the selection of sources, as well as a suitable structure of contents. The research and writing process is based on a draft outline and a time plan. At the final stages, the advisor enforces the observance of the formal and technical standards of academic writing, as well as an acceptable level of language and style.</p>			
Intended learning outcomes			
<p>By writing their Master thesis, students give prove to their acquired ability to do research on a topic of their own choice and to present their insights in a state-of-the-art way. In the working process, they further develop their skills in planning, time management, researching, drafting, writing and revising an academic thesis of some length, according to the formal and technical standards, and in a proper language and style.</p>			
Courses (type, number of weekly contact hours, language — if other than German)			
No courses assigned to module			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
<p>Master's thesis (approx. 80 pages) Language of assessment: English</p>			
Allocation of places			
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Additional information			
Time to complete: 6 months.			
Workload			
900 h			
Teaching cycle			
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Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
<p>Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Business and Economics (2025)</p>			